



Atlanta Regional Commission

Arts, Culture, and Creative Placemaking Strategic Plan

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Hapeville

Arts at ARC - 2012 to Present



- Arts Leaders of Metro Atlanta
- Atlanta Regional Public Art Program
- Cultural Forums
- Until 2016, ARC was the only regional commission in the country with arts and culture staff.

The Plan for an Arts Plan

“The plan will set a course for direct arts and culture work as well as articulating how the rest of the agency intersects with arts and culture.”

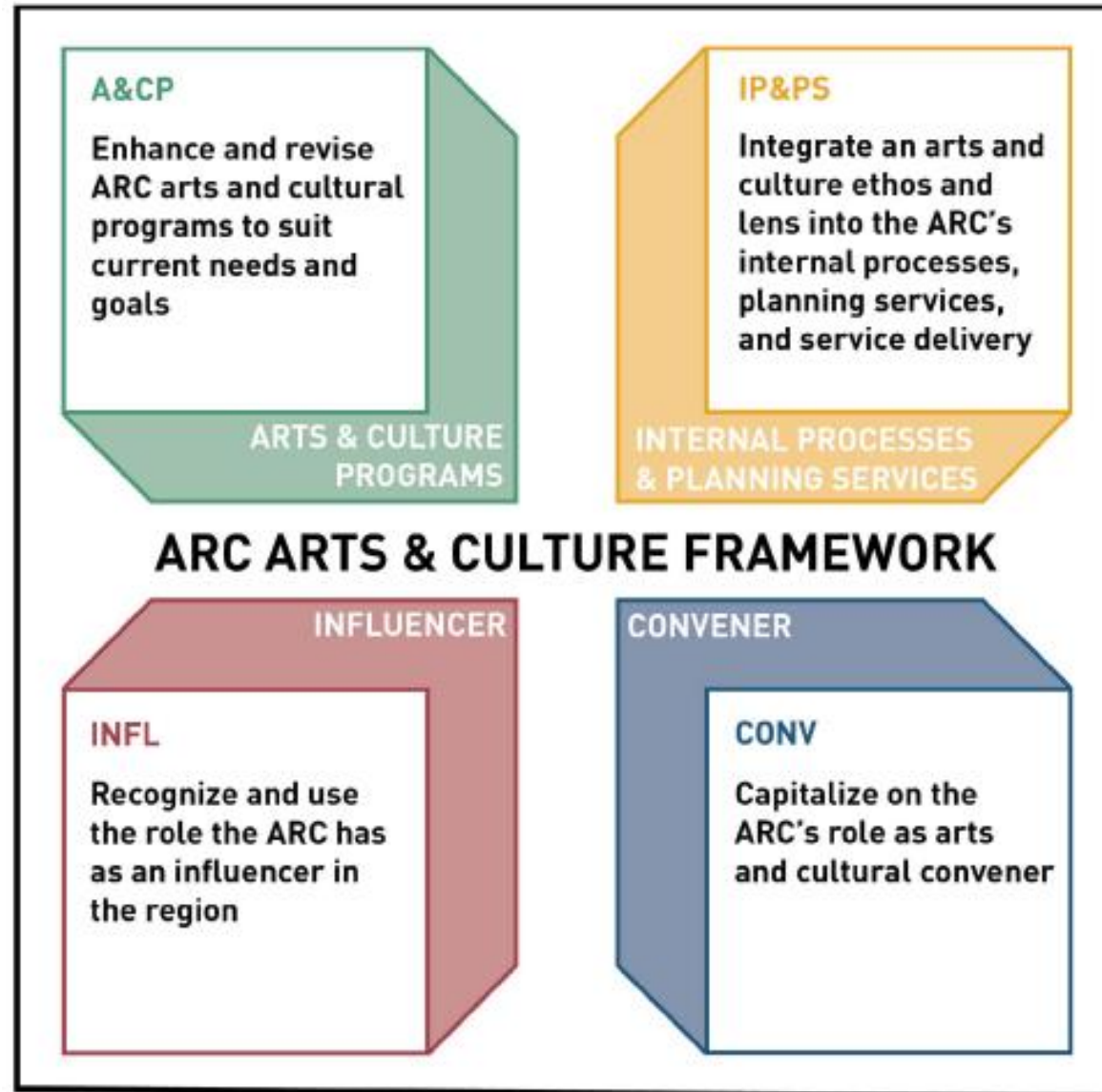
- **Expand programmatic to planning**
- **Plan for whole agency, not just one person**
- **Include Creative Placemaking**

Our Vision

Metro Atlanta values arts and culture as essential for building a thriving, inclusive, and economically healthy region, and recognizes its transformative role in addressing broader civic issues.



Framework



Goals & Key Recommendations

Support and impart the region's diverse cultural practices and traditions as key elements of a regional identity.

▶ **Revisit Regional Public Art Program**

Advocate for artists, creatives, and arts and cultural organizations to have a seat at the table to enhance holistic thinking and innovative solutions.

▶ **Regional arts and culture leadership and training programs**

Promote and utilize arts, culture, and creative placemaking as a critical part of planning across disciplines and geographies in an integrated approach.

▶ **"Community of the Arts" Initiative**
▶ **Artist/Creative-in-Residence**

Incorporate arts and culture into the ARC's day-to-day operations and contribute to a greater understanding of its regional impacts.

▶ **Case Study Catalogue**
▶ **"How-To" Kits**

Encourage a collaborative and inclusive ecosystem of arts, culture, and creative placemaking in metro Atlanta.

▶ **Facilitate regional arts and culture connections**

Recommendations



Recommendations

Use artists to inform engagement strategies for older adults during major planning efforts



Alex Rodriguez:
Swirling Colors



Recommendations

Continue to ensure that at least one member of the Aging and Health monthly advisory committee is an artist or arts leader.



Alex Rodriguez:
Swirling Colors



Recommendations

Add arts and culture resources to Empowerline to offer options to reduce social isolation of older adults through engagement with arts and cultural activities and programs.



Alex Rodriguez:
Swirling Colors



Recommendations

Connect arts and cultural contacts to opportunities to provide programming and activities at senior centers.



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Recommendations

Embed arts and cultural ethos in
Livable Centers Initiative,
encouraging creative placemaking
aspects to plans



Alex Rodriguez:
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Recommendations

**Initiate an ARC Innovator/ Creative/
Artist-in-Residence Program.**



Alex Rodriguez:
Swirling Colors

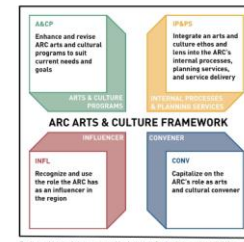


Implementation

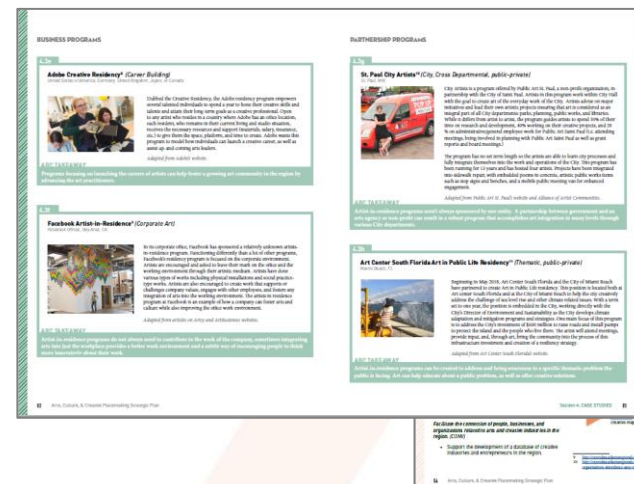
- Gathering internal/external leaders to develop implementation teams
- Drawing from the steering committee, leadership alumni



ARC
ATLANTA REGIONAL COMMISSION

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The administrative stage is the last stage in achieving the plan goals. In order, these strategies provide the framework by which the APT can consider its work environment, culture, and resource planning.



The goals and recommendations in this plan were the result of many meetings with ABC staff, the steering committee, organizational partners, and members of the public. A huge thank you to everyone who was involved and offered their time and knowledge to this planning process.



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