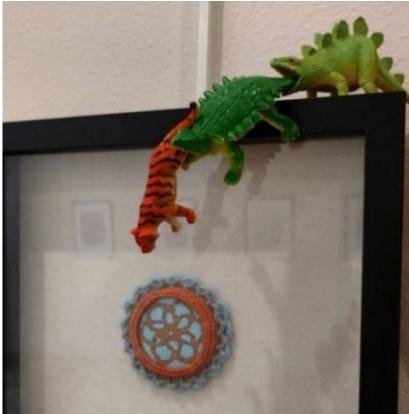




# Platteville Creative Community Plan

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



## Words of Support

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*"Platteville has so many unique assets. PATH has helped us to define and highlight these assets, which will ultimately help grow our creative community and arts economy. If I think of Platteville as a star, the PATH Community Plan is the good buffing that will cause us to shine so bright that everyone around us will take notice."*

Karen Kurt, City Manager, City of Platteville

*"I've been so impressed by the care, thoughtfulness, collaborative nature, and widespread participation involved in the PATH cultural planning process. The community has embraced that process with great enthusiasm and energy, envisioning a creative Platteville for all. The hard work shown over the months of the planning process will be clear in the final version of the plan, and will help move ideas and action forward to become reality. Well done, Platteville!"*

Anne Katz, Executive Director, Arts Wisconsin

*"PATH has sparked an arts & cultural connection in our community. Creative placemaking, like PATH, is helping the community unlock the power of place and develop long-term locally-driven solutions to economic development, tourism, and improving quality of life."*

Platteville Main Street Program Board

*"I think the most exciting part of PATH is the synergy and ideas that evolve when we get people from the community together and begin asking how we can help make Platteville a great place to live. The collective energy of the group is inspiring and contagious."*

Nancy Collins, Rountree Gallery

*"The Chamber's mission is to promote business and help create a community where people want to live, work and raise a family. PATH is helping to increase awareness of Platteville's unique assets and many opportunities. Working together we can leverage these assets and opportunities to stimulate economic development and improve quality of life."*

Kathy Kopp, Executive Director, Platteville Regional Chamber & Travel Wisconsin Welcome Center



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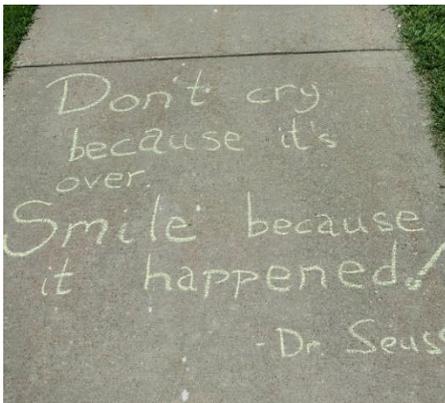
# BACKGROUND & PLANNING

## About This Plan

The City of Platteville partnered with Arts Wisconsin and a dedicated group of community volunteers to identify the community's unique artistic, creative and cultural assets and develop a Creative Community Plan and implementation strategy that highlights civic amenities; creates and supports meaningful experiences accessible to all; and draws people to live, work and play in the community. The project, titled PATH – Platteville Art, Trails and History, used a 15-month collaborative planning process to develop an action plan for the future.

PATH sought to engage a broad range of community members and organizations through community meetings, focus groups, surveys, and presentations. The planning process helped identify the community's unique assets and values to create strategies that use culture, history, arts, and trails. The ongoing outcomes will help Platteville and its residents develop and promote a diverse, vibrant, and sustainable economy that benefits everyone in the community. These strategies capitalize on our local identity to stimulate economic development; distinguish Platteville as an authentic, innovative community; highlight civic amenities; provide access to the arts for everyone in the community; and attract entrepreneurs, visitors, and students who are so critical to our local economy. The working group chose the PATH acronym in part because they liked the visual invoked by the word; paths connect people, places, and things.

The Creative Community Plan truly is a path—one that connects and guides the many facets of our community.



## Acknowledgements and Thanks

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Thank you to the organizations, businesses, and individuals that have helped!

### PATH Core Planning Team

Amelia Armstrong  
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Nancy Collins  
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Nancy Fairchild  
Anne Katz  
Kathy Kopp  
Jessie Lee-Jones  
Emma Radosovich  
Carole Spelic  
Katherine Westaby

### Supporting Businesses & Organizations

Arts Wisconsin  
City of Platteville  
National Endowment for the Arts  
Driftless Market  
Inspiring Community, Inc.  
Morrissey Printing  
Platteville Library  
Platteville Main Street Program  
Platteville Regional Chamber  
Platteville School District  
Southwest Health  
The Mining & Rollo Jamison Museums

A complete list of all participants is available in Appendix 2.

## Our Community Profile

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Located among the hills and valleys of the unglaciated Driftless Area of southwest Wisconsin just miles from the state's first capital site, Platteville began as a small farming and fur trading community. This all changed in the 1820s when lead ore was discovered in the area and a mining boom began. In the 1850s, the California gold rush drew many miners west. Then, with the development of new technologies and the advent of stock-issuing mining companies at the turn of the 20<sup>th</sup> century, mining turned its focus to zinc and flourished in the area again during the World Wars before winding down in the 1970s.



Unlike many mining towns that became ghost towns during the bust times, Platteville diversified its economic base and continued to grow even as mining declined. In 1839 the Platteville Academy was chartered by the Wisconsin Territorial Assembly through a bill introduced by John Rountree. The presence of the Academy and the success of agriculture in the area allowed Platteville to thrive. In 1866 the Platteville Academy became the Platteville Normal School and in 1908 the Wisconsin Mining Trade School was established. These two colleges merged to become Wisconsin State College and Institute of Technology in 1959 and eventually became the University of Wisconsin-Platteville.



Today, Platteville is the largest community in southwestern Wisconsin, with a population of 12,457. The community is home to the University of Wisconsin-Platteville and is a regional retail and health services center. While growing, the community retains the feel and characteristics of a small town.

UW-Platteville, known for its engineering, industrial technology and agricultural programs, is the region's largest employer and has played a dominant role in shaping the area. Other major employers include Southwest Health, Esterline Avista Engineering Services, and the Platteville School District.

The community has a strong history of supporting arts and culture and offers an array of cultural and recreational activities, including The Mining & Rollo Jamison Museums, Rountree Gallery, Music in the Park, Farmer's Market, Make Music Day, 16 public parks, a growing trail system, and the UW-Platteville Center for the Arts and Nohr Gallery. The Platteville Public Schools offer extensive K-12 programming in music, visual art, and theater, and were named a Best Community for Music Education by the National Association of Music Merchants (NAMM) Foundation for the past four years, 2015 - 2018.

### PLATTEVILLE AT A GLANCE

Population (2017)	12,457
Population, % change 2010- 2017	10.7%
Housing Units	3,975
Median home value, owner-occupied	\$149,000
Median Age	23 years
Median Household Income (2016)	\$41,867
Persons in Poverty	33%
Race and Ethnicity (top 4)	
White	95%
Black/African Am.	2.4%
Asian	1.1%
Hispanic/Latino	1.5%
Number of Companies	845
% High School Graduates	95.9%
% Bachelor's degree or higher, 25 yrs +	34.5%

Source: US Census Bureau ([www.census.gov](http://www.census.gov)), American Fact Finder and Quickfacts for Platteville city, Wisconsin

## The Process

### History

Platteville has a strong history of supporting arts and culture; however, since the dissolution of the City Arts Board in 2013 has lacked an infrastructure that nurtures and supports creative activities in the community. Consequently, there were signs that arts and cultural programming was becoming haphazard and disjointed. Community discussion about creative placemaking and the need for a more formal process to ensure arts and culture are included in community development were cropping up with increasing frequency. In spring 2016 the Museum Director called a meeting to explore community interest in creative placemaking. The meeting spawned the working group that developed the Platteville Art, Trails and History (PATH) Project. The working group used *The Creative Community Builder's Handbook* (CCBH), (Borrup, 2006) and *The Arts in the Small Community 2006* (Ewell and Warlum, 2006) as guides to develop the project. PATH used a 15-month collaborative planning process with several methods of community engagement to develop the Creative Community Plan.

### Involving the Community

A Core Planning Team representing a broad cross section of the community was recruited to lead the project. A project manager was hired to coordinate the project, conduct data analysis, and write the Creative Community Plan with the Core Planning Team. Direct community input was sought throughout the project and incorporated into the Plan. A complete list of PATH participants is included in Appendix 2.



## **Funding**

PATH and the Creative Community Plan were funded through a \$25,000 Our Town grant from the National Endowment for the Arts. The grant was matched with in-kind support from the City, Arts Wisconsin, project partners, and supporting businesses.

## **Data Gathering**

PATH used a variety of techniques to gather both qualitative and quantitative data, including public meetings, small-group presentations, surveys, and focus groups. A complete list of all public input opportunities is included in Appendix 1. Public meetings, surveys, and focus groups were advertised in press releases, flyers, social media posts, and newsletters. More than 75 people participated in public meetings, approximately 145 participated in small group presentations, 158 completed the online or paper surveys, and PATH received 241 “What do you Love about Platteville” responses.

## **Identifying Goals**

Goals and objectives were identified through careful analysis of the qualitative and quantitative data. Community feedback was sought at a public gathering of the Creative Sector and Arts Wisconsin provided review and comments.

## **Refining the Draft Plan**

The draft Creative Community Plan was presented at a community meeting on November 14, 2018. The meeting provided an opportunity for feedback and discussion. The availability of the draft plan was also announced through a press release, social media posts, and e-newsletter. Copies of the draft plan were available at City Hall, Platteville Library, Mining & Rollo Jamison Museums, Platteville Regional Chamber, Platteville Main Street Office, and online. The community was given 6-weeks to provide feedback, suggestions, and comments on the goals and objectives presented in the plan. The Planning Team reviewed all community input and incorporated it into the Plan where possible to improve the recommended strategies and actions.

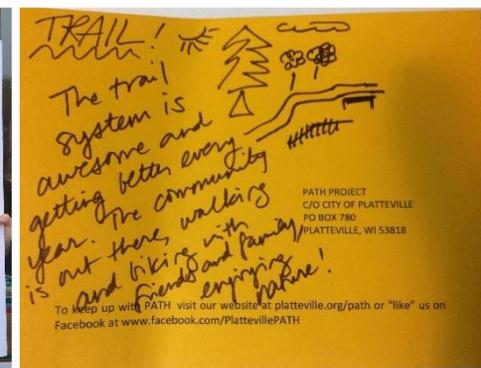
## Findings

Throughout the planning process at meetings and through surveys people were asked to share what they loved about Platteville, what makes Platteville unique, and what they would like to see more of in our community. The goals, objectives, and strategies laid out later in this Plan are based on the values, priorities, and assets identified using the data collected. .

### Community Values

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
- Mining & Rollo Jamison Museums, Bevans Mine, and Mining History
- Historic Buildings (Downtown, Stone Cottage, etc.)
- Music Tradition
- Library
- Strong Schools
- Performance Spaces (we have many theaters, auditoriums, etc.)
- Location (between Dubuque, Galena, and Madison)

## Survey Highlights

### Community (Full Survey Results in Appendix 3)

#### Most important about living in Platteville?

- Parks, trails, and recreational opportunities (71%)
- Landscape, nature, and scenic beauty (62%)
- Arts, culture, and creative activities (45%)
- The People (42%)
- UW-Platteville (42%)

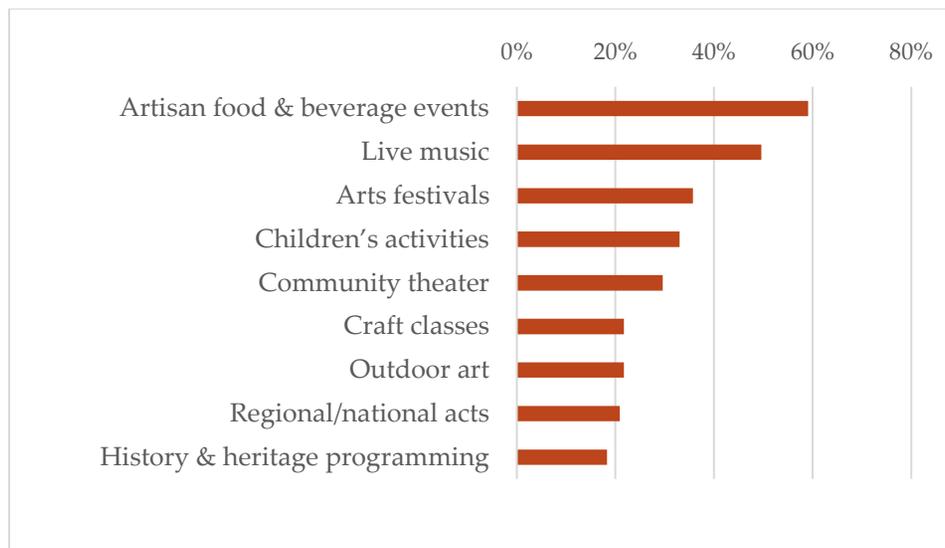


Photo by Andy McNeill

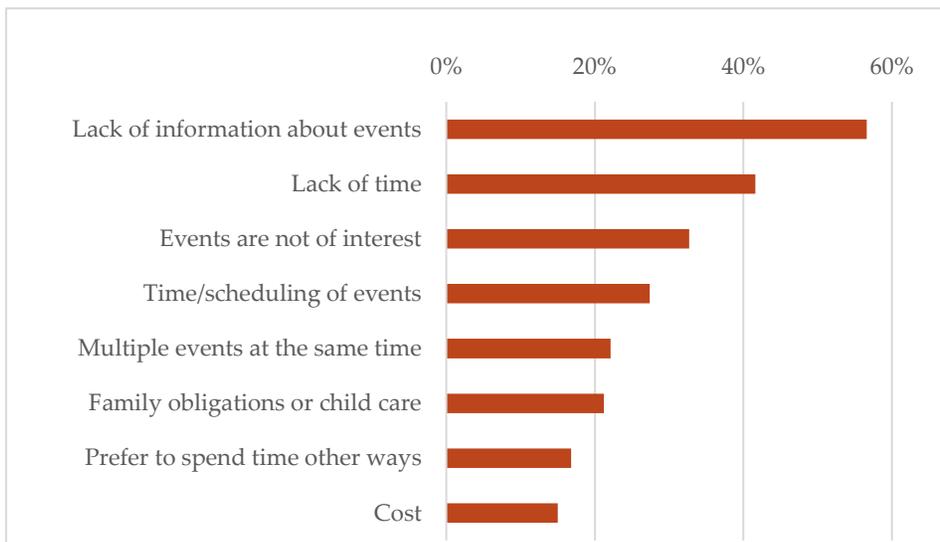
#### Where do people take visitors?

- The Big M
- Trails
- Downtown/Main Street Businesses
- Mining & Rollo Jamison Museums
- UW-Platteville campus

**Which arts, culture, and history programs/activities would you like to see more of in Platteville?**



**If you are not able to participate in arts and culture offerings as much as you would like, what are the barriers?**



**What would be most helpful to arts, culture, creativity, and history development in Platteville?**

- Marketing and promotion (63%)
- Community support (56%)
- Online calendar of events (50%)
- Better connection with UW-Platteville (31%)
- Spaces to work and create (29%)

**How important is it for the City of Platteville government to support arts, culture, creativity and history in the following ways?**

Most Important

- Comprehensive online calendar of events
- Partner with other organizations
- Financial support for events/activities

Least Important

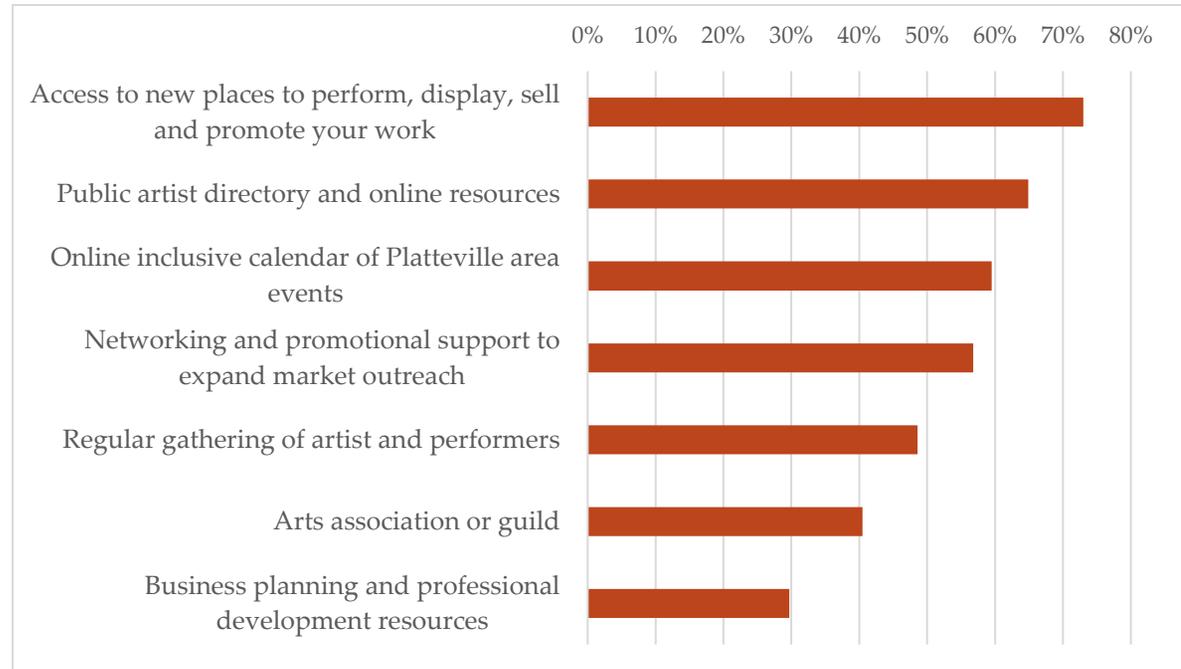
- City staff position
- Re-establish City Arts Board
- Invest in arts focused development

## Creative Sector (Full Survey Results in Appendix 4)

What best describes your work as an artist, writer, performer, or maker?

Visual arts (fine arts, photography, ceramics, etc.)	51.4%
Artisan or craftsman (woodwork, quilting, knitting, etc.)	29.7%
Music/audio arts (performer, composer, conductor, etc.)	27%
Literary arts (fiction, non-fiction, poetry, etc.)	21.6%
Theater arts	13.5%
Film/video	8.1%
Design arts (graphic design, fashion, architecture)	5.4%
Storyteller	2.7%
Dance	0%

If provided in Platteville, would you use the following services to support your work as an artist, writer, performer, or maker?

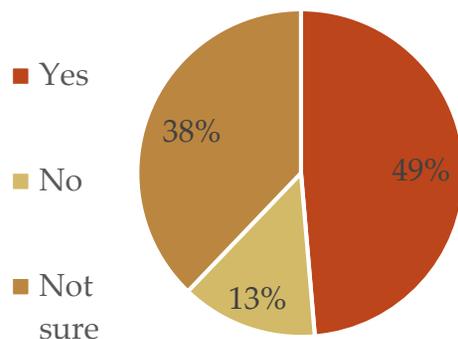


### Most important thing PATH can do to promote arts, culture, creativity, & history?

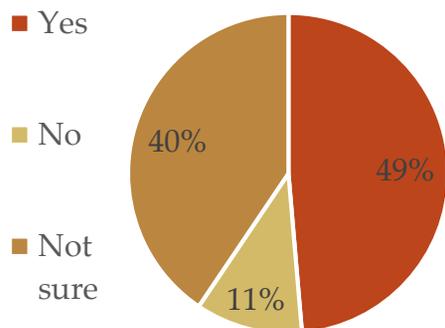
*“Establish priorities and practical goals. Then git-er-done.”*

*“Create a community-based culture that recognizes, encourages, promotes, and embraces the arts for its value as a commercial resource for attracting business traffic and tourism traffic to our community.”*

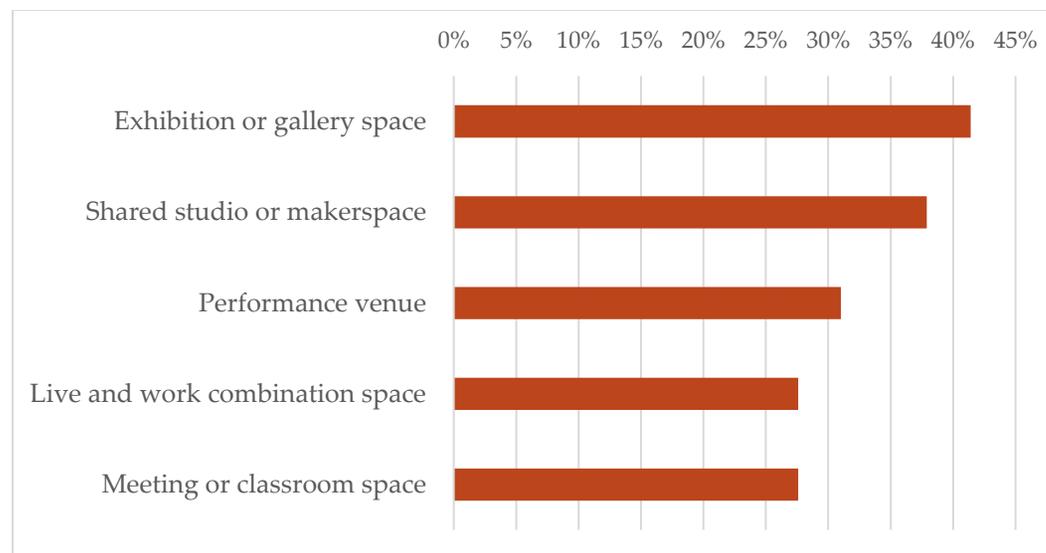
**Interested in teaching art form to others**



**Are you interested in mentoring beginning artists or students?**



**Which of the following types of space would you like to have available in Platteville that are not available to you now?**



**Resources that are important to the creative economy that are not available in Platteville.**

- Money (financial resources to move strategies to action)
- Networks of communication (communication among important sectors on a face-to-face basis)
- Strategies (purposeful plans or schemes developed by community to stimulate creative economy growth)

# ACTION PLAN

## Goals

---

The goals below emerged from the data collected throughout the planning process. These goals are broad statements that reflect what we want to achieve. The goals are of equal importance. Each goal is highlighted individually in the next section with discussion of the goal's intended outcomes, information from the planning process that supports the goal, and in some cases examples of strategies used in other communities.

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

To facilitate reading and writing of this plan, the acronym CHAT will be used to refer to **c**ulture, **h**istory, **a**rts, and **t**rails organizations, activities, events, and offerings.



## LEADERSHIP & CAPACITY

### Build Leadership and Capacity Within Platteville's Culture, History, Arts, and Trails Communities

There was consensus within the planning team and among the public that there is a need for leadership to help set a direction, foster collaboration, and provide a centralized point of coordination to promote Platteville's CHAT assets and help area residents and visitors take full advantage of all that is available. The lack of focus and leadership in the arts and cultural sector was one of the reasons this project was initiated. While stable leadership will be key to accomplishing many of the Creative Community Plan objectives, it is important that the leadership style be collaborative and inclusive to ensure it doesn't stifle creativity or inhibit new ideas.

#### Supporting evidence:

- 69% of Creative Sector survey respondents believe leadership is either not available or only somewhat available.
- When asked about the most helpful ways to promote CHAT development, 24% of community respondents selected a non-governmental arts/culture organization and 11% selected a City Arts Board.
- Quotes from survey narrative responses:
  - *"The 3 keys are communication, cooperation, and experimentation."*

- *"Organize resources and opportunities available and connect to the arts community"*
- *"Organize community cultural organizations and leaders"*
- *"Connect/form a group with the creatives in the area"*

#### Examples

- Dane Arts is committed to making Dane County stronger by supporting citizens, groups, and organizations that preserve our shared heritage, and create arts and cultural opportunities for residents and visitors. <http://www.danearts.com>
- North ForkValley Creative Coalition is an organization whose mission is to impact the local economy by supporting and expanding creative industries. <http://northforkcreative.org/>

#### Resources

- Arts Midwest ArtsLab Strengthening the impact of arts organizations in our community through education & strategy development. <https://www.artsmidwest.org/programs/artslab>
- Americans for the Arts, Advancing Arts Locally - Resources for organizations that integrate the arts into the daily fabric of their communities. <https://www.americansforthearts.org/advancing-arts-locally>

## Increase Visibility of Platteville's Culture, History, Arts, and Trails Offerings Through Strategic Marketing

Visibility and awareness were a recurring theme throughout the PATH planning process. The need for a comprehensive calendar of community events was mentioned at every public engagement opportunity. Community members mentioned not knowing about events until after they happened. Raising the visibility of Platteville's CHAT offerings through strategic marketing will help increase tourism while engaging community residents. In today's internet and social media age, it will be essential to use a variety of online marketing options, but it is also important to include traditional media and market across a variety of channels to have the broadest reach. Due to the rapidly changing nature of communication and technology, it will be essential that strategies and approaches be flexible and responsive to changing technology, norms, and preferences. Developing and promoting a unified message or "brand" for CHAT activities in the community to be used across institutions and organizations will also be beneficial.

### Insights from the planning process:

- 63% of survey respondents selected Marketing and Promotion as most helpful thing to promote CHAT in Platteville, 50% selected an online calendar of events
- 57% of survey respondents selected "Lack of information about events" as a reason they did not participate in arts and cultural offerings as much as they would like.
- 68% of survey respondents think it is "Very Important" for the City of Platteville to support arts, culture, creativity and history through a comprehensive online calendar of events, while another 26% found it "Moderately Important."

### **Survey quotes:**

*"Help people who are active in the arts promote themselves and their work. I continually hear from both artists and community members that there is great stuff going on, it's just that no one hears about it."*

*"I think once you can get the marketing going to boost attendance and support, you will be in a better position to move forward with a maker's space or other ambitious projects."*

Cultivating and supporting the creative economy provides many opportunities for economic development and improving quality of life. The arts and culture industry contributes more than \$9.1 billion to Wisconsin's economy, more than transportation (\$5.5 billion), agriculture and forestry (\$5.5 billion) or education services (\$2.8 billion) (Arts Wisconsin, 2018). Additionally, spending on arts and cultural events (excluding ticket prices), averages \$30.27 per person for residents and \$78.38 for non-residents. Across the country and across Wisconsin communities are investing in the creative economy. The innovative and creative small-businesses that make up most of the creative economy could be major contributors to both economic and community vitality.

#### Survey Findings:

- 61% think it is important for the City to recruit creative businesses and entrepreneurs
- 60% think arts and culture should be included in City planning
- 56% think "community support" would be the most helpful thing to promote CHAT
- 73% of Creative Sector respondents are interested in access to new places to perform, display, sell and promote their work
- 65% are interested in an artist directory and online resources
- 38% are interested in shared studio or makerspace

#### **What is the Creative Economy?**

The creative economy refers to industries based on creativity, entrepreneurship, imagination, and innovation. It consists of creative professionals and enterprises that lie at the crossroads of arts, culture, business, and technology — design, arts, music, research & development, performing arts, handicrafts, software and computer game development, architecture, advertising, fashion, film, publishing, and many others.

#### **Promoting the creative economy across the state (examples from Arts Wisconsin 21<sup>st</sup> Century Wisconsin report:**

- Encourage Community Foundation in Wisconsin Rapids is leading development of a creative incubator.
- CREATE Portage County's IDEA Center is a hub of creative entrepreneurship and idea generation.
- The Northwoods Creative Economy Coalition is a partnership of economic and community development organizations focused on cultural tourism and enterprise businesses.

## OPPORTUNITIES & ENGAGEMENT

### Increase Opportunities for Community Members and Visitors to Experience Diverse and Engaging Culture, History, Arts, and Trails

Culture, history, arts, and trails can stimulate, inspire, and entertain. Providing access to CHAT at multiple levels; can build ties that bind—neighbor-to-neighbor and community-to-community. This goal focuses on both promoting and improving the activities, events, and offerings the community already has; as well as developing new opportunities and ways to engage residents and visitors.

Opportunities and engagement are tied closely to the visibility and marketing goal. As noted previously, people repeatedly complained that they don't know about events until after they happen. Other barriers identified through the survey are: events are not of interest (33%), time/scheduling of events (27%), and quality of events is not good (12%). There was strong community interest in multi-generational and family friendly events and activities. Artisan food and beverage events (59%) topped the list of programs/activities people would like to see more, followed by live music (50%), arts festivals (36%), and children's activities (33%).

#### Quotes from surveys:

*"I would like to see arts and creativity become visible and enjoyed daily by citizens."*

*"Events that are centered on arts and creativity, but also focus on community building. I would love to see Platteville host a "Taste of Southwest Wisconsin" to highlight the strengths of our region."*

*"Community members need to step up and support efforts as participants, volunteers, patrons, members. Stop looking to other locations to fill their cultural needs and support those in their own community."*

*"Don't be afraid to fail. Experiment. Think outside the box. That's how we learn and grow wiser."*



Examples from other communities. See Appendix 6 for an extensive list of ideas from PATH engagement opportunities.

## Objectives

Through careful analysis of input from the various public engagement opportunities the Planning Team developed the following 12 objectives. The matrix below lists the objectives and their alignment with the four goals.

Objectives	Leadership & Capacity	Visibility & Marketing	Cultivation & Support	Opportunities & Engagement
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

The Implementation Plan lists recommendations for each objective and suggests a timeframe and partners for the strategies. The Plan is intended to serve as a tool for organizations and individuals who are interested in helping achieve the Creative Community Plan and is meant to be flexible. The Planning Team identified possible actions for many of the strategies, these are documented in Appendix 6. A number of ideas for events, activities, spaces and places were also captured from the larger community, these are listed in Appendix 5.

### Implementation Plan Key:

**Timeframe:** Some recommendations in the Plan will need to be achieved before others; the timeframe provides suggestions on when actions should be undertaken—Years 1-2, Years 3-5, and Years 5-7. Many actions will be ongoing or span multiple time periods.

**Partners:** Partners listed are suggestions and lists are not meant to be all-inclusive, nor limiting.

PATH Leaders:	PATH Core Team and volunteers
City:	City of Platteville Common Council, City Staff and Departments (Library, Mining & Rollo Jamison Museums, Planning, Parks and Recreation, Senior Center)
Creative Sector:	Local artists, historians, musicians, writers and other makers and creative entrepreneurs.
Business/Tourism:	Platteville Chamber, Main Street Program, and local businesses
CHAT Orgs:	Nonprofit CHAT groups, such as, but not limited to: Rountree Gallery, Platteville Chorale, Children's Choir, Friends of the Municipal Auditorium, Friends of the Mining & Rollo Jamison Museums, Friends of our Gallery, Grant County Historical Society, Platteville Community Arboretum, Platteville Human Powered Trails, Platteville Area Senior Services, and UW-Platteville organizations (i.e., Nohr Gallery, Center for the Arts, Southwest Wisconsin Room, Confucius Institute, and many student and faculty groups).
Education:	UW-Platteville, Southwest Tech, Platteville Schools, Homeschool network
Economic Development:	Grant County Economic Development, Southwest Wisconsin Regional Planning Commission, Platteville Area Industrial Development Corp., Platteville Business Incubator, Small Business Development Center, and Building Platteville
Nature/Environment:	Platteville Community Arboretum, Main Street Sustainability, UW-Platteville Sustainability, Green Campus Project, and regional conservation, natural resources, and environmental groups
Community Health:	Southwest Health, Medical Associates, Grant County Health, and other health and wellness providers
Regional Orgs:	State and regional CHAT organizations, neighboring community Chambers, State and regional tourism organizations

Implementation Plan		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 1: Establish PATH as a formal entity to provide leadership and coordination for culture, history, arts, and trails (CHAT) activities.</b>														
1.1	Formalize PATH by defining the structure and composition of the group/organization/entity.	X			X									
1.2	Build support and buy-in from the CHAT community.	X	X	X	X				X					
1.3	Provide leadership and foster communication and coordination in cultural and creative activities community wide.	X	X	X	X									
1.4	Seek financial resources to move Creative Community Plan forward.	X	X	X	X	X		X	X	X	X			
<b>Objective 2: Increase advocacy for arts, culture, trails, and history.</b>														
2.1	Build a community of CHAT advocates	X			X		X	X	X	X				
2.2	Develop a coordinated advocacy plan to showcase the broad value and impact of CHAT activities.		X		X	X		X			X			
<b>Objective 3: Promote community involvement in CHAT planning.</b>														
3.1	Develop a volunteer clearinghouse or other method to connect organizations with interested volunteers	X			X	X			X	X				
3.2	Create a Youth Advisory Council or other method to involve youth.	X			X		X		X	X				
3.3	Continue to involve public in arts and cultural planning.	X	X	X	X	X		X	X			X		

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 4: Work with key community players to develop a “Brand” for Platteville to promote and highlight CHAT offerings.</b>														
4.1	Build on data collected through PATH project to identify “brand.”	X	X		X	X	X	X	X	X	X	X	X	
4.2	Encourage key players and other CHAT organizations to use branding materials to promote a unified vision of Platteville.		X	X	X	X	X	X	X	X	X	X	X	
<b>Objective 5: Increase visibility of Platteville’s CHAT offerings.</b>														
5.1	Develop and manage a comprehensive online (and print) “Calendar of Events” as a one-stop source for arts and cultural activities and events in the community.	X			X	X	X	X	X	X				
5.3	Develop a creative sector directory.	X			X		X		X					
<b>Objective 6: Connect key players and develop a diverse and coordinated marketing strategy to actively promote Platteville’s CHAT offerings locally, regionally and nationally.</b>														
6.1	Use PATH organization to foster communication and encourage collaborative and cross-organization and event marketing and promotions.		X	X	X	X	X	X	X	X	X	X	X	X
6.2	Work with UW-Platteville and Platteville High School students to develop a marketing strategy.			X	X	X		X		X				
6.3	Explore new marketing and promotion strategies to expand reach to a larger audience.	X	X	X	X			X						
<b>Objective 7: Cultivate community and business support of the creative economy.</b>														
7.1	Educate community and business groups about the value of the creative economy.	X			X		X		X		X			
7.2	Create networking events and encourage partnerships between the creative and business sectors.	X			X		X	X						

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

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 11: Promote existing community assets and increase engagement with existing events, activities, and spaces.</b>														
11.1	Increase community engagement with existing events and activities.	X			X	X	X	X	X	X		X	X	X
11.2	Increase use of and experiences at existing places and spaces.	X			X	X	X	X	X	X		X	X	
11.3	Identify barriers to participation and engagement with existing offerings and mitigate.	X			X	X			X	X		X		
<b>Objective 12: Expand arts and cultural offerings.</b>														
12.1	Capitalize on unique and valued community assets, i.e., Big M, Main Street, trails and parks, UW-Platteville, small town character, history and Museums, Driftless landscape and scenic beauty, music tradition, etc.	X	X	X										
12.2	Foster creation of events and activities that promote lifelong learning and encourage family friendly and intergenerational opportunities.	X	X	X	X	X			X	X		X	X	
12.3	Incorporate more arts, culture, and history into everyday life.	X	X	X	X	X	X		X			X		
12.4	Ensure a diversity of offerings that are relevant and accessible to varying demographics and reflect the interests of the community.	X	X	X	X	X	X	X	X	X		X	X	

## Next Steps

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This Creative Community Plan is the product of 15 months of community dialogue, covering many aspects of culture, history, arts, and trails and involving a wide range of people who are committed to Platteville's success. The plan reflects the good thinking, passion, knowledge and dedication of a broad array of community members and provides a path to growing a sustainable, integrated, and connected creative community that will add significant value to quality of life and economic development across the Platteville community.

The goals provide an overall direction. The objectives and recommendations in the Implementation Plan provide additional focus and identify likely partners and a timeframe. However, the Plan is meant to be a guide, not a strict set of instructions. Specific strategies and actions can be changed and adjusted depending on resources available and the readiness and interest of organizations and partners. The challenge of implementing the Creative Community Plan is one shared by the City, PATH, and the larger community. Many of the objectives identified can only move forward if community leadership steps forward.

Our next steps must help all parties to find the most valuable way to use this Plan as a path toward our shared vision. To do so, please:

- 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.

The Creative Community Plan recommends a range of objectives, strategies, and activities that re-position the community and encourage a higher level of partnership between players in the city and surrounding areas. If the Platteville community chooses to ramp up its support of the creative economy the community will see a significant return on investment in terms of an attractive, robust quality of life and sustained economic growth.

### **Celebration Project – Summer 2019**

Over the next few months, PATH will be working with community groups to plan an event, activity, or element to celebrate the completion of the Creative Community Plan. The Celebration Project will occur or be unveiled in Summer 2019.

# ATTACHMENTS

## References

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Arts Wisconsin. 21<sup>st</sup> Century Wisconsin: a report on new economy strengths and opportunities for growth and success throughout the state. Madison, WI. 2018

Borrupt, Tom. The Creative Community Builder's Handbook. St.Paul, MN: Fieldstone Alliance Publishing Center. 2006

Ewell, Maryo Gard and Michael F. Warlum. The Arts in the Small Community 2006. Madison, WI: Robert E. Gard Wisconsin Idea Foundation. 2006.

## Appendices

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### Appendix 1: List of Community Engagement Opportunities

#### Public Meetings

- Open House – August 20, 2017
- Creative Sector Focus Group – January 20, 2018
- Platteville Library Community Involvement Fair – January 27, 2018
- Community Conversation – February 8, 2018
- PHS Sophomore Class Career Day – March 8, 2018
- Creative Sector Gathering and Update – August 29, 2018
- Community Update – November 14, 2018

#### Small Group Presentations

- Rotary Club of Southwest Wisconsin – September 26, 2017
- Platteville Community Fund – October 31, 2017
- Platteville Optimists – March 16, 2018
- Platteville Kiwanis – July 3, 2018

#### Surveys

- Community Survey (119 responses) – Available from February – March 2018
- Creative Sector Survey (38 responses) – Available from January -March 2018

#### Other Outreach

- “What do you LOVE about Platteville?” postcard and online campaign (241 responses) – November 2017-January 2018
- “What do you LOVE about Platteville? Photo frame at Holiday Stroll – December 2, 2017
- Sidewalk Poetry in April 2018 for National Poetry Month
- Sidewalk Poetry and Art at Berry Fest – July 24, 2018
- Sidewalk chalk art at Music in the Park – August 23, 2018
- Dairy Days Parade – September 8, 2018
- Tiny Herd Social Media posts – Throughout project

## Appendix 2: List of Participants

### Individuals

Hannah	Adams	Masako	Furuta	Annucia	Moirtings	Dustin	Westaby
Amelia	Armstrong	Mike	Hadfield	Eileen	Nickels	Marie	Whisenant
Neahmia	Baye	Amanda	Hickok	Daniel	O'Brien	Amelia	Whitney
Diana	Bolander	Megan	Hinderman	Lynne	Parrott		
Tud	Bowden	Mark	Hirsch	Mary	Penn		
Michael	Breitner	Will	Hoyer	Vikki	Peterson		
Tom	Cabezas	Bob	Hundhausen	John	Peterson		
Lana	Caywood	Mark	Ihm	Tom	Pitcher		
Autum	Chapman	Tim	Ingram	Emma	Radosevich		
Sam	Charles	Gary	Jones	Dave	Ralph		
Thomas	Cline	Anne	Katz	Deb	Rice		
Nancy	Collins	Kecia	King	Tracey	Roberts		
Jen	Collins	Dwight	Klaasen	Cheryl	Schmieder		
Jaime	Collins	Sharon	Klavins	Katie	Schutte		
Nevoeh	Colorado	Jamie	Klein	Cindy	Shave		
Barb	Daus	Bill	Kloster	Shaun	Soman		
Tina	Disch	Kathy	Kopp	Carole	Spelic		
Jayne	Dunnam	Karen	Kurt	Jessica	Steckling		
Tim	Durst	Evan	Larson	Conne	Steinhoff		
Heidi	Dyas-McBeth	Danica	Larson	Barb	Stockhausen		
Barry	Ellis	Jessie	Lee-Jones	Cindy	Tang		
Terri	Ellis	Jack	Luedtke	Victor	Teng		
Nancy	Fairchild	Caleb	Marse	Robin	Timm		
Eric	Flesch	Dave	Meinhardt	Elyssa	Vondra		
Don	Francis	Brittani	Meiss	Chris	Wallace		
Jesse	Fremstad	Bill	Mitchell	Katherine	Westaby		

### Groups:

- Platteville Community Fund Board
- Platteville High School Sophomore Class (2018)
- Platteville Kiwanis
- Platteville Optimists
- Rotary Club of Southwest Wisconsin

## Appendix 3: Community Survey Results

119 Respondents

### 1. What is important to you about living in Platteville?

Select up to 5.

Parks, trails, and recreational opportunities	71.2%
Landscape, nature, and scenic beauty	61.9%
Arts, culture, and creative activities	44.9%
The people	42.4%
UW-Platteville	41.5%
Career opportunities	36.4%
History, heritage, and historic places	36.4%
Festivals, parades, and community activities	33.1%
Educational opportunities	29.7%
Main Street/downtown	27.1%
Location	14.4%
Lower cost of living	0.8%
Where I was raised.	0.8%
This is where i grew up	0.8%
It's where I own property.	0.8%
Available and affordable housing	0.8%

### 2. How strongly do you feel about the need to improve arts, culture, creativity and history offerings in Platteville?

1 – Not Strongly	4.2%
2	5.9%
3 – Moderately Strongly	17.6%
4	28.6%
5 – Very Strongly	43.7%

### 3. How important is it for Platteville to promote arts, culture, creativity, and history to improve quality of life for residents?

1 – Not Important	3.4%
2	3.4%
3 – Moderately Important	11.8%
4	27.7%
5 – Very Important	53.8%

### 4. How important is it for Platteville to promote the arts, culture, creativity, and history to increase tourism and draw visitors?

1 – Not Important	3.4%
2	4.2%
3- Moderately Important	11.8%
4	26.1%
5 – Very Important	54.6%

## 5. Where is the first place you would take visitors in Platteville?

### Top 5

- The Big M (38)
- Trail/s (22)
- Mining & Rollo Jamison Museums (20)
- UW-Platteville (9)
- Main Street/Downtown (8)

### Raw Data as submitted

The M (10)  
M (4)  
The "M" (3)  
Mining Museum (3)  
The trail (3)  
UWP (2)  
Museum (2)  
Trails (2)  
Mining museum (2)  
The walking trails. (2)  
Big M (2)  
Badger Brothers (2)  
Driftless Market (2)  
Main Street (2)  
The Mining and Rollo Jamison Museums  
The trail  
Roundtree Trail  
Stone Cottage, Mining Museum, and UW-Platteville  
Main Street/Downtown  
Depends on who they are and what time of year - Driftless Market & Hidden Quilts. Family, in summer, parks and swimming pool  
Stone cottage or bike trails

Farmers Market  
Someplace unique and depends on who they are. Driftless Market, Julie's when they were doing craft nights, Second & Main, The "M" Driftless Market or Badger Brothers  
Main street  
The pool  
"M", Katie trail bike path, Mining Muesuem  
The "M"  
My home  
The M, then museums  
Mining and Rollo Jamison Museums  
Chamber, then walk on trail starting there, incl Katies Garden  
The big M  
Center for the arts UWP  
Trails  
The "M"; UW-Platteville campus; a park  
Rountree Branch Trail, UWP, or the M  
Welcome Center  
The M or Mining Museum  
That is a good question  
Rollo Jameson  
No where  
Unos  
To eat  
The M and then the Mining Museum  
2nd Street  
Pizzeria uno's and the walking trails  
The M or Library  
The M or Main Street (Badger Bros, Owl Cafe, Popcorn Kernel...)  
The m  
unos

The Trail where you will see pleasant people, recreational opportunities, natural beauty, trail art, and historical kiosks,  
Badger brothers coffee  
I can't think of anywhere in town I would want to take visitors  
2nd & Main (Otherwise - Potosi Brewery or DBQ Mississippi Museum)  
To the big M  
Rountree Trail  
Mining Museum  
Museums  
Mining museum  
UWP, The Big M, Downtown Shops/Library, Pool.  
Bike and walking trails  
The Trail  
Walmart  
Uno's  
memorial park  
The Big M  
The Library  
The M, the parks, or walking down main street  
The Big M  
The M  
Downtown/Driftless Market  
The M and the Roundtree Path  
The museum  
The Chamber Office  
MINING MUSEUM  
Somewhere else- maybe galena so they can see some interesting sights, visit shops, eat at good restaurants that are open every day  
Downtown- Main St. Steve's pizza  
Walking trails

Memorial Park at UW-Platteville... walking the Rountree Branch.  
Steve's Pizza Palace  
Trails/parks  
Badger Bros Coffee  
The university  
Out to see the M close up !!!  
Katie's garden

6. Which of the following have you attended or taken part in during the past 12 months? Check all that apply.

	In Platteville (count)	Outside Platteville (count)		In Platteville (count)	Outside Platteville (count)
Recreational activity, including using parks and trails	87	58	Children’s arts, culture, or history activity	26	29
Parade	81	30	Dance performance or event	18	26
Live music event or concert	71	67	Performance or exhibition of ethnic cultures	16	13
Sporting event - youth (school or recreational program)	63	27	Culinary or food event or class	14	19
Local library programming	62	10	Art class or workshop	13	22
University sponsored event	60	12	Literary or poetry event	13	5
Event at the UW-Platteville Center for the Arts	59	0	Craft class or workshop	8	19
Event at the Platteville Municipal auditorium	52	1	Maker space activity	3	5
Art or music festival	48	53	Other	2	3
Historic or heritage activity, including history museums	48	33	<b>If you selected "other" above, what was the event or activity?6 responses</b>		
Art museum, exhibit, or gallery	45	52	Ecotourism: watched a bird migration		
Sporting event – university or professional	43	38	Dubuque, galena events		
Choir, chorale, or singing event	38	29	Chamber Event		
Theater performance (community or professional)	38	41	LGBTQ support, education, & advocacy events		
Purchased an original art or craft	30	39	Many took place in Dubuque or Madison		
Local or regional festival other than arts	28	39	Several events in Galena		

**7. If you are not able to participate in arts and culture offerings as much as you would like, what are the barriers? Check all that apply.**

Lack of information about events	56.6%
Lack of time	41.6%
Events are not of interest	32.7%
Time/scheduling of events	27.4%
Multiple events at the same time	22.1%
Family obligations or child care	21.2%
Prefer to spend leisure time other ways	16.8%
Cost	15%
Quality of events is not good	11.5%
Difficulty parking	9.7%
No one with whom to attend events	9.7%
Don't feel comfortable or welcome	7.1%
Handicap accessibility	1.8%
The "events aren't of interest" is vague - do you mean these events in general aren't of interest or that the events offered aren't of interest? I'm interested, but the specific types of offerings haven't been what I'm looking for.	0.9%
New to the community	0.9%
I always think things sound fun/interesting but sometimes I forget or just get lazy and decide not to go.	0.9%
Get to all we can - just not enough time in the day :)	0.9%
Not engaging enough for my interests	0.9%
No transportation	0%

**8. Where do you get information about arts and culture offerings? Check all that apply.**

Social media (Facebook, Twitter, etc.)	79.5%
Word of mouth	61.6%
Platteville Journal	53.6%
Posters & flyers	39.3%
City newsletter/53818	32.1%
Emails from arts/culture organizations	29.5%
Radio	22.3%
Platteville Chamber newsletters	21.4%
Organization newsletters (paper or email)	16.1%
Newspaper other than Platteville Journal	13.4%
City website	12.5%
Television	2.7%
Shopping News	1.8%
Emails/postings from UW-Platteville	0.9%
School emails	0.9%
Announcements from uwplatteville	0.9%
The Platteville Chamber and Main Street website need to do a better job of updating the information about things that are happening. They are NOT very user friendly and often haven't been updated.	0.9%

**9. Which arts, culture, and history programs/activities would you like to see more of in Platteville? Select up to 5.**

Artisan food and beverage events	59.1%
Live music	49.6%
Arts festivals	35.7%
Children’s activities	33%
Community theater	29.6%
Craft classes	21.7%
Outdoor art	21.7%
Regionally/nationally known artists & performers	20.9%
History/heritage programming	18.3%
History museum exhibits	17.4%
Craft fairs	15.7%
Public library events	15.7%
Art classes	14.8%
Visual arts gallery or market	13.9%
Youth theater	13%
Maker space facility	11.3%
Arts education	9.6%
Film festivals	9.6%
Public art installations	9.6%
Dance performances	7%
Literary arts	4.3%
Participatory community art	3.5%
cultural programming	0.9%
Comedy	0.9%

**10. What would be most helpful to arts, culture, creativity, and history development in Platteville (Do not consider how or by whom these would be accomplished). Select up to 5.**

Marketing and promotion	62.6%
Community support	55.7%
Online calendar of events	50.4%
Better connection with UW-Platteville	31.3%
Spaces to work and create	28.7%
A non-governmental arts/culture organization	24.3%
Places to sell and perform	21.7%
Attract and retain creative workers	19.1%
City government support	18.3%
Opportunities for public participation	18.3%
Include in local planning and development	15.7%
Resources and services for creative entrepreneurs/businesses	14.8%
Regional partnerships	13.9%
A City Arts Board (part of city government)	11.3%
Arts education opportunities	11.3%
Online directory of creative workers/businesses	10.4%
Publicize economic impact of the arts	8.7%
I don't know if this would come from a council or other option, but some way to coordinate dates and times. For example, there are three different local events on April 21 competing for my attention.	0.9%

**11. Where are you most interested in experiencing arts or cultural offerings? Select up to 3.**

Downtown/Main Street area	67.3%
Parks	51.3%
Library	33.6%
Museum or other historical site	29.3%
Trails	27.4%
UW-Platteville campus	22.1%
Studios or galleries	21.2%
New city development	12.4%
New private development	10.6%
Schools	8.8%
Could the Armory be used?	0.9%

**13. What is your idea to celebrate arts, culture, creativity, and history in Platteville?**

See Appendix 5 for list.

**12. How important is it for the City of Platteville government to support arts, culture, creativity and history in the following ways?**

	Not Important	Moderately Important	Very Important	No Opinion
Comprehensive online calendar of events	5	29	77	2
Partner with other orgs	5	33	73	1
Publicity and marketing	10	28	71	3
Youth programming	6	33	66	7
Financial support for events/activities	10	41	61	2
Recruit creative businesses/entrepreneurs	12	33	61	6
Opportunities for people with limited means	8	33	60	7
Include in City planning	9	36	60	2
Provide leadership	13	40	50	4
Invest in arts focused development	16	39	44	10
Re-establish City Arts Board	21	35	35	18
City staff position	36	30	32	10
Other	2	1	5	10

If you selected "other" above, please explain. 4 responses  
 Independent Arts Board (not city) with paid staff position.  
 We need to focus on bring jobs and creating affordable housing.  
 New jobs will bring more people  
 support of the Rountree Gallery  
 Support for the local farmers market.

**What is your ZIP code?**

53818	93.9%
53510	1.7%
53530	0.9%
53554	0.9%
53807	0.9%
53808	0.9%
53813	0.9%

**What is your age?**

Under 18	0.9%
18 to 24	3.3%
25 to 34	12.7%
35 to 44	25.4%
45 to 54	27.9%
55 to 64	20.3%
65 to 74	8.4%
75 or older	0.9%

**How long have you lived in the region?**

Fewer than 2 years	5%
2-5 years	7.6%
6-10 years	8.4%
11-15 years	13.5%
16-20 year	13.5%
21 + years	51.6%

**Which of the following best describes you?****Select all that apply.**

White/Caucasian	95.7%
Asian/Asian American	1.7%
Other	1.7%
Black/African American	0.9%
American Indian or Alaska Native	0%
Native Hawaiian/ Pacific Islander	0%
Latino and/or Hispanic	0%

**What is your approximate household income?**

\$0-\$24,999	7%
\$25,000-\$49,999	9.6%
\$50,000-\$74,999	15.7%
\$75,000-\$99,999	21%
\$100,000-\$124,999	15.7%
\$125,000-\$149,999	5.2%
\$150,000 or more	8.7%
Prefer not to answer	16.6%

**How many children are in your household?**

0	47.2%
1	18.2%
2	23.6%
3	4.5%
4	4.5%
5	1.8%

**What are the ages of the children in your household? Check all that apply.**

No children	34.6%
Age 0-5	14.7%
Age 6-10	22.8%
Age 11-14	16.2%
Age 15-18	11.8%

**What is your gender?**

Female	69.4%
Male	21.1%
Prefer not to answer	2.9%
Transgender	1.6%
Non-binary	0.9%
Other	0.9%

## Appendix 4: Creative Sector Survey Results

38 Respondents

**What best describes your work as an artist, writer, performer, or maker? Please check all that apply.**

Visual arts (fine arts, photography, ceramics, etc.)	51.4%
Artisan or craftsperson (woodwork, quilting, knitting, etc.)	29.7%
Music/audio arts (performer, composer, conductor, etc.)	27%
Literary arts (fiction, non-fiction, poetry, etc.)	21.6%
Theater arts	13.5%
Film/video	8.1%
Design arts (graphic design, fashion, architecture)	5.4%
Storyteller	2.7%
Dance	0%

**Which best describes your work environment?**

Work from home/home studio	62.2%
Educational institution or classroom	21.6%
A business location	5.4%
Shared studio/performance space	5.4%
From home and in a classroom	2.7%
I am a public school music teacher, performer and maintain a private studio.	2.7%

**Where do you sell, display, or perform your art? Please check all that apply.**

In Platteville	59.5%
In the Tri-state area	45.9%
Other communities in Wisconsin	35.1%
Online in the United States	35.1%
Outside Wisconsin	21.6%
Online Internationally	16.2%
I don't sell, display, or perform my work	13.%
Internationally	5.4%
River Road Country Crafts, Potosi	2.7%

**Where do your earnings from your creative work come from? Please check all that apply.**

Festivals/Shows	32.4%
Teaching	29.7%
Paid commissions	27%
I don't have earnings	27%
Internet Sales	21.6%
Retail shops	16.2%
Galleries	13.5%
Restaurants/bars/coffee shops	8.1%
Some sales come from teaching classes of my art form	2.7%
Teaching & performer presently, though I have also served as an adjudicator	2.7%

**If provided in Platteville, would you use the following services to support your work as an artist, writer, performer, or maker?37 responses**

Access to new places to perform, display, sell and promote your work	73%
Public artist directory and online resources	64.9%
Online inclusive calendar of Platteville area events	59.5%
Networking and promotional support to expand market outreach	56.8%
Regular gathering of artist and performers	48.6%
Arts association or guild	40.5%
Business planning and professional development resources	29.7%
Access to group purchasing opportunities/vendor discounts	24.3%
Festivals and a legitimate venue with a bar that still can have all age shows as well, wristbands for I'd at door. More audiences and more opportunities	2.7%

**Which of the following types of space would you like to have available in Platteville that are not available to you now?29 responses**

Exhibition or gallery space	41.4%
Shared studio or makerspace	37.9%
Performance venue	31%
Live and work combination space	27.6%
Meeting or classroom space	27.6%
Recording or audio space	20.7%
Studio space	20.7%
Rehearsal space	17.2%
Shared office space with equipment	17.2%
more retail exhibition space	3.4%

**Please respond based on your experience as an artist, writer, performer, or maker in Platteville. The following resources are often considered essential for a prosperous creative economy. How available are these resources in Platteville?**

	<b>Not Available (counts)</b>	<b>Somewhat Available (counts)</b>	<b>Moderately Available (counts)</b>	<b>Very Available (counts)</b>	<b>Don't Know (counts)</b>
Money (financial resources help to move strategies into action)	15	13	2	1	6
Networks of communications (communication among important sectors on a face-to-face basis)	13	14	3	2	5
Strategies (purposeful plans or schemes developed by community to stimulate creative economy growth)	11	15	4	1	5
Infrastructure (the basic service framework that supports the creative economy's suppliers & consumers)	10	18	6	0	3
Business engagement (support of the creative economy by the business community)	8	16	6	2	5
Leadership (the vision & commitment of either a single person or group of people)	7	18	5	3	3
Time (even with strong financial investment, persistence over time is a necessary component)	5	25	3	2	2
Creative people (including, entrepreneurs, scientists, academics, and employees of creative sector businesses)	1	11	11	11	3
Centers of education (schools contribute by providing workforce training and cultural resources)	1	10	13	12	1
Cultural and natural amenities (local art & music, historic buildings, cultural institutions, events & festivals)	1	16	15	4	1

**How important are the following creative resources?**

	<b>Not Important (counts)</b>	<b>Somewhat Important (counts)</b>	<b>Very Important (counts)</b>
Local marketing opportunities	1	6	30
Performance venues for dance, drama, music, etc.	3	4	30
Outlets to display and sell work	1	6	30
Community recognition	0	11	26
Information on creative resources	2	12	23
Peer dialogue and networking	2	12	23
Production resources	3	15	19
Continuing education opportunities	1	17	19
Affordable studio space	4	18	15

**How available are the following creative resources in Platteville?**

	<b>Not Available (counts)</b>	<b>Somewhat Available (counts)</b>	<b>Very Available (counts)</b>	<b>Don't Know (counts)</b>
Affordable studio space	18	6	0	13
Production resources	16	10	0	11
Information on creative resources	14	19	1	3
Community recognition	11	23	0	2
Local marketing opportunities	11	19	1	6
Performance venues for dance, drama, music, etc.	8	21	5	3
Outlets to display and sell work	8	21	3	5
Peer dialogue and networking	7	20	3	7
Continuing education opportunities	4	25	3	5

**What is your ZIP Code?**

53818	80.5%
53565	5.5%
53530	2.7%
53807	2.7%
53813	2.7%
53818	2.7%
53820	2.7%

**How long have you lived in the region?**

Less than 2 years	5.5%
2-5 years	8.3%
6-10 years	13.9%
11-15 years	8.3%
16-20 year	13.9%
21 + years	50%

**What is your gender?**

Female	63.2%
Male	35.1%
Prefer not to answer	2.7%
Non-binary	0%
Transgender	0%
Other	0%

**Which of the following best describes your work as an artist, writer, musician, performer or maker?**

Part-time	40.5%
Full-time	27.0%
Hobbyist	24.3%
Part-time Part-time, working on getting back into more regular parttime activity	2.7%
Volunteer	2.7%
retired	2.7%

**Which of the following best describes your employment status?**

Employed, working full-time	40.5%
Employed, working part-time	13.5%
Retired	13.5%
Not employed, looking for work	10.8%
Disabled, not able to work	2.7%
Self employed	2.7%
Full time student	2.7%
Not employed, NOT looking for work	0%

**What is the highest level of education you have completed?**

Some high school	0%
High school diploma, GED, or HiSET	0%
Some college	5.4%
2-year associates or technical degree	2.7%
Bachelor's degree	43.2%
Master's, Doctorate, or professional degree	48.6%

**What is your age?**

Under 18	0%
18 to 24	10.8%
25 to 34	18.9%
35 to 44	16.2%
45 to 54	21.6%
55 to 64	24.3%
65 to 74	8.1%
75 or older	0%

**What is your approximate household income?**

\$0-\$24,999	13.5%
\$25,000-\$49,999	16.2%
\$50,000-\$74,999	16.2%
\$75,000-\$99,999	18.9%
\$100,000-\$124,999	18.9%
\$125,000-\$149,999	2.7%
\$150,000 or more	0%
Prefer not to answer	13.5%

**Do you currently offer classes and/or resources to the community?**

Yes	24.3%
No	75.7%

**Are you interested in teaching your art form to others?**

Yes	48.6%
No	13.5%
Not sure	37.8%

**Are you interested in mentoring beginning artists or students?**

Yes	48.6%
No	10.8%
Not sure	40.5%

**How interested are you in collaborating with other artists in a community oriented studio and performance space?**

1 – Not Interested	5.2%
2	13.5%
3 - Maybe	36.8%
4	26.3%
5 – Very Interested	18.4%

**What is the most important thing this project could do to promote the arts, culture, creativity, and history in Platteville in the short term?**

See Appendix 5 for list.

## Appendix 5: Ideas Generated Through Community Engagement Activities

### Ideas for Celebration Project

Community Survey (119 Respondents)

#### Events/Festivals

- Craft fair
- Art fair/arts fair/sales
- Chalk fest on Rountree Branch Trail
- Art festivals/art shows
- Have festivals
- Art exhibits in city park
- Additional children/family friendly music or arts events in parks or including trails would be great.
- Large venue events - music, events, celebrations.
- More organized festivals that have a broader appeal (it seems that it's the same thing over and over)
- Arts week with an art fair, kids' activities, a play, outdoor music, a visiting artist speaker, day of classes and a big potluck dinner.
- Art festival week with classes and music - multiple class offerings in downtown area. Food vendors and teachers, classes for all ages, variety of mediums painting, sculpture, jewelry, glass, etc.
- The arts can be celebrated in many ways. The most simple is to have an arts festival that displays various art forms (dance, music, paintings, crafts, etc.) And allows the public to join in on creating them as well.

This brings the community together in one location. Maybe something like a "First-Night Platteville", celebrated on the eve of a significant occasion (New Years, Beginning of Summer or Fall, City anniversary, etc.).

- Taste of Southwest Wisconsin - events that are centered on arts and creativity but also focus on community building and highlighting strengths of area.

#### Maker Space/Creative Center

- Place for people to gather for crafts
- Dedicated makerspace
- Central location for all arts
- Property that can be converted to studio/theatre/venue space for community engagement
- Maker studio
- Art gallery

#### Museum/History

- Children's activity/creativity section at museum
- Children's space at museum
- Museums

- Reconstruct 2 train depots east of museum with kiosks sharing train history of Platteville
- Resume full funding of museum
- Stop cutting funding of museum, library, senior center
- History pushed for tourism, draw people here to see and learn about history of Platteville and area
- Speakers at UWP and Rollo Jamison

### Public Art

- Public/collaborative art
- Participatory art led by professional artist
- Murals/large scale banners all around town - side of Walmart, Downtown, on silos, billboards, etc... Could be work of art reproduced, archival materials like a photograph from local mine, poetry, etc.
- Murals on buildings downtown
- Mural or banners in downtown area. There are a lot of empty brick walls that could use some sort of splash.
- Create a true outdoor walking art experience with varying creations, whether permanent or rotating
- Continue creative bike racks
- Plant more trees and flowers, better landscaping in parks including outdoor art coupled with well managed native plants, more street trees
- Outdoor project that the public can engage in (help create, add to, climb on, etc.)

- New annual festival themed on artisan food unique to area, sponsor some refugee families that owned restaurants
- Tent show or jamboree
- Concerts/live music/music
- Something like Southwest Music Fest
- Music and artists at Farmer's Market, music and brunch in the park at 11 during/after Farmer's Market
- Arts/creative parade (like Mineral Point)
- Bring writers/writers workshop to Platteville
- Community theatre
- University hosted summer arts performing arts or music or Shakespeare festival
- High quality live performances- plays
- More plays

### Support

- Involvement/support from UWP
- Atmosphere of creativity, connect local artists and provide opportunities for them to promote work, feature artists in social media and publications
- The community coming together and support events.
- Local support of creative entrepreneurs
- Be welcoming
- The word celebrate indicates an event. I would like to see arts and creativity become visible and enjoyed daily by citizens. Create a feeling or a lifestyle that includes creativity and the arts by modeling it in our city. With a little creativity the city could project a

warm and welcoming image by utilizing empty buildings and beautification efforts throughout. The key I believe is to attract people to Platteville, and people always remember how you made them feel.

- Support dance studio

- Effective use of existing facilities
- Work with senior center and use inter-generational sharing of artist and musical people we have
- Something local elevated and unique to draw tourists
- PATH

## Most Important Thing PATH could do?

Creative Sector Survey (38 Respondents)

### Organization/Infrastructure

- Organize community cultural organizations and leaders
- Look at Mineral Point. Without the gallery infrastructure and a market-- nothing done in Platteville will last but will end up a subsidized mess. Finding a market or ways for Platteville to tap into a larger market is needed. Perhaps a Voices in the Warehouse like event or workspace which relies upon local support will work. Perhaps partnering with the university.
- Promote communication among artists for the purpose of creative support and inspiration.
- Establish priorities and practical goals. Then git-er-done.
- Connect/form a group with the creatives in the area

- Be open-minded and act on the information you gather instead of making decisions for the larger group.
- Organize resources and opportunities available and connect to the arts community

### Space

- Provide a space, either free of charge or very inexpensive space rental, where artists could work on their projects and socialize with other artists in the area, whether it be in their same field or another.
- Find a permanent location for a gallery with teaching space, exhibit space and a gallery shop
- Also create a gallery where artists can show their work and or demonstrate their techniques and skills.
- Provide affordable collaborative studio space

- Create a space like Arts and Literature Laboratory in Madison and book it with artists and continuing ed opportunities.
- Provide an affordable space for artists and crafters to display and sell their work.

### Events

- Arts festival involving performance(s) and visual arts
- Create more events to display the work of local artists, both visual and performing.

### Culture/Support/Recognition

- Create a community-based culture that recognizes, encourages, promotes, and embraces the arts for its value as a commercial resource for attracting business traffic and tourism traffic to our community.
- Support and recognition
- Educate the community and City council on the economic impact the arts has and could have in the community.
- Help people who are active in the arts promote themselves and their work. I continually here from both artists and community members that there is great stuff going on, it's just that no one hears about it. I think once you can get the marketing going to boost attendance and support, you will be in a better position to move forward with a maker's space or other ambitious projects.

- This project could draw greater visibility and support from the City Government, community members, and area artists. When arts, culture, creativity, and history are ignored and undervalued it keeps its presence less visible, it doesn't go away, but it is not as accessible, and people go elsewhere for cultural entertainment. The City needs to have a financial stake in this effort, and be willing to support and in some cases provide the mechanism for coordinating and developing a greater presence in the community through both funding, reinstating an arts and cultural board, coordinating a more central communication and marketing mechanism, and funding a part-time position that would book events, and lead efforts that would build and support the under-served and undervalued resource "the municipal auditorium". Community members need to step up and support efforts as participants, volunteers, patrons, members. Stop looking to other locations to fill their cultural needs and support those in their own community. Platteville has had previous success in many areas, but a lack of financial city support, community member audience/patron support, and collaboration between campus and community has left a bad taste in many local artists mouths, and they now share their talents elsewhere.
- In the short term, make artists/creative people aware of resources and other artists/creatives, give them opportunities to focus on their work and get

feedback/collaboration from others, and hopefully create a community for younger or new artists. In the long term, community/business support.

- Build community
- Generate interest in and make people aware of the economic benefits a healthy art and creative community and culture can provide.

#### Promotion

- promote what SW Wisconsin has to offer to the art community.

- Capitalize on Platteville's location between Dubuque and Mineral Point to draw consumers
- Marketing
- Promote for, find, and sustain an audience and donors.
- Provide publicity for the above programs

#### Projects

- Engage interested artists in creating a mural .
- Offer more affordable art opportunities for the community to explore and get involved in.

### **What would you like to see?**

Community Conversation (16 Participants) & Optimists (approximately 25 Participants)

#### Classes/Workshops

- Yoga/Yoga on Trail
- Dance classes
- Arts programming for teens
- Homesteading
- Auditorium

#### Events

- Decorated bike parade
- Kinetic sculpture event/race
- Revive Miner's Ball
- First Night events
- Cheese Festival
- Healthy Food/Trail events

- Scavenger Hunt
- Street Dancing/Folk Dancing
- Participatory Dancing
- Independent Film series/film festival
- Movies in the Park
- Art/Music at Farmer's Market
- Arts Festival
- Local food events
- Coffeehouse shows - poetry, music, small venue acts
- Showcase local talent

#### Miscellaneous

- Owning our history

### Performance/Participatory theater

- Improv
- More Modern Theater
- Spoken Word/Slams
- Live Music – all kinds
- Better use of City Auditorium/fix up City

### Public Art

- Murals/public art/ historical
- Landscape art
- Interactive art/playground
- Art along trail

### Spaces/Spaces

- Mining Theme mini golf
- Recycled Art Park
- Mining Theme Park
- Music Park
- Gallery
- Conference Center
- Studio Space
- Community Center
- Interactive art/playground
- Amphitheater
- Outdoor theatre
- Re-do/Replace Art Hall
- Non-fast food restaurants

## **What would you like to see in Platteville?**

PHS Career Day Students (approximately 100 sophomores)

### Classes

- Survival/First Aid
- Sustainable Living
- Cooking
- Sports History
- Outdoor painting class/demo

### Food

- Buffalo Wild Wings
- 5 Guys
- Coldstone Creamery

- Fudge shop
- Hibatchi restaurant
- IHop
- Olive Garden
- Orchards
- Panera Bread
- Popeye's
- Starbucks
- Steak and Shake
- White Castle

### Shopping

- Shoe store
- HyVee
- Hunting Store
- Game Stop
- Family Video/Blockbuster
- Dick's Sporting Goods
- BAM! Bookstore
- Target
- Mall

### Entertainment – Event

- Coachella/Music Fest/outdoor concerts
- Airport events – see & ride planes, old planes
- Arm wrestling competition
- Ball (dance)
- BBQ Competition
- Cheese Fest
- Beer Fest
- City Wide Tailgating
- Community Picnic
- Community Talent Show
- Community Scavenger Hunt
- Cookoffs
- Cook out festival
- Cooking competition
- Demolition Derby
- Dodgeball Tournament
- Film Festival
- Heartland Festival (bring back)
- Improv
- Money Fest
- More Carnivals
- Nascar
- Outdoor movies
- Permanent Dairy Days
- Stand Up Comedy
- Underground boxing

- Tug of War Tournament
- Weekly Parades
- Art outside/public Art

### Entertainment – Place

- Amphitheater
- Amusement Park
- Go Cart Track
- Skating Rink – Ice and Roller
- Trampoline Park
- Drive in Theater
- Laser Tag
- Parkour course/Free running Academy
- Water Park
- ATV Trails
- Indoor Pool
- Lake
- Aquarium
- Arcade
- Disneyland
- Escape Room
- Fishing pond
- Dance studio/Practice space
- Heated pool
- Horse training facility
- Hot Air Balloon Rides
- Indoor Archery
- Indoor Sports complex
- Karaoke

- Lake (boating)
- Maze/labyrinth
- More skate park
- Zoo
- YMCA/Community Center
- Waterslide down M
- Track and Field Stadium
- Treehouse in Park
- Underage Casino
- Volleyball courts- more, better
- Walleyball courts
- Soccer golf field
- Stadium for High School
- Rock Climbing
- Ropes Course
- Music studio
- Re-Open Killer Hill

### Miscellaneous

- Sports Team
- Skyline (tall buildings)
- Public art/statues
- Platteville sign (like Hollywood sign)
- More of all arts
- Larger/broader museum exhibits
- Clean up parks
- Bike Rental/B Bike

## What does Platteville need?

PATH Open House – 8/17/17 (31 Participants)

### Art

- art at airport - gateway to Platteville
- art on roundabouts
- graffiti wall
- more art on trail and in industrial park
- Mobile Art Walk App

### Activities

- Children's theater
- Intergenerational programming
- Relay run
- Public art tour
- Walking tour (virtual) for art in town

### Events

- Bring back Miner's Ball
- Distinctive event not done elsewhere
- Close off Main Street for events
- Art Walk
- Ethnic dinner
- Farm to Table events
- Festival to celebrate arts/music
- Gathering place for both students and families
- Kris Kringle Market
- SW Tech monthly ethnic meals
- PCA Chalk Fest on trail

### Marketing/Communication

- ask groups to cross check when scheduling events
- better coordination of events, don't collaborate well
- better communication between UWP and community
- Group coordination
- More town/gown interaction
- better market what we have better marketing to bring people from outside the community
- Common community calendar
- Education about our assets
- Web map/printable flyer

### Miscellaneous

- Pioneer Ice Cream
- Mobile history walk app
- Mobile App - Platteville bucket list
- housing - UWP employees often choose to live elsewhere
- Free wi-fi that connects University, Chamber, Main Street, and trail
- Farmer's Market table
- cuisine
- local support

### Places

- Community center
- Fancy dessert place
- Multipurpose space
- Participatory space/arts space
- Turn 2nd St into green space w/ tables and lights.

## **What do you see as being the ultimate outcome of a placemaking project in Platteville?**

Initial PATH Interest Meeting – 4/20/16 (14 Participants)

- Cohesive plan/strategy
- Increase awareness of what we have
- Increase programming at existing venues
- Inter/multi-generational opportunities
- More people out and about downtown and in neighborhoods
- Engaged students (UWP and HS) with downtown
- A community of collective action and generate solutions to common problems
- Fewer empty storefronts downtown
- More interaction between City Park and Auditorium
- Public Art throughout town and on the trails
- Progressive dinner where you walk from church to church
- Interpretation of historic sites accessible via signage/wayfinding or electronic means (app) or maybe printed materials – consistent throughout town, all together

## **Ideas for advanced proposed goals.**

Creative Sector Gathering – 8/29/18 (19 Participants)

### Centralize arts planning, coordination, and communication

- Website
- Youth advisory council
- Broad scope of creative business involvement to get the word out
- Establish liaisons between PATH, UWP, City, community groups, and schools
- Fliers and billboards
- Social media presence

- Bookmarks at library to promote events community wide
- Google sites/docs provide digital workspace for info collection and documentation, also has calendar functions.
- Identify key locations like Rountree Gallery, Museum, for posted information in print

#### Capitalize existing community assets

- Trail – art work along the trail
- Music In the Park – funding, sustainability, planning
- Amphitheater – outdoor concert venue – quarry off Rountree Branch Trail
- Integrate trails with history museums
- Use city owned museum yard for more outdoor activities
- Crate historic building (wikiup, badger hut, log cabin) in Museums’ yard for public to enjoy
- A downtown facelift

#### Create conditions in which the creative economy can thrive

- Periodically close Main St. (Friday evening?) for live music, dancing, art, food, etc.
- Better define, or change perceptions of what art is - more than painting, sculpture and mural - help the public identify with art more broadly

- Kiosks on trail to post info and direct people to online presence
- Find a way to survey Platteville residents to ask how they hear about events, where they look for info about events, then direct communication plan based on those channels

- Provide opportunities during holidays to new businesses for 3 months at discounted (rental) rate
- Provide opportunities to businesses to stay at slow increase in \$ rate (rental) to keep businesses downtown
- Event that promotes student (high school, middle school, elementary, and UWP) art projects downtown, temporary exhibits and installations
- Promote/add events to dog park and outdoor exercise park

- Crate arts grant for local artists to apply for to create local art
- Learn from surrounding communities – Galena, Dubuque, Mineral Point – look at their organizations
- More retail on Main St (fewer empty spaces)

- Festivals and pop-up event featuring local arts
- Murals/history tour
- Chalk art
- Makerspace
- Historic art
- Connect UWP students with local artists – internships/mentoring
- Temporary sculpture installed along the trail and at historic sites/places
- Classes for youth and intergenerational experiences – art and music, theatre and dance

Increase opportunity for community to experience diverse and engaging arts and cultural activities

- Comprehensive hard copy list of artists, bands, etc. – bi-annual
- Historic cemetery walks with actors – related to historic period or highlight graves of persons related to arts or local history
- Local artist studio tours
- Shop hop once a month, i.e., first Sunday every month, to help small businesses, artists, etc.
- Art festival
- Film festival
- Chamber music festival
- Jazz festival (Jazz on Main)
- Pop-up shops
- Utilize local clubs and groups at events – like brewing clubs, sewing groups, book clubs
- Interactive use of trail – music sculpture, location to sit and sketch and that inspire gathering (near campus/stadium along portion of trail there is a circular group of stones perfect for group discussion)
- Utilize students, seniors, service organizations to create public art that inspires other to join in
- Theatre in the park (interactive)
- Printed maps that highlight creative districts in the community and share history and walking trails
- Empty businesses provide window space to local artist, one per month, to help promote local business opening (vacant spaces) and artist.

## Appendix 6: Detailed Actions and Tactics

### Objective 1: Establish PATH as a formal entity to provide leadership and coordination for culture, history, arts, and trails (CHAT) activities

- 1.1 Formalize PATH by defining the structure and composition of the group/organization/entity.
  - Explore how other “umbrella” type organizations are organized and function.
  - Decide on structure and develop organizing documents as needed (i.e. by-laws, articles, mission, etc.).
  - Determine composition (ideally a diverse cross-section of community representatives) and size of board/leadership team.
  - Recruit people for the initial board/leadership team.
  - Explore the feasibility of funding a part-time paid coordinator position, possibly shared with one or more other organizations.
- 1.2 Build support and buy-in from CHAT community.
  - Create an inventory of all CHAT organizations and their contact information.
  - Create a list of individual artists, creative workers, historians, and people involved with trails.
  - Build relationships with organizations and individuals.
- 1.3 Provide leadership and foster communication and coordination in cultural and creative activities community wide.
  - Seek input from a broad array of community interests.
  - Provide opportunities for networking and sharing ideas and information.
  - Encourage collaboration between organizations and individuals.
  - Invite individuals and organizations to support and work towards goals in the Creative Community Plan.
  - Encourage collaborative, cross-event/organization marketing and promotion.
- 1.4 Seek financial resources to move Creative Community Plan forward.
  - Explore membership and fundraising models.
  - Engage with Platteville Community Fund, Inspiring Community, Inc, and other local funders.
  - Develop a list of potential grants from state and federal programs and private foundations.
  - Explore creating a “Percent for Art” type mechanism for CHAT activities.
  - Explore the feasibility of developing a grant program for CHAT activities.

## **Objective 2: Increase advocacy for CHAT.**

### 2.1 Build a community of CHAT advocates

- Identify a few “champions.”
- Encourage more artists and people involved in the cultural sector to take leadership roles in the community.
- Foster broad involvement in PATH, connect with local businesses, civic groups, & key community members.
- Create and maintain momentum and enthusiasm across sectors through the “Celebration Project” and by widely distributing Creative Community Plan.
- Present a unified voice from the arts and cultural sector.

### 2.2 Develop a coordinated advocacy plan to showcase the broad value and impact of CHAT activities.

- Promote CHAT assets as community resources that improve quality of life and provide many economic, social, health, and other benefits.
- Work to ensure CHAT activities considered and included in community and economic development planning.

## **Objective 3: Promote community involvement in CHAT planning.**

### 3.1 Develop a volunteer clearinghouse or other method to connect organizations with interested volunteers.

- Explore options such as volunteermatch.org and models like Resources Unite out of Dubuque.
- Invite groups and organizations to use volunteer portal to recruit volunteers, board members, etc.
- Promote service to community.

### 3.2 Create a Youth Advisory Council or other method to involve youth.

- Work with school district and homeschool network to promote idea and recruit interested youth.
- Explore fun, interactive ways to involve youth in planning for CHAT offerings in the community.
- Encourage youth participation and attendance at CHAT activities.

### 3.3 Continue to involve public in arts and cultural planning.

- Provide a method for public suggestions and conduct both formal and informal surveys to gauge community interest and plan CHAT offerings.
- Initiate activities to welcome new residents; this may include events as well as information on opportunities for ongoing involvement on boards, commissions, and other volunteer activities.
- Encourage and mentor groups or individuals with ideas and initiative to help move them forward.
- Initiate periodic social and networking events for CHAT organizations and individuals.

**Objective 4: Work with key community players to develop a “Brand” for Platteville to promote and highlight CHAT offerings.**

4.1 Build on data collected through PATH project to identify “brand.”

- Invite key players from a broad cross-section of the community to join in the brand identification process.
- Identify a unified brand message that promotes the values and assets of the community.
- Develop brand marketing materials (i.e. tagline, logo, messages, as needed).

4.2 Encourage key players and other CHAT organizations to use branding materials to promote a unified vision of Platteville.

**Objective 5: Increase visibility of Platteville’s CHAT offerings.**

5.1 Create a comprehensive online (and print) “Calendar of Events” as a one-stop source for arts and cultural activities and events in the community.

- Recruit 3-6 interest people to work on the calendar idea.
- Explore formats available – research calendars in other communities and review existing community calendars in Platteville to see if any can be modified to meet the need.
- Secure “buy-in” from key community players and CHAT groups to ensure all are willing to use the calendar.
- Ensure two-way links between calendar and partner and event sites and social media.
- Seek funding to create and maintain calendar.
- Encourage key players to post information to the “Calendar of Events” developed under Goal B and to refer to the Calendar when scheduling events so they are aware of other happenings.

5.2 Develop a creative sector directory.

- Look into former “Arts Build” project to see if past directory file still exists and build from this if it does.
- Create a mechanism for arts and creative individuals and organizations to register for the directory.
- Make the directory available online and if possible, in print at a few key locations (i.e., Wisconsin Welcome Center, Public Library, UW-Platteville Library).
- Widely market the directory to increase awareness.

**Objective 6: Connect key players and develop a diverse and coordinated marketing strategy to actively promote Platteville's CHAT offerings locally, regionally and nationally.**

6.1 Use PATH organization to foster communication and encourage collaborative and cross-organization and event marketing and promotions.

- Facilitate ongoing communication, networking, information sharing, and relationship building.
- Partner with tourism and other local and regional organizations to co-market offerings.

6.2 Work with UW-Platteville and Platteville High School students to develop a marketing strategy.

6.3 Explore new marketing and promotion strategies to expand reach to a larger audience.

- Develop a "new comers" brochure to introduce new residents to Platteville's CHAT organizations & offerings.
- Design and initiate programs to welcome students and introduce available opportunities and activities.
- Explore creating/publishing an arts/culture and entertainment newsletter.
- Explore developing a Platteville CHAT app to highlight area performances, galleries, events, museums, historic buildings, trails, and other creative and cultural resources.
- Build on PATH findings to create a comprehensive community asset map.

**Objective 7: Cultivate community and business support of the creative economy.**

7.1 Educate community and business groups about the value of the creative economy.

- Use state and national data and research to raise awareness of the benefits related to the creative economy.
- Present at organization meetings/events (i.e. Good Morning Platteville, civic groups, Platteville Library, etc.).
- Invite organizations and businesses to adopt Creative Community Plan.
- Explore Americans for the Arts pARTnership movement.
- Measure and articulate the scope and impact of the local creative economy.

7.1 Create networking events and encourage partnerships between the creative and business sectors.

- Provide opportunities for face-to-face networking between arts and culture workers, organizations, and advocates and the business community.
- Hold bi-annual Business After Hours, Monthly Mingle or similar networking event with a CHAT focus.
- Promote arts and culture as partners to business, agriculture, technology, and industry.
- Foster connections and collaboration between outdoor recreation, health institutions, arts and culture, and business and industry.

**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.**

8.1 Support the creative economy through economic development policies.

- Research models and strategies that promote the creative economy.
- Encourage pop-up and other short term, informal, low-investment business structures in vacant or underutilized spaces.
- Create partnerships with tourism industry.
- Encourage economic development organizations to develop comprehensive talent development, attraction, and retention plans aimed at the creative industry.

8.2 Develop spaces for work, performance, exhibition, and sale of work.

- Encourage and help establish affordable studio and work space.
- Work with Rountree Gallery and others to provide exhibit space and a place to sell work.
- Explore feasibility of pop-up spaces/events for exhibition, performance, and sale of work.
- Use empty storefronts to feature local creatives.
- Explore the creation of a shared makerspace.
- Create an inventory of existing performance spaces that includes contact information, cost, amenities, and other pertinent information.

8.3 Ensure that artists and creative entrepreneurs have access to training, business assistance, and professional development resources.

- Inventory and post information on local /regional small business and professional development courses, workshops, consultants, and providers of technical assistance.
- Provide specific training on business planning, budgeting, expanding market reach, marketing and promotion, grant writing, and event planning.
- Explore developing a creative sector business incubator.
- Explore creation of a grant program for local artists to create public art.
- Develop a mentoring program for students and/or entrepreneurs entering the creative sector.

#### 8.4 Build community recognition and support.

- Showcase local creatives in public spaces and highlight local creativity and ingenuity in all festivals and events.
- Feature profiles of local creative industry professionals on websites, social media, and print as part of marketing and promotions.
- Publicize availability of Creative Sector Directory created as part of strategic marketing goal.
- Develop a regular community event centered on arts and culture (i.e. Fifth Fridays).
- Explore creating an annual award that recognizes artists & creatives who add to community vitality.
- Promote a broad definition of art and the arts; to help change perceptions that art is only painting, sculpture, and murals.

### **Objective 9: Integrate CHAT planning with community and economic development planning.**

#### 9.1 Work with City, economic development organizations, Main Street, Chamber, UW-Platteville, and others to include arts and culture in all planning efforts.

- Ensure culture, history, arts, and trails are considered when updating City planning documents such as the Comprehensive Plan, Parks and Recreation Plan, and other strategic plans.
- Work with economic and community development organizations (i.e. Main Street Program, Chamber, PAIDC) to include culture, history, arts, and trails in their strategic planning.
- Encourage CHAT advocates to serve on local boards and commissions to ensure arts and culture have a voice/seat at the table.
- Encourage key players to be part of PATH organization.
- Review best practices in creative placemaking (i.e. National Endowment for the Arts, Kresge Foundation, Americans for the Arts) and make recommendations for incorporating practices into economic and community planning.

#### 9.2 Review progress on Creative Community Plan annually and regularly update plan.

- Prepare an annual update on plan progress.
- Maintain a list of relevant parties involved in furthering implementation of Creative Community Plan and communicate regularly on progress.
- Construct a feedback mechanism to evaluate community activities to encourage public engagement and participation in planning efforts.

### 9.3 Create a Public Art Plan.

- Research best practices and develop policies and plans for public art.
- Explore development of ordinances and policies to create a formal process to include art in new development.
- Develop fundraising and maintenance plans for public art.
- Identify public spaces for permanent or temporary displays, exhibits, or performances.

### **Objective 10: Attract more visitors through cultural tourism.**

#### 10.1 Actively partner with local and regional tourism entities to promote Platteville brand.

- Use branding materials developed through strategic marketing goal to promote Platteville.
- Explore placing ads in regional publications.
- Fully use all web and social media based promotional opportunities.

#### 10.2 Engage visitors to stay longer by highlighting CHAT offerings.

- Encourage restaurants, lodging establishments, and performance venues to develop collaborative promotions.
- Use strategic marketing and branding materials as detailed in Goal B to promote Platteville's CHAT assets,

#### 10.3 Explore co-promotions/cross-marketing with neighboring communities.

- Develop partnerships with organizations in neighboring communities to help each other promote offerings.
- Use regional collaboration to economically bring in bigger names and more diverse programming.

### **Objective 11: Promote existing community assets and increase engagement with existing events, activities, and spaces.**

#### 11.1 Increase community engagement with existing events and activities.

- Survey ACHT organizations and key community players to develop inventory of current events and activities and include on calendar of events and asset map.
- Encourage use of community calendar to promote events and activities.
- Improve marketing and promotion as detailed under the Goal B: Increase visibility of Platteville's arts, culture, trails and history offerings through strategic marketing.
- Look for ways to incorporate CHAT activities into a variety of existing events to stimulate involvement of the entire community in building its creative capital.
- Review list of ideas developed through PATH project (Appendix 5) for inspiration on ways to do this.
- Efforts to include new comers to the community and racial and ethnic minorities.

- Form an alliance with UWP to more fully open arts programming at UWP to the population of the area – at the college level and adult programming - both audience and participative.

11.2 Increase use of and experiences at existing places and spaces.

- Create an inventory of existing spaces for performance, exhibition, presentation, and celebration that includes capacities, policies, and costs and make available to community.
- Think creatively about how spaces could be used in unconventional/untraditional ways.
- Actively promote use of existing spaces.
- Explore ways in which arts and cultural programming can be held at outdoor facilities, such as parks, trails, pool, the Big M.
- Encourage multifaceted use of trails – occasional music performances or locations that encourages music, sculpture and art as part of trails, places to sit and sketch, and settings that inspire gathering.

11.3 Identify barriers to participation and engagement with existing offerings and mitigate.

- Examine data collected in PATH survey to improve engagement with existing offerings.
- Identify maintenance and upgrades needed at existing facilities and develop a plan to address.
- Promote an inclusive and accepting environment at events and offerings so all feel welcome.

**Objective 12: Expand arts and cultural offerings.**

12.1 Capitalize on unique and valued community assets, i.e., Big M, Downtown/Main Street, trails and parks, UW-Platteville, small town character, history and Museums, Driftless landscape and scenic beauty, music tradition, etc.

- Look for opportunities to combine arts and culture with engineering, agriculture, and technology. For example, kinetic sculptures that derive their energy from winds or changes in temperature, living sculptures, or interactive apps.
- Promote the area’s scenic Driftless landscape and outdoor amenities as a draw for visitors and as quality of life features for residents.
- Maintain and build on the vitality of the historic Downtown/Main Street.
- Highlight Platteville history with signage and published materials that feature designated historic properties as well as the connections between historic sites and other community features.
- Look for opportunities to expand the trail system.
- Develop artful wayfinding signs and use signs and trails to connect community anchors and major destinations.

- Partner with UW-Platteville to explore ways to market the Big M to increase community pride, build a stronger sense of place, and draw visitors.
- Increase awareness of and promotion of Platteville’s unique mining history, historic buildings, museums, and Bevans lead mine.

12.2 Foster creation of events and activities that promote lifelong learning and encourage family friendly and intergenerational opportunities.

- Expand on opportunities for informal/ amateur art - classes, etc., wine and paint.
- Collaborate with Senior Center to offer both senior focused and intergenerational programming.
- Collaborate with schools and child care providers to offer youth and family-oriented programming.

12.3 Incorporate more arts, culture, and history into everyday life.

- Expand public art in new and existing public spaces with guidance from Public Art Plan (Objective 9).
- Collaborate with local artists and art students to develop temporary installations along trails and at parks and other public spaces.
- Look for opportunities to incorporate functional art into the community (i.e. artistic bike racks, benches and seating, artistic retaining walls, utility box wraps, sidewalk poetry, etc.).

12.4 Ensure a diversity of offerings that are relevant and accessible to varying demographics and reflect the interests of the community.

- Develop new offerings based on community interests expressed in PATH planning – see survey results (Appendix 3 and 4) and ideas lists (Appendix 5).
- Further identify audience niches by conducting audience/market research through a coordinated survey distributed at galleries, arts events, festivals, hotels, retail businesses.
- Continue to monitor, update, and improve programming to reflect community interests, keep updated with current and emerging art forms and cultural interests.
- Invite international community and racial and ethnic minorities to be a part of CHAT planning.



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