

Kenosha Creative Economy Strategic Plan

Year One Later: A Progress Report

In April 2016, the Bolz Center for Arts Administration at the University of Wisconsin-Madison began a collaboration with the City of Kenosha Commission on the Arts to produce the Kenosha Creative Economy Strategic Plan, building on eight years of prior work around the development of Kenosha's creative economy.



Learn more and get involved at www.kenosharising.com

Funding and Business Partnerships

- KEY INITIATIVES**
1. Establish a centralized clearinghouse for arts & cultural funding in Kenosha Outcomes
 2. Create/raise an endowment or alternative funding model dedicated to centralized clearinghouse)

- Action Steps Completed**
1. Drafted a written case statement for arts and creativity in Kenosha to communicate to businesses
 2. Convened discussions other regional funders (United Way, KABA, and Community Foundation Board) to discover mechanisms

- Challenges / Next Steps**
1. The Kenosha Community Foundation Arts Fund could be the right vehicle for expansion, but the Community Foundation requires that the City of Kenosha formally adopt the KCESP, which is underway through formal channels with the Common Council.
 2. If the Foundation's Arts Fund is chosen as a vehicle for arts fund clearinghouse, it would need to be re-engineered by the Foundation Board from a "quasi-endowment" to a "giving circle" (see below for description) - discussions of this idea continue within the Foundation.

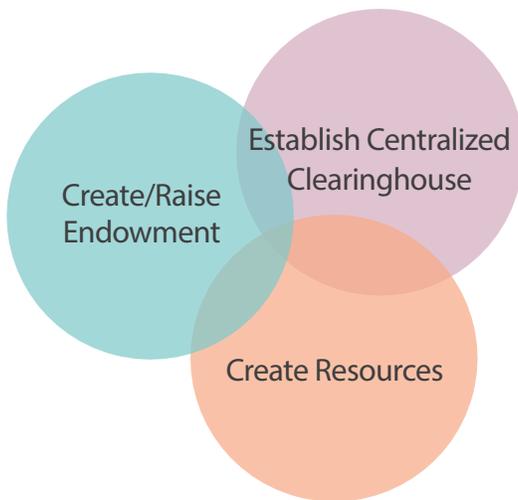
KEY INITIATIVES

3. Create resources that foster partnerships between area businesses and arts and cultural projects, organizations, and individuals

Action Steps Completed

1. The case statement (mentioned in Initiatives I and II) provides an overview of the need for arts funding clearinghouse fund and communicates how such a fund would have impact on resources available to Kenosha's arts and cultural organizations and on Kenosha's greater economy
2. Determined that this fund will likely be a "giving circle" (akin to the United Way) where local businesses and private donors can connect and contribute to arts and cultural projects; most of funds collected in a year would be distributed in that year; donors will have representatives on an advisory committee to choose grantee and also distribute grants / awards to individual artists; donor rep advisory committee also would monitor grant making

OPPORTUNITIES / LESSONS LEARNED



1. What would it take gain interest in and get commitments from potential donors to participate in a funding marketplace (giving circle)?
2. What party will lead/coordinate the network or council of current and aspiring philanthropy, arts, and business leaders that meets regularly to discuss, brainstorm and plan Kenosha area arts funding strategy and objectives?
3. Who will oversee the fund (see Key Initiatives I and II above)?

Community Marketing

KEY INITIATIVES

1. Establish Kenosha News' online calendar as central hub for arts and creative sector

Outcomes

- Kenosha News' calendar is the central source of information for the community to learn about arts and creative sector events
- The arts and creative sector recognizes this calendar as the main place to post information about their events and uses it often. Users include all members of the creative sector (artists, businesses, non-profits, etc.)
- Kenosha Area Business Alliance and Downtown Kenosha, Inc. and other community partners use the Kenosha News calendar for talent acquisition, recruitment, and retention efforts

Action Steps

- Kenosha News will work with other local media companies to establish the best course of action for improving and maintaining its current calendar for the arts and creative sector
- Develop instructional materials for arts organizations and creative businesses to help them use the calendar and connect with other organizations and creative businesses. Materials should be made available to all organizations and businesses so they have access to and knowledge of this tool.
- Recruit team of people from Key Partners to educate and send information to arts organizations and creative businesses about using the online calendar
- Work with KABA and other community partners to get information about the calendar on their talent attraction pages and help them disseminate information about the calendar to their network KEY

Results

Kenosha News created an instructional flyer to aid in event entry on the GO Kenosha Community Calendar. Kenosha News also created pocket size business cards with the outline information to add an event. These instructional materials were passed out at the Art Commission meeting on June 5th 2018. Representative members were encouraged to share this information with their customers and clients in order to help create a more robust and diverse calendar. Feedback was received at that meeting which seemed to lean on the side of hesitation in using the calendar both from business and end-user prospective suggesting the benefits of the calendar are either unknown or not worth the additional effort. Kenosha News will continue to promote the benefits of the community calendar and hand out the information material at Harbor Market and community events which we attend.

KEY INITIATIVES

2. Develop brand attributes and language about Kenosha's creative sector

Outcomes

- Standard language and look about the creative sector to be included in online and other marketing materials for creative businesses and arts organizations as well as in other sources of information about the creative sector
- Recognition that the creative sector is a key component of Kenosha's overall brand

Action Steps

- Establish a group of arts and marketing representatives from relevant organizations and businesses to develop the brand attributes and language
- Develop simple online arts portal to embed calendar from Key Initiative I
- Determine funding mechanism to cover budgetary needs of Key Initiative II

Results

KABA's Life Balanced web page and the integration of the GO Kenosha Community Calendar into various existing websites is an exciting opportunity to align community marketing and branding efforts.

Challenges/ Next Steps

1. Securing additional funding for the brand attributes is likely going to compete with Objective 1 unless it can be folded into funds procured through Objective 1, once/if the Kenosha Community Foundation Arts Fund is re-engineered.

Neighborhood Revitalization through the Arts

KEY INITIATIVES

1. Establish network of community leaders; partners to actively drive programming

Action Steps Completed

1. Kenosha Parks Alliance has met on several occasions to discuss activities within the neighborhoods adjacent to parks. There has been limited neighborhood participation in these meetings. Meeting notices have been made available in the Parks app and flyers.
2. Relationships are being built through activities such as the Parks Alliance programming in Lincoln, EBSOLA, Roosevelt, and Hobbs park.
3. Active engagement with the Uptown Brass Village Association has been established.

Challenges / Next Steps

Continue to work with Parks Alliance and Uptown Brass Village Association to establish working relationships with the neighborhood partners. Finding and engaging community leaders is challenging.

KEY INITIATIVES

2. Eliminate barriers to city permitting, licenses, and other processes

Action Steps Completed

1. The City of Kenosha has streamlined many processes for community organizations to host events. The updated format of the permit process is available online at the Kenosha page: Events tab on top, choose Special Event forms from the left sidebar. The Kenosha Creative Space and Mahone Fund have been successful in navigating the new process which has provided input for ongoing improvement.
2. The Special Events Planning Guide has been rewritten and available on the Kenosha City webpage. The current updated format of the Special Events Planning Guide is available online at the Kenosha: Events, choose Special Event Guidelines from the left sidebar.

Challenges / Next Steps

1. Continue collaboration with City Departments on the revisions of the Permit Process.
2. A team comprised of key individuals from City Administration, Public Works, the Clerk's Office, and the Legal team have, within the last month, begun the work of additional refinement of the Special Event Application process. Additionally, we are encouraging the City to solicit feedback from all individuals who navigated the new permit process to continue to help refine their work.
4. Our team will continue to push for the Special Event Permit forms to be available at several locations on the City webpage and for the functionality of the form to include online completion, submission, and payment.

KEY INITIATIVES \$ 3. Activate engagement and networking opportunities between neighborhoods

Action Steps Completed | 1. As additional progress is made on Key Initiative I, these opportunities will continue to move forward.
2. Children's programming in the Lincoln and Hobbs Park area has led to expansion this summer to programming at EBSOLA.

Challenges / Next Steps | 1. Continue to identify opportunities for collaboration between existing programming and extensions into other neighborhoods.

Downtown Revitalization and Entrepreneurship

KEY INITIATIVES \$ 1. Establish a physical space for business and professional development for creatives

1. Two entrepreneurial organizations started operations downtown Kenosha during last year, the Kenosha Creative Space and The "O" co-working space at the Orpheum Theater.

2. Downtown Kenosha, Inc. has started to hold working "office hours" to consult with small business entrepreneurs at the "O."

KEY INITIATIVES \$ 2. Create sustainable funding model to support entrepreneur ventures

1. No funding model has been created though conversations have begun with Wisconsin Economic Development Corporation to channel some state entrepreneurship dollars into Kenosha.

2. One Newaukee "HATCH" event has taken place in Kenosha and an upcoming event will be hosted at the Kenosha Creative Space.

KEY INITIATIVES \$ 3. Collaborate with educational institutions to launch programming

1. The "O" is in the process to establish a program for KUSD students with an emphasis on video creation and editing.

2. Kenosha Creative Space has entered into a formal, ongoing partnership with Carthage College to bring college activities and programming into a downtown venue.

OPPORTUNITIES/LESSONS LEARNED

1. Flexibility and adaptation are important and a more coordinated effort and more leadership is necessary for the implementation of these key initiatives.

2. The co-working model has not resonated publically as hoped and anticipated.

3. A strong need for smaller, downtown office space has been identified as an opportunity.