Project Motivation

Support strong, livable communities with increased creative activity

Utilize the unique transformative potential of a linear gallery space to improve neighborhood connectivity and access to cultural amenities

Forge a distinct sense of place and identity for the communities and businesses along the Atlanta BeltLine
What does an Arts and Culture planning process look like?

Celebrate what we have

Think about what can be better, what’s missing

Listen to diverse viewpoints

Work together to develop priorities, goals

Move forward!
It’s all about asking the big question....

How can an enhanced understanding of the cultural and artistic practices of communities on the BeltLine support a creative ecology and overall high quality of life?
22 miles of Continuity / 22 miles of Variety

Ultimately, the BeltLine will be one continuous 22-mile loop.

Yet, its character will vary based on the changing physical landscape and distinct culture of the surrounding communities.

The “front yard” for the neighborhoods.
Who participates?

- ARTISTS
- CREATIVES
- COMMUNITY MEMBERS
- ARTS & CULTURAL ORGS.
- BUSINESSES
What is in an Arts and Culture Plan?

1. Vision Statement + planning principles
2. Asset maps – spaces, facilities, organizations
3. Priorities + goals
4. Recommendations
5. Detailed action strategies (funding, roles, prioritization)
Why an Arts and Culture Plan?

1. Support and enrich arts, culture, and creative endeavors
2. Clarify the relevance of arts, culture, and creativity for your community
3. Support economic and cultural development
Why an Arts and Culture Plan?

4. Reflect local cultural practices and uniqueness

5. Encourage collaborations + conversations

6. Access funding/ grants and use resources wisely
Public Input

Moving the process forward

Confirming & updating our understanding of existing conditions and cultural assets

Visioning for the future

Creating an ongoing role for public input + information sharing
# Key Project Dates

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<th>Citywide Conversation #1</th>
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Our Approach

Project Themes
Theme 1: Aim for Excellence

Meet the high standards set by the BeltLine in its achievements to-date

Explore the potential for innovative collaborations

Establish a lasting framework
Theme 2: Embrace culture with a lower case “c”

Celebrate communities:

- 45 Neighborhoods
- Community Orgs.
- Schools
- Ethnic
- Special Interests (seniors, young adults, families, teens...)
- All others
Theme 3: Integrate Arts & Culture with other goals

Consider how this plan contributes to additional goals of the BeltLine - transit and economic development

Identify strategic partnerships based on symbiotic goals
Theme 4: Everyone is an “Actor”

Collaboration

Combined Resources

Authenticity

Uniqueness
Existing Assets

Information Gathering
Art on the BeltLine

Began in 2010

September – November

Largest public art display in Atlanta’s history

Biggest temporary public art exhibition in the South

Hundreds of artists and performers in all media
Art on the BeltLine

Guiding Principles:

• Equity
• Access
• Inclusion
• Interconnection
• Growth & Leadership
Documenting What Already Exists

Arts & Cultural Organizations, Museums, Galleries, Theaters, etc.

Historic Sites and Districts

Arts & Cultural Events

Civic Institutions and Public Spaces
Breakout Groups

We want to hear from you!
Questions + Comments
Thank You!

Project contact:

Miranda Kyle
Arts & Culture Program Manager
Atlanta BeltLine, Inc.

MKyle@atlbeltline.org