

ARTS & CULTURE

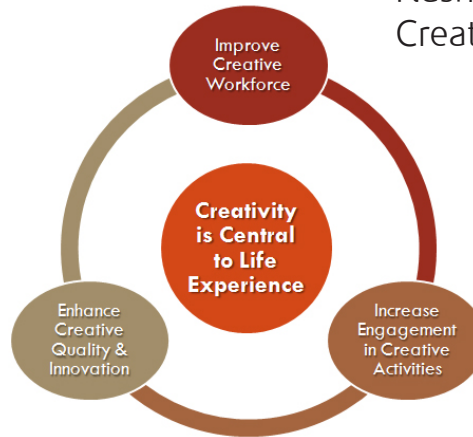
DID YOU KNOW?

- » In 2011, revenues for creative, artistic and production in the Nashville region was \$728 million.
- » 24,000 residents of Nashville work in arts-related jobs.
- » There are more than 4,500 musicians and composers, and 3,000 writers in Nashville.
- » Metro Public Schools partners with the music industry and community leaders to create a music education program called Music Makes Us.
- » Ryman Lofts is Nashville's first affordable housing specifically for artists.
- » There are 92 arts organizations and 97 arts associations in the Nashville region.



Artists are experts at uncovering and expressing the assets of place, steeped in the creative dialogue between old and new, and are natural place-makers who assume both civic and entrepreneurial responsibilities.

Nashville has the 4th highest Creative Vitality rating of U.S. cities.



Vibrancy Indicators:

- Population
- Employment Rate
- Workers in Creative Occupations
- Indicator Businesses
- Jobs
- Walkability
- Mixed Use
- Cell Phone Activity
- Independent Businesses
- Creative Industry Jobs



Cultivating and attracting talent is an effort to be addressed by the public, private, and cultural sectors.



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Cultivating Creative Placemaking

Imagine Nashville as a city known throughout the world not only for its music, but also for its unbridled celebration of diversity, creativity, innovation, and entrepreneurship.

Creative Placemaking is a situation in which cross-sector partners “shape the physical and social character of a neighborhood or city through the arts. Creative Placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired” (NEA).

As Nashville looks forward to the next 25 years, the opportunity to grow arts and culture environment should focus on the following:

1. **Placemaking: Cultivate Creative Placemaking as an Economic Development Tool.**
2. **Access: Improve Access and Participation in the Arts and Culture.**
3. **Talent: Build, Attract, and Retain Creative Talent.**



The overarching challenge that Nashville must address over the next 25 years is how to strengthen arts and culture participation and access among all cultures and neighborhoods. Tourists and the more affluent arts audiences are relatively well served today given the abundant entertainment options within the downtown area. This is a critical economic engine and one that should not be ignored. Nonetheless, an artistic resource gap has developed between downtown and the outer neighborhoods.

To strengthen the Nashville arts community, deficiencies in the community and neighborhood arts infrastructure, availability of arts education, and support artists and arts organizations must be addressed.



Nashville should set ambitious goals for the next 25 years. Goals such as increasing the number of creative facilities by 300%, securing a diverse revenue stream to fund public art in gathering places in every neighborhood, graduating 200 Masters of Fine Arts each year, and other ambitious standards will help to ensure that Nashville is a welcoming place that fosters creativity and provides a lifestyle of arts and culture for all its citizens.