Atlanta BeltLine
Arts & Culture Strategic Implementation Plan

Southeast Study Group
February 12, 2018
Tonight’s Agenda

Welcome + Introductions

Presentation to introduce the project

Breakout Groups

Summary of key takeaways

Next Steps
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
Project Team

Susan Silberberg  Lyndon DeSalvo  Dr. Catherine Ross  Dr. Arthi Rao  Kebbi Williams  Sandi Stroud
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!
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?
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.
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
4. Reflect local cultural practices and uniqueness

5. Encourage collaborations + conversations

6. Access funding/grants and use resources wisely
Who participates?

- ARTISTS
- CREATIVES
- ARTS & CULTURAL ORGS.
- COMMUNITY MEMBERS
- BUSINESSES
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
<table>
<thead>
<tr>
<th>Citywide Conversation #1</th>
<th>Study Groups</th>
<th>Citywide Conversation #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/25</td>
<td>2/12 - Southeast</td>
<td>3/19</td>
</tr>
<tr>
<td></td>
<td>2/22 - Southwest</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2/26 - Westside</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3/5 - Northside</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3/8 - Northeast</td>
<td></td>
</tr>
</tbody>
</table>
Citywide Conversation #1

Need for permanent, "gateway" artworks

Increased programming and youth engagement

More community, up-and-coming artists exhibited

Expanded outreach and potential business partnerships

Arts Community Council
Existing Assets

Information Gathering
Art on the BeltLine

Began in 2010, Sept – Nov each year

Largest public art display in Atlanta’s history

Biggest temporary public art exhibition in the South

Art by public RFP process – wide local distribution

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
Visioning for the Future

How can the BeltLine elevate the arts and other creative activity along its corridor and in nearby neighborhoods?

How can the BeltLine better reflect local artists and communities?

Where is there untapped potential for arts and cultural activity?
Breakout Groups

We want to hear from you!
QUESTION #1

What are your favorite arts and culture locations and institutions in your community (looking at the Southeast Study Group area specifically)?

What are the organizations that come to mind?
QUESTION #2

What is your great idea to ensure the BeltLine showcases Atlanta’s distinct sense of place and arts community, specifically in the Southeast area?

What is the best way to engage and showcase community artists in these neighborhoods?
QUESTION #3

What are places/sites in your communities that have the potential to become arts and culture hubs?
Can you think of underutilized sites that would be good locations for public art or events?
Where do you see potential?
Thank You!

*Project contact:*

Miranda Kyle  
*Arts & Culture Program Manager*  
Atlanta BeltLine, Inc.  
MKyle@atlbeltline.org