

ARTS & CULTURE



**Connecting Cleveland
2020 Citywide Plan**

ARTS & CULTURE

OVERVIEW

The arts contribute to quality of life by making communities more livable. They help to define a sense of identity, a sense of place, and they serve as a vehicle for the preservation and transmission of culture. The arts help to form an educated and aware public by promoting understanding in a diverse society and by promoting inquisitive thought and the open exchange of ideas and values. The arts can encourage an individual's creativity and the generation of new ideas. They play a vital role in the development of desirable products and increasing available choices, whether it is types of housing or leisure activities. Release, relaxation, entertainment and spiritual uplifting are all benefits of the arts.

Creating Distinctive Places: Arts and culture are keys to making the Cleveland area an interesting and attractive place to live, work, and recreate. They are a key component for attracting creative and entrepreneurial individuals from across the region and the nation. Arts and culture provide important insights that affect the details of design and result in great architecture, landscapes and public improvements. In addition to shaping the physical form of a place, arts and culture play an important role in creating a social connection between people and the place through interpretation of its natural features, history, and meanings and the telling of its stories.



Art can reinforce the story and meaning of a place.
[Mill Creek Waterfall]

The Arts as an Economic Engine: A healthy and stable arts and cultural sector is a cornerstone for the region's continued economic and social vitality. The arts contribute more than \$1.3 billion annually to the regional economy and arts and cultural institutions have brought Cleveland national and worldwide recognition. It is estimated that 25 percent of visitors to Northeast Ohio arts and cultural assets come from outside the seven-county region. The Cleveland Orchestra is world renowned, and Playhouse Square boasts the largest concentration of theatres between New York and Chicago. Historically, artists have been heavily integrated into the business fabric of the community: Companies specializing in lithography, engraving, publishing, ceramics, furniture, textiles, etc., have all employed artists in the development of their products. Today the Cleveland Institute of Art educates students for jobs in fields such as industrial design, graphic design, science and biomedical communications and digital art.

Creative Thought and Innovation: Data from the College Entrance Examination Board show that students who take four years or more of arts and music classes in high school score 90 to 100 points better on their SAT than students who took only one-half year or less. The ability to think critically, creatively, and innovatively are all benefits of exposure to the arts. These skills will become more important for securing a prosperous economic future as more jobs for unskilled and low-skilled labor are relocated outside of the United States.

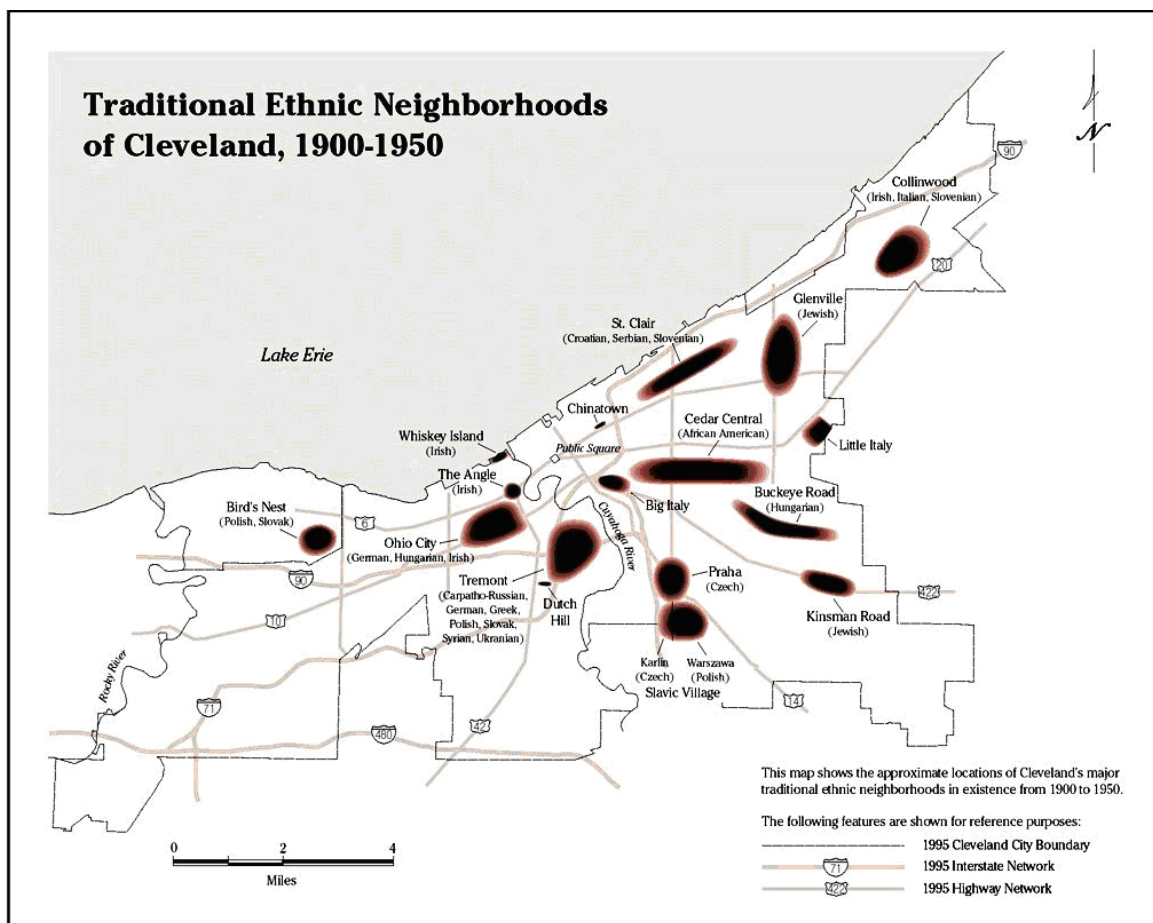
TRENDS

Several trends emerge that give a clearer picture of the challenge before us, and may also suggest areas of greatest vulnerability (or opportunity), where connections with appropriate community assets could be helpful:

- **Public Involvement in the Arts:** Nationally, attendance at live performances has seen an increase, but it has not grown as much as the market for recorded and broadcast performances has. A [Rand Corporation](#) report attributes the increase in population growth, not in the percentage of the population that attends live performances. Cleveland's lack of population growth makes generating increased attendance for arts programs more difficult.
- **Competition:** Americans are placing a premium on flexibility of their time and favor experiences that allow them to choose when and where. Younger generations, which are more technologically savvy, appear to be more comfortable with entertainment provided through the Internet and other emerging technologies and could be less inclined to attend live performances. The improved quality of electronically reproduced entertainment, the rising cost of attending live performances and an increased desire among Americans for home-based leisure activities are other factors that favor media-delivered entertainment. In addition, the fact that the arts are no longer an integral part of most students' curriculum means that several generations of Americans and Clevelanders have now graduated with no background in the arts and no preparation to enjoy them.
- **The Future of Arts Organizations:** The Rand Corporation's research forecasts that the performing arts world will be divided into big organizations and smaller-scale operations, and those that cater to a broad public versus niche markets. Big organizations will rely increasingly on mass advertising and celebrity to attract large audiences, while small organizations will have to become more dynamic and more diverse, focusing on low-budget, low-tech productions and relying heavily on volunteer labor. Many will cater to local and specialized markets, particularly ethno-cultural communities. It is the mid-size organizations, however, that will face the biggest challenge: As they continue to be squeezed financially, they will need to become either larger and more prestigious or smaller and more community-oriented. As many of these organizations are forced to scale down their budgets and aspirations, talented newcomers will need to look elsewhere for opportunities to gain experience in the performing arts, with universities playing a larger role as developers of young talent.
- **Sources of Arts Funding:** Earned income (i.e., box office) constitutes 66% of total revenue for Northeast Ohio arts and cultural organizations—notably better than the national average, which a Rand Research brief on the Arts sets at around 50%. But local organizations fall short of national standards with respect to cash reserves, which are equal here to only 14% of the operating budget compared to the benchmark figure of 25%; and 70% of the area's arts and cultural organizations do not meet national standards for endowments. Government funding for the arts typically has accounted for a small percentage of arts funding, but since the early 1990s the *mix* has changed: While federal funding has declined by almost 50%, state and local appropriations have increased. State and local grants, however, tend to focus more on the social and economic benefits of the arts. Nationally, arts organizations have become increasingly dependent on private contributions, which now comprise approximately one-third of non-profit revenues. Cleveland's performing arts institutions have enjoyed strong support from individuals, corporations and foundations.

- The Role of Heritage:** But a city's culture comprises more than its institutions. It is found in the architecture, signage, cuisine, music, traditions, taste in clothing and other accoutrements, the ways of talking and interacting, of worship and recreation, mourning and celebration, that define that city's neighborhoods. The cultural character of Cleveland is the legacy of the many ethnic groups that settled here, founded and worked the city's businesses, indeed, created its institutions, and called Cleveland home. The rich *mélange* of immigrant populations that settled in Cleveland arrived in waves and often settled in enclaves of people from the same home country. In the late 1800s, most foreign-born residents were of German or Irish descent. As the economy boomed and manufacturing jobs multiplied, Cleveland became a magnet for others seeking work and a chance for a better life. Around the turn of the 20th century, Eastern Europeans such as Czechs and Poles converged in large numbers. Austrians, Hungarians and Russians arrived just before World War I; and as the economy geared up for war and the troop ships took on men, African-Americans from the South now streamed north in even larger numbers to find work.

Each of these groups was drawn, understandably, to the neighborhoods that rang with familiar sounds and smells, the comforting symbols and ways—in short, the culture—of its own people. The following map from the [Encyclopedia of Cleveland History](#) shows the location of traditional ethnic neighborhoods in the first half of the 20th century.

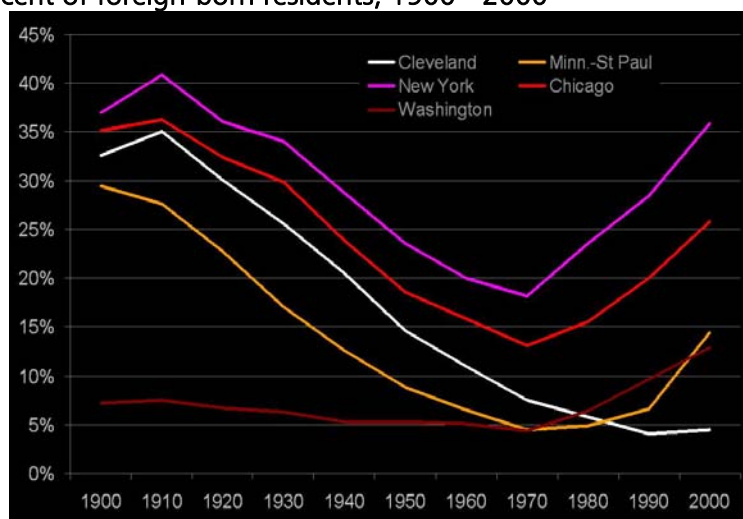


- New Immigrants—the Missing Ingredient:** A crucial element has been missing from Cleveland's economic recovery over the last two decades: an infusion of fresh energy, valuable skills and new ideas of the sort that large numbers of immigrants brought to the

city during the second half of the 19th century and first half of the 20th. Significant numbers of new immigrants are still arriving in America—often bringing needed technological skills and other training, or at least an eagerness to work and learn—but, as the next graphic shows, they are no longer being drawn to Cleveland in any significant numbers. By the mid-Seventies the long negative trend had reversed for cities like New York, Chicago, Washington, D.C., and St. Paul-Minneapolis, where the influx of new blood has continued to rise steadily.

The same graph also makes it painfully clear that Cleveland is not yet participating from this trend. Though the percentage of the city's population that is foreign-born is up slightly from what it was in 1990 (4.1%), by 2000 it had barely reached 4.5% compared with 11.1% nationwide. Chicago, now with more than 25% of its citizenry foreign-born, and New York with more than 35% are fast approaching the levels they boasted at the time of the First World War, when Cleveland's immigrant population reached 35%.

Percent of foreign-born residents, 1900 - 2000



Of course these figures do not tell the whole story. For example, while the percentage of foreign-born in Cleveland was 4.5% in 2000, the rate for Cuyahoga County overall was 6.4%. In earlier times, most immigrants settled in the center city and then gradually moved out toward the suburbs as their families became established. Many recent immigrants have bypassed the central city altogether. In 2000, foreign-born made up 7.3% of the suburban population, with some of the highest concentrations found in Hillcrest suburbs such as Mayfield Heights (18.1%), Richmond Heights (17.4%) and Beachwood (15.5%). To the south, Parma, Parma Heights and Seven Hills also had relatively high concentrations.

Other patterns also emerge: Approximately 58% of the foreign-born suburbanites in 2000 had come from Europe (as compared with 41% in the city of Cleveland), and just 5.7% from Latin America, versus 22% in Cleveland. Asian immigrants made up about the same share in both the city of Cleveland (29%) and the suburbs.

- Designated Heritage Districts:** The City of Cleveland protects the integrity of historic and cultural structures through the work of the [Landmarks Commission](#). The commission reviews proposed changes to individual structures of note as well as designation of distinctive districts throughout the city. Efforts have also been made to preserve, and promote a greater awareness of—and access to—other assets that constitute a part of

Cleveland's cultural heritage. In 1998 the Cuyahoga River was named as one of 14 [American Heritage Rivers](#).

Two years earlier, in 1996, the federal government designated the 88-mile [Ohio and Erie Canal National Heritage Corridor](#), which, centered on the Cuyahoga Valley with extensions out to University Circle, includes a significant section of the city. A [management plan](#) for the corridor was developed in 2000 to identify ways to protect and enhance resources that tell the story of the impact of the Ohio & Erie Canal and the subsequent industrial heritage of the area. The plan proposes telling these stories through journeys via a variety of transportation modes. In 1996, major driving routes along the canal corridor were designated as the Ohio & Erie Canal Scenic Byway. Three such routes run along the Cuyahoga Valley within the city: 1) West 25th Street to Broadview to Schaaf Road; 2) Independence Road; and 3) Warner Road to Broadway. The proposed Towpath Trail and Cuyahoga Valley Scenic Railway extensions to downtown Cleveland are also part of the City's plan to expand the modes of transportation (and access to amenities) available to Clevelanders.

- **Public Art:** Public art, whether freestanding pieces or elements incorporated into the design of buildings or other functional structures, contributes to the shaping of memorable places, often by telling the stories of those places. Public art, moreover, can be created on a variety of scales. Downtown Cleveland's 1903 Group Plan, comprising the 500-foot-wide outdoor mall and seven public buildings, is an example of civic design on a grand scale that created a whole district that was both distinctive in character and physically inspiring. (The earliest and most complete civic center plan for a major city outside of Washington, D.C., it was recognition across the country and praise in national journals.) Public art may also be incorporated into individual buildings, functional elements of buildings or outdoor spaces, or self-contained works.

The City of Cleveland recently showed its support for public art by enacting legislation requiring that 1.5% of the budget for every City project of over \$350,000 go to public art. Streetscape projects are included in this requirement. As part of the [Public Art Program](#), an advisory committee of design professionals and community representatives has been established to assist in soliciting designs and obtaining community input.



Art is often open to individual interpretation and can be a source to inspire public discourse.
[Free Stamp on Willard Park]

ASSETS

Cleveland has a number of important assets in the area of Arts & Culture that can be built upon:

The Community Partnership for Arts and Culture showed in its “Economic Activity Report” that arts and culture industry provides the equivalent of 3,700 full-time jobs in Northeast Ohio and direct and indirect organizational and audience spending of \$1.4 billion annually. It’s estimated that 8.5 million persons attend museums or other attractions here annually.

Performing Arts Organizations & Venues: Local arts and cultural institutions have brought the city of Cleveland national and worldwide recognition. The [Cleveland Orchestra](#) is considered one of the best in the world. Its home, Severance Hall, is an icon in the University Circle area and one of the most highly regarded concert halls in America. Listed below are a number of other performing organizations, museums, theatres and other venues that contribute to Cleveland’s rich cultural landscape.



Severance Hall is home of the world renowned Cleveland Orchestra and an example of how private philanthropy has had a profound impact on the cultural heritage of the City.
[Severance Hall]

Performing Organizations

- [Apollo’s Fire \(Baroque Orchestra\)](#)
- [Cleveland Orchestra](#)
- [Red {An Orchestra}](#)
- [Cleveland Chamber Symphony](#)
- [Cleveland Opera](#)
- [Lyric Opera Cleveland](#)
- [Jazz Heritage Orchestra](#)
- [Cleveland Jazz Orchestra](#)
- [Cleveland Pops Orchestra](#)
- [Cleveland Institute of Music](#)
- [Ohio Ballet](#)

Theaters

- [Playhouse Square Center](#) (Ohio, Palace, State, Allen & Hanna theaters)
- [Great Lakes Theatre Festival](#)
- [The Cleveland Playhouse](#)
- [Cleveland Public Theatre](#)
- [Dobama Theater](#)
- [Karamu House](#)
- [Charenton Theater](#)
- [Near West Theatre, Inc](#)
- [Beck Center for the Arts](#)
- [Cain Park](#)

Presenting Organizations

- [Cleveland Cinematheque](#)
- [Cleveland Film Society/Cleveland International Film Festival](#)
- [Dance Cleveland](#)
- [Cleveland Chamber Music Society](#)

Museums

University Circle

- [Cleveland Museum of Art](#)
- [Museum of Contemporary Art \(MOCA\)](#)
- [Cleveland Museum of Natural History](#)
- [Western Reserve Historical Society](#)
- [Crawford Auto-Aviation Museum](#)

- [Cleveland Botanical Garden](#)
- [Cleveland Children's Museum](#)
- [African-American Museum](#)
- [Dittrick Medical History Museum](#)

North Coast Harbor

- [Rock and Roll Hall of Fame and Museum](#)
- [Great Lakes Science Center](#)
- [Steamship William G Mather Museum](#)

- [USS Cod Submarine](#)
- [International Women's Air and Space Museum](#)

Other

- [Dunham Tavern Museum](#)
- [Cleveland State University Art Gallery](#)
- [President James A. Garfield Memorial](#)

- [Soldiers and Sailors Monument \(Civil War Museum\)](#)
- [Cleveland Metroparks Zoo](#)
- [The Sculpture Center](#)

Regional

- [Pro Football Hall of Fame](#) (Canton)
- [National Inventors Hall of Fame](#) (Akron)
- [Lawnfield](#) (Mentor)
- [Hale Farm & Village](#) (Bath)

Support Organizations: The Cleveland area has many nonprofit organizations and programs that support its arts, heritage and cultural resources and are working to improve them and open them to a larger audience. Listed below are a number of those organizations.

- The [Community Partnership for Arts and Culture](#) was launched in 1997 by The Cleveland Foundation, The George Gund Foundation, and The Cleveland Cultural Coalition to serve as a central voice for a large array of organizations and to find ways to strengthen Northeast Ohio's cultural assets and enable more residents and visitors to enjoy them. In 2000, after gathering input and ideas from many players, the Partnership issued the [Northeast Ohio's Arts and Culture Plan](#), a blueprint for success that includes policies relating to such critical matters as access, learning, partnerships and resources, and is now working to get its recommendations implemented.
- The [Cleveland Artists Foundation](#) is a nonprofit organization dedicated to regional art history and education that was founded in 1984. Its mission is to preserve, exhibit, actively collect, research and document the [artistic heritage of Northeast Ohio](#). CAF encourages a more comprehensive discussion of artistic traditions and innovations in Cleveland and carries out exhibits, events and benefits.
- The [Ohio Arts Council](#) is a state agency established in 1965 to promote the development of the arts and preserve Ohio's cultural heritage. OAC does this by providing grants and services in the areas of arts education, capacity building for organizations, individual creativity, arts innovation, arts access, support for ongoing programs, and international partnerships.
- [Ohio Citizens for the Arts](#) is a statewide nonprofit grassroots membership organization working to increase public support for the arts in Ohio. OCA advocates on public policy

issues that impact the arts and on arts issues. It has a lobbyist in the state house and provides information to citizens and elected officials about relevant issues.

- The [Northeast Ohio Jazz Society](#) is a volunteer nonprofit organization that advocates for jazz as an art form by furthering awareness and appreciation through performance and education.
- [Young Audiences of Greater Cleveland](#), founded in 1953, is the country's oldest and largest nonprofit arts-in-education organization. With the primary goal of making the arts essential to the education and development of all school-aged children, Young Audiences serves as a resource for both students and teachers—by providing performances, workshops, residencies, pre-school programs, and assistance with programs and events.
- [Art House](#) is a nonprofit art center located in historic Brooklyn Centre, whose mission is to nurture involvement in the arts and culture. It achieves its mission through classes, workshops and professional development programs.
- The [Cleveland Institute of Art](#) is one of the top professional colleges of art and design in the country. Established in 1882, CIA typically has an enrollment of 600 students. The school trains students for careers in a variety of professions related to the arts—including gallery artists, product and transportation designers, graphic designers, photographers, contemporary craftsmen, and educators. It offers programs in design and materials, integrated media, visual arts and liberal arts. To keep its curriculum current, CIA recently established programs in science and biomedical communications and digital art.
- The [Cleveland Institute of Music](#), which opened its doors in 1920, offers degrees in music and musical arts. It has an enrollment of approximately 400 Conservatory Students and 1,700 Preparatory and Continuing Education Students. It presents more than 125 concerts each year featuring the CIM Orchestra, Opera Theater, faculty and visiting artists, as well as 250 student recitals annually.
- The [Cleveland Music School Settlement](#), a community music school established in 1911 that offers music instruction, summer camps, preschool and day school programs, and a nationally acclaimed music therapy department to people of all ages and abilities.
- Several of the colleges and universities in the Cleveland area also offer degrees or courses related to the arts. [Cleveland State University](#) offers degrees in Art Education, Art History and Studio Art. Within its College of Arts and Sciences, [Case Western Reserve University](#) has departments of Art History and Education, Classics, History, Music, and Theatre & Dance. [Cuyahoga Community College](#) offers theater courses as part of its liberal arts program.



Integrating art into the design of products makes them more attractive to consumers. [Cleveland Institute of Art]

[John Carroll University](#)'s Department of Art History and Humanities offers majors and minors in both fields. [Notre Dame College](#) has an Art Department that offers degrees in studio and graphic arts. [Baldwin Wallace College](#) offers majors in Art and Art History, Communication and Theater, Music and Theater Arts. [Ursuline College](#) offers degrees in arts, art therapy, history, music, fashion design & merchandising, and historic preservation.

- [Kent State University's Urban Design Center](#) promotes the quality of urban places through technical design assistance, research, education and advocacy. Operating out of the Cleveland Urban Design Collaborative located in Downtown Cleveland, it assists community groups and provides services in master planning, commercial district revitalization, recreation planning, design guidelines, historic preservation, residential redevelopment, campus planning, and streetscape design.
- The [Sculpture Center](#) fulfills its mission of making sculpture a part of the civic dialogue by promoting the preservation of outdoor sculpture, exhibiting sculpture, and educating artists and audiences about the role of sculpture past and present.
- [Cleveland Public Art](#) is an independent, nonprofit organization promoting public art projects that create unique spaces in the urban landscape. It acts as a vehicle for collaboration between artists and design professionals. CPA has been instrumental in facilitating improved design for a variety of civic projects such as the Cleveland Public Library's Eastman Reading Garden, the Orchard School Fence, and the Detroit-Superior Bridge Public Promenade.
- The [Ohio Canal Corridor](#) works to implement many of the recommendations of the management plan of the Ohio and Erie Canal National Heritage Corridor. Priority projects include extending the Towpath Trail and Cuyahoga Valley Scenic Railway to Downtown Cleveland and the establishment of Canal Basin Park.
- Foundations: From the beginning Cleveland's arts and cultural institutions have received strong support from philanthropic individuals and groups. That support continues today with the generosity of many families and foundations, including two of Cleveland's largest, the [Cleveland Foundation](#) and the [George Gund Foundation](#). The [Kulas](#) and [William Bascom Little](#) foundations fund music education and composers, respectively.

Ethnic Diversity: Even a casual perusal of the Cleveland White Pages (and Business White Pages) attests to the rich diversity of cultures still represented here; a drive through the city's 36 neighborhoods, taking note of the names of businesses, churches, social clubs and specialty shops, puts a face on our ethnic diversity. As of the 2000 federal census, 9.2% of the city's residents were of German background (not the same as "foreign-born" immigrants, though some may be); 8.2%, Irish; 4.8%, Polish; 4.6%, Italian—but according to the City's Community Relations Board, more than 117 different cultures are represented in the city of Cleveland.



At the West Side Market the variety of the City's ethnic heritage is reflected in the foods that can be purchased. [West Side Market]

Even the largest group, African Americans, who make up 52.1% of the city's population, represent a variety of cultures, from Ethiopian and Nigerian to Ghanaian and Liberian, as shops and restaurants will attest. Another 7.3% identified themselves, using a government bureaucracy-created category, as Hispanic, but the majority are actually of Puerto Rican heritage, with the rest—as restaurant and shop signs reveal—including everything from Mexican and Cuban to Peruvian and a number of other Central and South American countries (an Ecuadoran bakery), which represent very different cultural traditions.

Asians made up 1.3% of the population, once again representing several different ethnic heritages. Thais, Chinese, Cambodians, Japanese, Koreans and Vietnamese—as well as Greeks, Lebanese, Russian Jews, Serbs, Indians, and Native Americans are all visible here, and contribute to the rich diversity of Cleveland's cultural and culinary offerings: The most recent edition of a popular book, *Cleveland Ethnic Eats*, profiles more than 350 ethnic restaurants and markets in the area. Some are clustered in proudly ethnic neighborhoods such as Little Italy or Slavic Village; others are part of the lively cultural mix that gives well-established commercial corridors their special character—The Croatian Bookshop (6315 St. Clair) just a few doors east of the popular Empress Taytu Ethiopian Restaurant (6125 St. Clair).

Ethnic Organizations: Many of the ethnic groups in the Cleveland area have social organizations that arrange events, festivals and parades associated with their heritage and some even have facilities or museums where events are held and where their culture is documented. Two of the largest parades in the City of Cleveland, St. Patrick and Columbus Day parades, are organized by the Irish and Italian communities. A sample of the diverse ethnic organizations facilities than can be found around the Cleveland area include: the [Maltz Museum of Jewish Heritage](#), the [Hungarian Heritage Museum](#), the [Ukrainian Museum-Archives](#), [Bohemian National Hall](#), the [Temple-Tifereth Museum of Religious Art](#), the [African-American Museum](#), the [Sachsenheim Hall](#), the [Spanish American Committee](#), the [Organization of Chinese Americans of Greater Cleveland](#), and the [Polka Hall of Fame](#).

Historical Archives: The [Jewish](#), [African American](#), [Irish American](#), and [Italian American](#) archives of the [Western Reserve Historical Society](#) actively collect, house and exhibit materials and artifacts that tell the story of their respective ethnic groups in Cleveland, beginning with the earliest immigrants, and their signal contributions to the city's history.

Religious Organizations: Many ethnic communities center on their churches. Even former parishioners who have moved to the suburbs, return regularly to the old neighborhood church in the city for services and the experience of community. In addition to serving as a meeting place and living symbol of the community, the churches often function as anchors for the area in which they are located, providing indispensable social services such as food kitchens or after-school tutoring for neighborhood children.

The [Cleveland Cultural Gardens](#), a string of 24 landscaped gardens, with statuary, along East Boulevard and Martin Luther King, Jr. Boulevard in Rockefeller Park honors many of the city's ethnic heritages. These delightful areas, a manifestation of those communities' identities and a stirring reminder of their cultural contributions to civilization, are annually the settings of weddings and other gatherings.

The City's [Community Relations Board](#) is responsible for improving cross-cultural relations among these different groups. It accomplishes its mission through activities in three areas: community outreach, human relations training and community education, and special events.



A “Sense of Place”: The city already has a number of neighborhoods and historic districts that have a unique and distinct character and generate activity because of their strong association with artistic, architectural, historical or ethnic characteristics. [Little Italy](#) and [Slavic Village](#) are two neighborhoods that are strongly associated with their ethnic past. The [West Side Market](#), which provides Clevelanders with access to a variety of ethnic foods in a setting reminiscent of times past, is a cornerstone of [Ohio City](#) and its revitalization. [Larchmere Avenue](#) and sections of [Lorain Avenue](#) generate economic activity focused on art and antiques. [Tremont](#) is known not only for its restaurants, nightclubs and art galleries (ArtWalk is a regular event that draws visitors), but also for the architecture of the many churches that grace its streets.

Local festivals are an opportunity to celebrate the uniqueness of our neighborhoods and sense of place. [Hessler Road Street Fair]

The broad tree lawns that characterize Tremont’s West 14th Street corridor as well as West Boulevard are also a mark of distinction for these places. **Shaker Square’s** unique physical layout, walkability, excellent transit access and sense of place have continued to be its strength. [University Circle](#), with its university, museums, hospitals and park-like setting, is a prime activity generator for the entire region. Downtown Cleveland boasts a number of vibrant districts, such as [Playhouse Square](#), [North Coast Harbor](#), [Gateway](#) and the [Warehouse District](#), that owe a large part of their identity (and attraction for consumers and, increasingly, residents) from their architecture or from arts and culture. Many other neighborhoods in the city of Cleveland possess similar assets on which they could capitalize.

CHALLENGES

Cleveland faces a number of challenges in the area of Arts & Culture that, creatively addressed, could help these neighborhoods realize their full potential:

- **Public Unawareness of Cultural Opportunities:** Ninety percent of the respondents to a public survey conducted by the Community Partnership for Arts and Culture agreed that the area’s arts and cultural resources are a source of great pride—but more than 60% admitted they had not attended programs because they had not been aware of them. New ways must be found to capture the attention of today’s busy, message-inundated city residents.
- **Neighborhoods Lacking Art’s Stimulation and Affirmation:** Art, in the form of public art or architecture, or the creative configuration of public spaces, calls us to excellence, self-realization and worthy aspirations, and reminds us of the power of creativity to rise above our failures and pedestrian thinking. It binds people and communities together by creating shared experiences (as music, cultural festivals and sidewalk performances also can do) and common points of reference. It may honor a neighborhood’s heritage or awaken pride in its contributions, hold up role models for the young, or form part of an area’s distinctive identity—and appeal to prospective residents and new businesses. Integrating the arts more fully into the fabric and the day-to-day life of a community, in short, provides food for the spirit while creating more attractive places.

- Lack of Appreciation for What the Arts Provide:** As a result of diminished arts education, our schools are denying young people the chance to experience the stimulation and rich sense of self and of life's possibilities the arts can provide, not to mention the opportunity to discover and hone what may be marketable talents. Perhaps even more disturbingly, this deprivation will result in an urban population that does not recognize the value, never mind the very real satisfactions, of the arts: a narrowing of our horizons that will ultimately take its toll on entrepreneurial creativity and vision, limiting Cleveland's future—beginning with the continued viability of its cultural institutions. With the decrease in demand, and supporters, some of this city's most powerful assets could be in jeopardy. In the balance are the thousands of jobs and the tax revenue these activities produce, as well as our ability to attract the kind of educated, fresh-thinking people who will generate jobs—and make Cleveland competitive—in the new knowledge-based global economy.



Early exposure to the arts supports the development of creative and innovative thinking. [Karamu Early Childhood Development Center]

Arts and cultural education programs must be designed that expand and *broaden* the audience for the arts; this effort must be inclusive in character, finding creative ways to engage people of all ages, genders, ethnic background and economic status. Providing neighborhood residents with opportunities to experience the arts in a more familiar context could help demystify the cultural experience. The involvement of area companies must also be sought. Popular support—and the convinced backing of Cleveland's business—are key to obtaining the funding necessary to restore and expand educational offerings in our schools and neighborhoods.

- Slow Market Growth:** A potential barrier to audience growth and support for arts and cultural institutions is the slowness of the city to increase its population. In most cities, it has been population growth, not an increase in public participation, which has resulted in higher attendance at cultural performances.
- Electronic Competition:** Traditional cultural venues are facing another challenge these days in the competition for the public's limited leisure time and discretionary income—from the electronic media. Continual improvements in technology, including the quality, flexibility and interactive participation, of pre-produced entertainment are producing new entertainment options that are especially attractive to younger audiences.
- Inadequate Access:** Visitors complain of the difficulty of getting from one cultural venue to another, the stress of having to navigate unfamiliar streets, and the expense of multiple parking fees. A coordinated transportation system linking cultural amenities scattered throughout the area would be an important step in the right direction. Residents of some neighborhoods feel they lack equal access to these amenities because of geographical isolation or ticket prices well above their income, while members of some minority groups say their cultural interests or tastes are ignored or looked down on by arts programmers.

- **Insufficient Resources:** Most local cultural institutions, scrambling just to stay in business in these challenging times, lack expertise much less the additional resources to adapt to changing circumstances. One way to help these groups function more efficiently while exploring ways and means of reaching a larger public is more collaborations and networking between arts and cultural organizations—and between cultural and non-artistic entities. A more businesslike approach to operations is also needed to ensure that what money is available is spent wisely. This will require the development of a strong pool of interested citizens combining practical skills with sensitivity to the special needs and goals of the arts who are willing to work as board-members and volunteers.
- **Limited Public Funding:** There is limited local public funding support for cultural organizations. The decrease in federal funding for the arts has put more of the burden of support on state and local governments. Northeast Ohio lags behind other regions in per capita local and county support of arts and culture. Developing the consensus needed to establish comprehensive local funding will require broad-based leadership. The incorporation of more public art into public projects—along with having greater input from the arts community into the design of public capital improvements—would greatly improve the area’s “sense of place”, promote diverse neighborhoods, and preserve elements of each one’s distinctive character and heritage that is in danger of being lost.

POLICIES & STRATEGIES

*The overarching goal is to **enrich the lives of Clevelanders and to strengthen economic vitality by establishing Cleveland as a world-class center for the arts.** The Connecting Cleveland 2020 Plan therefore puts forth a comprehensive set of Arts & Culture policies, each addressing a critical issue, along with strategies through which immediate steps can be taken toward their implementation/achievement:*

- I) **Arts & the New Economy.** Support and market the arts as a magnet to attract creative and entrepreneurial individuals to the Cleveland region, thereby generating economic activity and jobs.
 - a. Use the Community Partnership for Arts and Culture’s report, “Northeast Ohio’s Arts and Cultural Plan” as a guide for the arts communities participation in the Cleveland region’s renewal and development agenda.
 - b. Recruit more public and private sector leaders to serve in the arts and cultural sector and involve more arts leadership on civic boards.
 - c. Develop print and electronic materials that will highlight the region’s varied arts and cultural opportunities as recruitment tools.
 - d. Conduct arts and cultural education trade shows that highlight arts efforts.
 - e. Provide internships with artists and cultural organizations.
 - f. Encourage the interaction of arts organizations with other disciplines such as engineering and marketing to integrate more art into product development.
 - g. Develop creative and flexible ticket packages that give people the opportunity to attend a variety of arts and cultural experiences and lodging/ticket/meal packages to encourage extended stays.

- h. Maintain economic, consumer, education, tourism and social impact data to measure the success of programs and strategies and to identify new opportunities.

2) Arts Districts. Establish and market “arts districts” as an approach to revitalizing neighborhoods where galleries and other arts venues are concentrated.

- a. Identify those areas where the architectural quality of the buildings and the flexibility of the space for living, working and exhibiting lend themselves to the “arts district” model.
- b. Establish the City’s Live-Work District overlay zoning in those areas where the building stock is applicable and an arts district is desired.
- c. Offer financial incentives for art and cultural organizations or enterprises to locate or developers to invest in an art district.
- d. Leverage broadband and wireless communications networks as assets in the development of arts districts.
- e. Support the creation and preservation of inviting public spaces and common areas in the district that encourage people to congregate, interact and exchange ideas,
- f. Conduct “city walks” that connect residents to the district and highlight its history, architecture, natural environment and current activity.
- g. Encourage the location of retail, entertainment and services that complement an arts district.

3) Catalysts. Capitalize on the presence of theaters, museums and other major arts venues as catalysts for neighborhood and regional development.

- a. Develop stronger ties between art and cultural institutions and institutions of higher learning as part of the creation of “college towns” in the vicinity of colleges and universities.
- b. Encourage the creation of exterior exhibits, programs or physical improvements that bring the creativity of the venue out into its larger neighborhood.
- c. Design public capital improvements to reflect the presence of these major art and cultural institutions.

4) Public Funding for the Arts. Create local mechanisms for permanent and predictable public funding for a diversity of arts endeavors in the Cleveland region, supplementing private and other governmental funding sources.

- a. Create a comprehensive and accountable grants process.
- b. Create a low-interest loan program for the arts and cultural sector.
- c. Establish pooled benefits programs for arts and cultural organizations in order to reduce the costs of benefits for employees.
- d. Link sponsors to cultural education programs.

- e. Create professional development fellowships at major cultural organizations.
 - f. Match business volunteer expertise to cultural organization needs.
- 5) **Public Art Programs.** Strengthen the City of Cleveland’s new public art program and work with other governments, developers and corporations to incorporate public art as a standard component of development projects throughout the city.
- a. Assign an administrator within the City government as the arts and culture liaison.
 - b. Establish a forum between the arts community, government and the private sector to discuss issues related to public art in the development process.
 - c. Utilize the arts community to provide technical assistance on public arts projects.
- 6) **Neighborhood Place-Making.** Use public art to strengthen the “sense of place” and highlight the heritage and character of each Cleveland neighborhood.
- a. Support the development of fairs and festivals that highlight the history and culture of places around the City.
 - b. Leverage resources and technical expertise available through the nationally designated Ohio & Erie Canal National Heritage Corridor.
 - c. Coordinate and design public improvements along the routes designated as the Ohio & Erie Canalway National Scenic Byway and the Lake Erie Coastal Ohio Trail National Scenic Byway to help tell the tale of those routes and to direct motorists to nearby venues.
 - d. Involve the community in park design and ensure that community heritage is reflected in improvements.
 - e. Include public art in streetscape improvements and road and bridge reconstruction projects.
 - f. Improve access to and interpretation at local cemeteries as a connection to the heritage of the community.
- 7) **Live-Work Districts.** Create supportive environments for local artists by establishing live-work districts, where obsolete industrial buildings are transformed into residences and studios through the use of financial incentives and innovative zoning.
- a. Identify places throughout the city that may be suitable for use of the City’s Live-Work Overlay District Zoning.
 - b. Encourage businesses that complement the needs of local artists to locate in the vicinity of live-work districts.
- 8) **Accessibility.** Ensure that residents of all neighborhoods, income levels and ages have affordable access to the arts, including arts programming in the public schools.

- a. Encourage arts organizations to expand their outreach and publicity to the city's neighborhoods.
- b. Encourage partnerships among community groups, arts and cultural organizations and the City to pool resources and share expenses to reduce the cost of staging events.
- c. Develop print and electronic materials that will promote the value and diversity of arts and culture, highlight the region's varied arts and cultural opportunities, and provide a calendar of events.
- d. Expand and create portable arts and cultural programs.
- e. Expand arts and cultural programs in non-traditional venues such as parks, recreation centers, senior centers, community centers, hospitals, places of worship and shopping areas.
- f. Provide training for teachers to incorporate the arts into their lesson plans.
- g. Expand arts and cultural curriculum services to more schools and organize student arts and cultural clubs.
- h. Incorporate art into public capital improvements.
- i. Route public transit to arts and cultural events and facilities, and provide arts and cultural information in public transit vehicles.

9) Cultural Diversity. Ensure that the arts in Cleveland fully reflect and represent the cultural and demographic diversity of the Cleveland community.

- a. Bring disparate groups together for participation in cross-cultural events.
- b. Support exchange programs that help form partnerships with arts professionals and organizations abroad.
- c. Forge stronger ties with local ethnic and religious organizations to broaden the awareness and participation in their social events.
- d. Support the development of signature projects that promote the heritage of ethnic groups concentrated in certain locations in the city.

Specific opportunities relating to arts and culture are identified in the [Development Opportunities](#) section of the Citywide Plan website.