



# WHAT IS PATH?



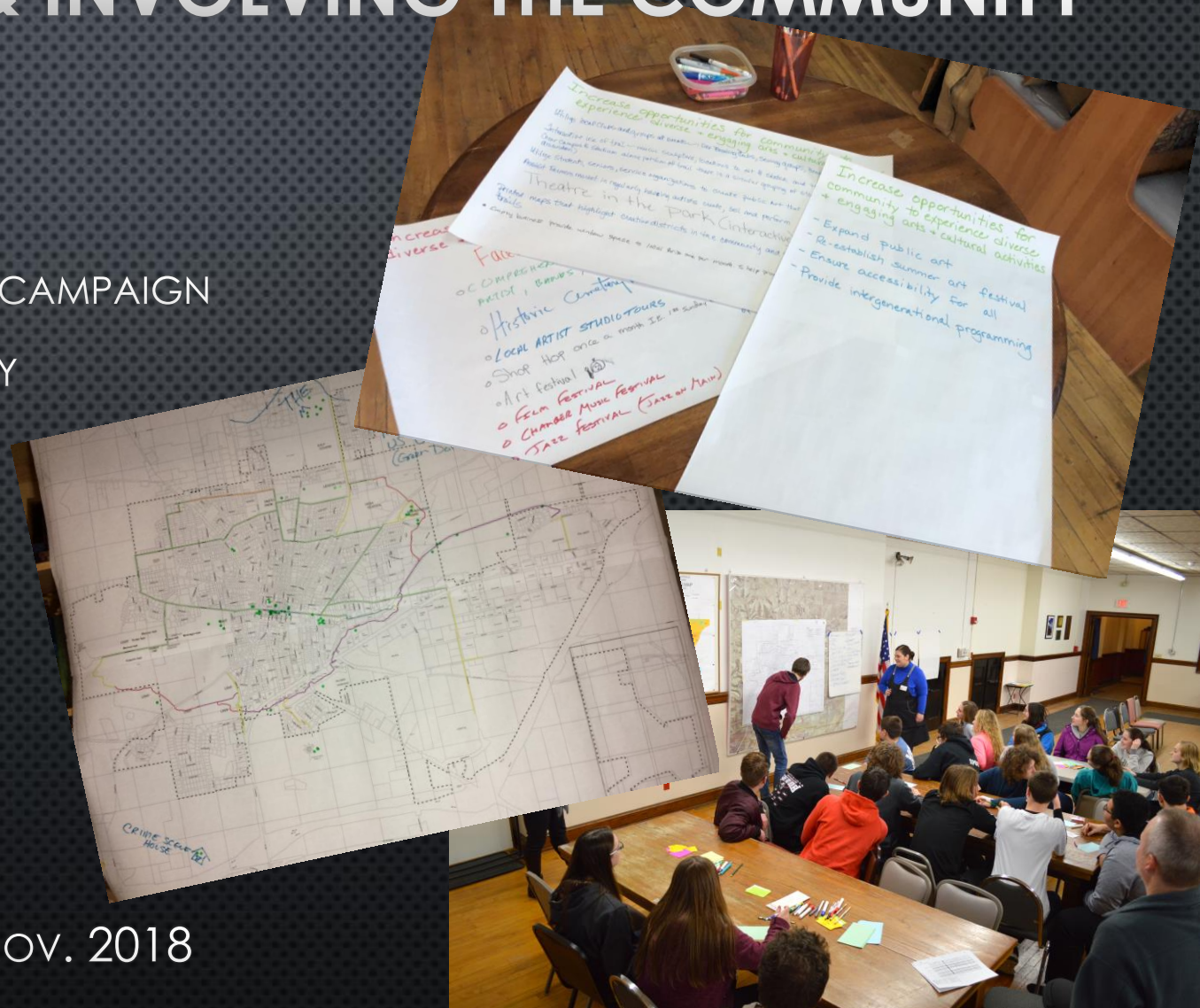
## PATH IS AN ARTS AND CULTURE PLANNING PROJECT

- PARTNERSHIP BETWEEN THE CITY OF PLATTEVILLE, ARTS WISCONSIN, AND COMMUNITY
- BRING THE COMMUNITY TOGETHER
- DECIDE WHAT MAKES PLATTEVILLE SPECIAL
- DETERMINE HOW WE CAN USE CULTURE, HISTORY, ARTS, AND TRAILS TO PROMOTE OUR COMMUNITY
- OUTCOMES INCLUDE:
  - CREATIVE COMMUNITY PLAN
  - CELEBRATION PROJECT



# THE PLANNING PROCESS & INVOLVING THE COMMUNITY

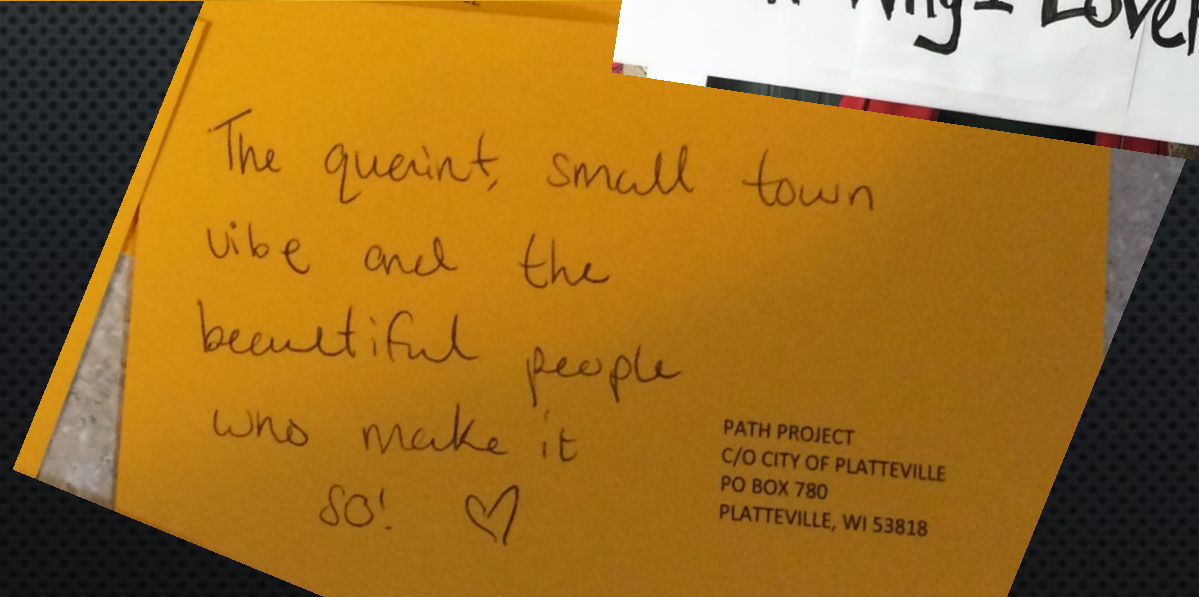
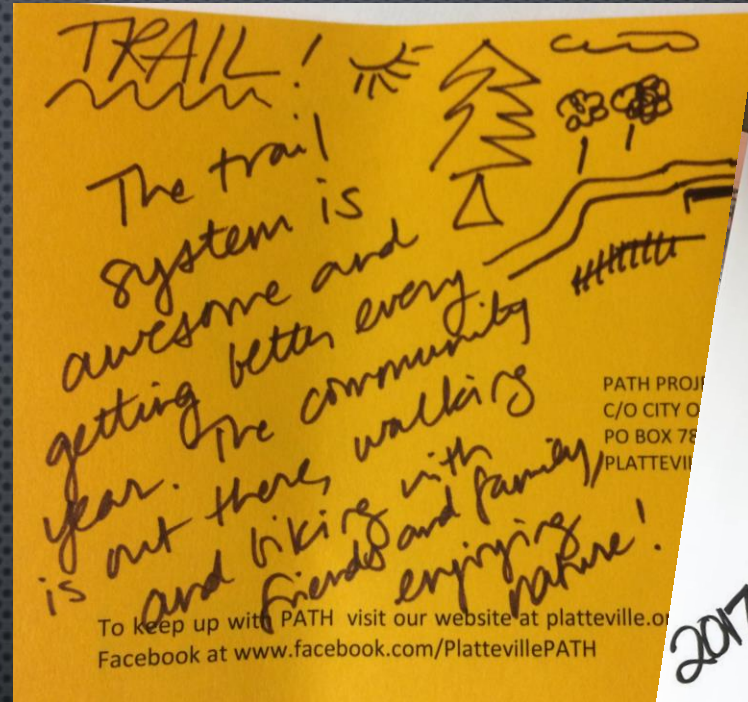
- OPEN HOUSE ON AUGUST 17<sup>TH</sup>, 2017
- CORE PLANNING TEAM MEETING MONTHLY
- “WHAT DO YOU LOVE ABOUT PLATTEVILLE?” CAMPAIGN
- CREATIVE SECTOR FOCUS GROUP AND SURVEY
- COMMUNITY INVOLVEMENT FAIR
- COMMUNITY CONVERSATION – FEB. 8<sup>TH</sup>
- COMMUNITY SURVEY
- CREATIVE SECTOR GATHERING – AUG. 29<sup>TH</sup>
- VARIOUS SMALL GROUP PRESENTATIONS
- PHS SOPHOMORE CLASS CAREER DAY
- COMMUNITY UPDATE/PLAN PRESENTATION – NOV. 2018



# FINDINGS

## PLATTEVILLE VALUES

- THE SMALL-TOWN ATMOSPHERE AND SENSE OF COMMUNITY
- PERSONAL RELATIONSHIPS – FAMILY AND FRIENDS
- THE NATURAL AND SCENIC BEAUTY, PARKS, AND RECREATION OPPORTUNITIES
- SAFETY
- EDUCATION
- THE FRIENDLY AND WELCOMING ATMOSPHERE

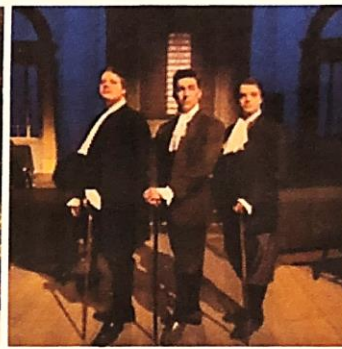


# KEY ASSETS THAT MAKE PLATTEVILLE UNIQUE

- The People
- Downtown/Main Street
- Trails and Parks
- UW-Platteville
- Driftless Landscape & Natural and Scenic Beauty
- World's Largest M
- The Mining & Rollo Jamison Museums, Bevans Mine & Mining History
- Historic Buildings (Downtown, Stone Cottage, etc.)
- Music Tradition
- Library
- Strong Schools

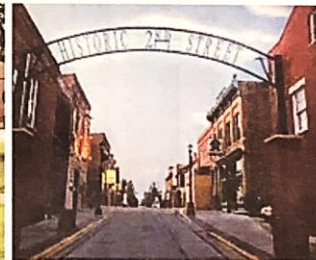
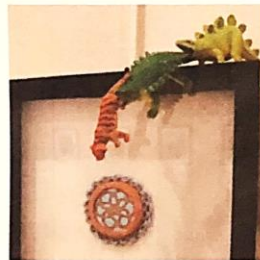


# CREATIVE COMMUNITY PLAN



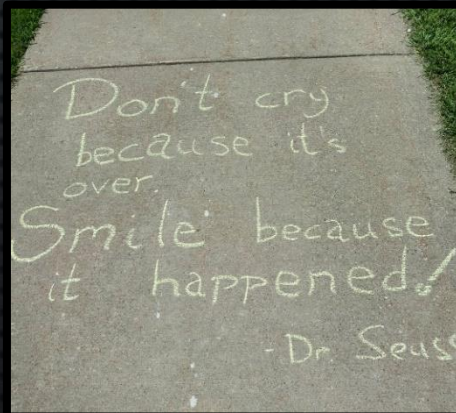
## Platteville Creative Community Plan

Platteville Arts, Trails, and History (PATH), November 2018



# GOALS

- BUILD LEADERSHIP AND CAPACITY WITHIN PLATTEVILLE'S CULTURE, HISTORY, ARTS, AND TRAILS COMMUNITIES
- INCREASE VISIBILITY OF PLATTEVILLE'S CULTURE, HISTORY, ARTS, AND TRAILS OFFERINGS THROUGH STRATEGIC MARKETING
- CULTIVATE AND SUPPORT PLATTEVILLE'S CREATIVE ECONOMY
- INCREASE OPPORTUNITIES FOR COMMUNITY MEMBERS AND VISITORS TO EXPERIENCE DIVERSE AND ENGAGING CULTURE, HISTORY, ARTS, AND TRAILS



<b>OBJECTIVES</b>	<b>Leadership &amp; Capacity</b>	<b>Visibility &amp; Marketing</b>	<b>Cultivation &amp; Support</b>	<b>Opportunities &amp; Engagement</b>
1. Establish PATH as a formal entity to provide leadership and coordination for culture, history, arts, and trails (CHAT) activities	X	X	X	X
2. Increase advocacy for CHAT.	X	X	X	
3. Promote community involvement in CHAT planning.	X	X	X	X
4. Work with key community players to develop a “Brand” for Platteville to promote and highlight CHAT offerings.		X	X	
5. Increase visibility of Platteville’s CHAT offerings.		X	X	X
6. Connect key players and develop a diverse and coordinated marketing strategy to actively promote Platteville’s CHAT offerings locally, regionally and nationally.	X	X	X	X
7. Cultivate community and business support of the creative economy.		X	X	X
8. Nurture, retain, and support artists, creative sector workers, and entrepreneurs by fostering professionalism, cooperation, and recognition of the creative economy as a valuable community development tool.		X	X	X
9. Integrate CHAT planning with community and economic development planning.	X	X	X	
10. Attract more visitors through cultural tourism.	X	X	X	X
11. Promote existing community assets and increase engagement with existing events, activities, and spaces.		X	X	X
12. Expand arts and culture offerings.	X	X	X	X



# IMPLEMENTATION PLAN

Implementation Plan (continued)		Timeframe			Partners									
		Years 1-2	Years 3-5	Years 5-7	PATH Leaders	City	Creative Sector	Business/Tourism	CHAT Orgs	Education	Econ Dev	Nature/Enviro	Community Health	Regional Orgs
<b>Objective 8: Nurture, retain, and support artists, creative sector workers, and entrepreneurs by fostering professionalism, cooperation, and recognition of the creative economy as a valuable community development tool.</b>														
8.1	Support the creative economy through economic development policies.		X			X					X			
8.2	Develop spaces for work, performance, exhibition, and sale of work.	X	X	X		X	X	X	X	X				
8.3	Ensure that artists and creative entrepreneurs have access to training, business assistance, professional development resources.		X				X			X	X			
8.4	Build community recognition and support.	X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Objective 9: Integrate CHAT planning with community and economic development planning.</b>														
9.1	Work with City, economic development organizations, Main Street, Chamber, UW-Platteville, and others to include arts and culture in all planning efforts.	X	X	X	X	X	X	X		X	X		X	
9.2	Review progress on Creative Community Plan annually and regularly update plan.	X	X	X	X									
9.3	Create a Public Art Plan.		X		X	X	X		X			X	X	
<b>Objective 10: Attract more visitors through cultural tourism.</b>														
10.1	Actively partner with local and regional tourism entities to promote Platteville brand.		X	X		X		X						X
10.2	Engage visitors to stay longer by highlighting CHAT offerings.	X	X	X		X		X	X					
10.3	Explore co-promotions/cross-marketing with neighboring communities.		X					X	X			X		X

# NEXT STEPS

- SHARE THE PLAN WIDELY THROUGHOUT THE COMMUNITY.
- RECOMMEND THAT THE CITY, ORGANIZATIONS, AND BUSINESSES ADOPT OR SIGN-ON AS SUPPORTERS OF THE PLAN AND TAKE OWNERSHIP OF ACHIEVING THE GOALS AND OBJECTIVES.
- URGE INDIVIDUALS, ORGANIZATIONS, BUSINESSES AND OTHERS IN THE COMMUNITY TO IDENTIFY STRATEGIES AND ACTIONS THEY WISH TO PURSUE.
- ENCOURAGE THE CITY TO ASSESS WAYS THAT IT CAN SUPPORT THE ACTION BEING GENERATED BY THE COMMUNITY.
- CELEBRATION PROJECT – SUMMER 2019



# CELEBRATION PROJECT CHALK & CHEESE FEST – JUNE 22, 2019



A one-day outdoor art, food, & music festival.

Artists of all ages and abilities will create colorful **artwork** using Platteville streets, sidewalks, and the David Canny Rountree Branch Trail as a canvas.

Regional cheese producers and **local food** trucks will set up near the art spaces to offer the flavors of our region.

**Music** will be provided at City Park over the lunch hour and in the evening.

# IDEAS FROM PATH ENGAGEMENT

## Chalk Art Festival



Utility Box Wraps



SIDEWALK POETRY  
OR ART



# MURALS AND PUBLIC ART



# KINETIC SCULPTURE OR DECORATED BIKE PARADE





# QUESTIONS?

