

Platteville Creative Community Plan



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

Executive Summary

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 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 Project, used a 15-month collaborative planning process to develop an action plan for the future. 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.

The Process

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. In spring 2016 the Museums 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. PATH and the Creative Community Plan were funded through a \$25,000 Our Town grant from the National Endowment for the Arts.

A Core Planning Team representing a broad cross section of the community was recruited to lead the project and a project manager was hired to coordinate the project, conduct data analysis, and write the Creative Community Plan with the Core Planning Team. PATH used a variety of techniques to gather both qualitative and quantitative data, including public meetings, small-group presentations, surveys, and focus groups. Goals and objectives were identified through careful analysis of the qualitative and quantitative data. The draft Creative Community Plan was presented at a community meeting on November 14, 2018. 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.



Goals

❖ **Build leadership and capacity within Platteville’s culture, history, arts, and trails (CHAT) 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.



❖ **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. 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.

❖ **Cultivate and support Platteville’s creative economy**

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. The innovative and creative small-businesses that make up most of the creative economy could be major contributors to both economic and community vitality.

❖ **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.



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. The full report includes an Implementation Plan that lists recommendations for each objective and suggests a timeframe and partners for the strategies.

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

Next Steps

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 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 full Creative Community Plan is available for download at our website (www.platteville.org/PATH) and printed copies are available at the Platteville Public Library, Mining & Rollo Jamison Museums, and City Hall. Feedback, suggestions, and comments on this Plan can be submitted to the Planning Team through December 31, 2018. Comments can be emailed to PlattevillePATH@gmail.com or mailed to PATH, c/o City of Platteville, PO Box 780, Platteville, WI 53818.

A Partnership Between: The City of Platteville and Arts Wisconsin



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