CHICAGO CULTURAL PLAN 2012

Create + Collaborate + Innovate

The Department of Cultural Affairs and Special Events launched the Chicago Cultural Plan 2012 to identify opportunities for arts and cultural growth for the city. A comprehensive public engagement campaign with Chicagoans reaffirmed the role of culture in everyday life. The primary goal of the plan is to create a blueprint for Chicago to elevate its profile as a global capital for creativity, innovation, and excellence in the arts.

The Chicago Cultural Plan 2012: fulfills initiatives identified in Mayor Rahm Emanuel’s Transition Plan; realizes the benefit of culture on broad civic goals like economic impact, quality of life, community development and cultural leadership; encourages cultural participation; and strengthens Chicago’s cultural sector. The citywide conversations resulted in over 200 proposed initiatives, ranging from solutions that can be achieved in the short-term all the way to the grand aspirations that our residents envision for Chicago’s cultural future. The plan outlines 10 priorities that will be addressed for the vision of culture in Chicago to be fully realized.

“ART-FACTS”

- Of the nation’s 116 million workers, 3.4 percent of all workers are creative, 3.5 percent of workers in Chicago are in the creative industry.
- 500+ Festivals
- 43+ Million Domestic & Overseas visitors in 2011
- #3 Largest Creative Economy in the U.S.
- Over 200 community arts partners, museums and cultural institutions in Chicago provide arts programming to Chicago Public Schools
- Nearly 200 Galleries
- 8 in 10 Chicago Public Schools have at least one partnership with a community arts organization

TOTAL ECONOMIC IMPACT

- $2.2 Billion
- 60,000 Jobs
- Generates $1.3 billion in household income to local residents and $214 million in local and state government revenue annually
- $1 billion in spending by nonprofit arts and culture organizations in Chicago
- $1.2 billion in direct spending by nonprofit arts and culture organizations in Chicago

THE CITY IS LISTENING!

- 2011
- REQUEST FOR PROPOSAL
- RESEARCH & ANALYSIS
- PUBLIC ENGAGEMENT
- VISIONING & SETTING DIRECTION
- A PLAN

- 8 TOWN HALLS
- 20 NEIGHBORHOOD CONVERSATIONS
- 50+ ADDITIONAL CULTURAL CONVERSATIONS & MEETINGS

- 1,500 FOLLowers
- 4,700+ IN-PERSON ENGAGEMENTS
- 16,000+ DOWNLOADS OF DRAFT PLAN
- 35,000+ PEOPLE REACHED ONLINE
YOUR CITY. YOUR VISION. YOUR PLAN!

1 PLAN

PEOPLE PLACES POLICIES PLANNING CULTURALLY

4 CATEGORIES

10 PRIORITIES

36 RECOMMENDATIONS

200+ INITIATIVES

10 PRIORITIES

1. Foster arts education and lifelong learning
2. Attract/retain artists and creative professionals
3. Elevate and expand neighborhood cultural assets
4. Facilitate neighborhood cultural planning
5. Strengthen capacity of cultural sector
6. Optimize City policies and regulations
7. Promote the value and impact of culture
8. Strengthen Chicago as a global cultural destination
9. Foster cultural innovation
10. Integrate culture into daily life

WHAT’S THE WHAT?

18%

16%

16%

14%

11%

10%

9%

6%

Indirect Resources

Collaborations

Communication

Direct Funding

Programs

Incentives

Data & Metrics

Change Business as Usual

What’s the $?

Over 1/3 of initiatives cost less than $50K

34%

Cost

$5 = Free to $50K

$5 = $51K to $250K

$5 = $251K to $1 Million

$5 = $1 Million +

Cermak Creative Industry District

Creative Industries

Arts Alive/45

Bronzeville

Logan Square

Motor Row

Uptown

Chicago Cultural Plan

Creatives

Jobs

Neighborhoods

Tourism

Chicago Public Schools

Arts Education Plan

WHAT’S NEXT?

Creative Industries

Arts Education

Creatives

Access

Tourism

Cultural Districts

Cultural Tourism Strategy

Sources: Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Chicago, Americans for the Arts; Census Occupational Data, 2000 Census; Choose Chicago; City of Chicago; Ingenuity Incorporated; Lord Cultural Resources