

## **11. ARTS AND CULTURE**

### **Introduction**

For purposes of this report, the definition used by the United States Congress is presented. 20 U.S.C. 952 (b) The term "the arts" includes, but is not limited to, music (instrumental and vocal), dance, drama, folk art, creative writing, architecture and allied fields, painting, sculpture, photography, graphic and craft arts, industrial design, costume and fashion design, motion pictures, television, radio, film, video, tape and sound recording, the arts related to the presentation, performance, execution, and exhibition of such major art forms, all those traditional arts practiced by the diverse peoples of this country. (*sic*) and the study and application of the arts to the human environment.

Culture is often defined as the sum total of the ways of life of a people; includes norms, learned behavior patterns, attitudes, and artifacts; also involves traditions, habits or customs; how people behave, feel and interact; the means by which they order and interpret the world; ways of perceiving, relating and interpreting events based on established social norms; a system of standards for perceiving, believing, evaluating, and acting. Recognizing the relationship between the arts, culture and community well being is becoming increasingly critical to ensure that the role each plays in the economic and social life of cities is maximized.

### **Process**

Civic Alliance members reviewed public feedback on community issues and then met with or surveyed a number of key stakeholders in the community. After further research and discussion they decided on the following as key issues for this topic area. City staff provided technical support.

Statement 1

Many children are not being exposed to or participating in arts and culture.

Facts and Supporting Information

- Many consulted stakeholders were not even aware of existing opportunities.
- According to the 2000 census: of the 107,798 total population of the City there are:  
20,514 youth, ages 5-17, which constitutes 19% of the total population and,  
8,895 children under the age of 5 which constitutes 8% of the total population
- Student registrations at SBRMA average between 400 and 450 per year, down from almost double that in 1992. (Source: SBRMA)
- “Research and formative evaluation of successful arts programs have demonstrated that access to and participation in the arts helps decrease and prevents negative behavior by at-risk youth.” (Source: *Americans for the Arts website: Arts and Academic Achievement*)
- Young people who consistently participate in comprehensive, sequential and rigorous arts programs are:  
4 times more likely to be recognized for academic achievement  
3 times more likely to be elected to class office within their schools  
4 times more likely to participate in a math or science fair  
3 times more likely to win an award for school attendance  
4 times more likely to win an award for writing an essay or poem (Source: *Arts Education Online Resource Center*)

Strengths and Opportunities

- Current programming at many organizations directed to youth.
- Symphony and school programming.
- Regional museum and school programming.
- SBCSC is one of the primary vehicles to expose youth to arts and culture given the following:  
All primary level 8,593 students and 6,491 Intermediate receive instruction in arts/music through SBCSC. (Source - SBCSC)  
Over 5,000 or 82% of SBCSC high school students participate in visual arts, drama or performing arts instruction. (Source: SBCSC)
- Approximately 4,000 students tour the galleries with school groups annually. (Source: SBRMA)
- Between 500-600 students are enrolled @ Southhold Dance. (Source: *Southhold Dance*)
- Parents who encourage and promote arts and cultural opportunities to their children
- Rich diversity of population provides opportunity for multi-cultural arts and programming

Benefits of Addressing the Issue

- Knowledge, creativity and interest will be catalyzed and passed on to future generations.
- Expanded interest will result in additional funding
- Provides a more comprehensive, well rounded life skills education
- Will support local talent resource in community, as well as the community’s ability to sustain arts and culture
- Will be supportive of higher educational opportunities for talented students
- Will provide opportunities for constructive channeling of free time

Stakeholders

*The following stakeholders were consulted:*

- Morris Performing Arts Center, Southhold Dance Theater, Firefly Festival
- South Bend Regional Museum of Art, Shakespeare Program University of Notre Dame

- Fischhoff National Chamber Music Association, Jewish Federation
- Saint Mary's College, Snite Museum University of Notre Dame
- Community Foundation of St. Joseph County
- Schurz Communications, Inc., South Bend Tribune
- South Bend Community School Corporation Administration
- South Bend Symphony Orchestra
- Indiana University South Bend, Ivy Tech State College, Davenport University, Purdue
- Technology, Bethel College, Holy Cross College
- ACE Educational Outreach, Montessori Academy
- Teachers and Principals of South Bend Community School Corporation
- YMCA
- Participants at St. Aldabert's meeting for Hispanic residents

*General stakeholder reaction:*

Stakeholders agreed there were programs and activities available for youth however obstacles prohibited many from participating. Additionally, they noted that arts and culture is not the current "priority" in terms of marketing to youth. Most stakeholders agreed cultural institutions need to do more to attract teenagers. 65% of survey respondents believe schools should do more to expose youth to arts and culture.

Statement 2

Arts and cultural programming available in downtown South Bend is not sufficiently abundant, vibrant or varied to have downtown recognized as a regional destination for the arts.

Facts and Supporting Information

- There are six arts and cultural destinations located in downtown South Bend. They are associated with a wide range of costs:

South Bend Regional Museum of Art Membership	\$30 per student and senior \$40 per adult \$60 per household \$100 sustaining membership
Healthworks Kids' Museum Membership	\$5Adults, \$3 Kids ages 2-17 \$50 per family
Northern Indiana Center for History Membership	\$5-10 Adults, \$3-7 Kids \$60 (2 adults and all kids)
Studebaker National Museum Membership	\$6.50Adults, \$5.50 students over 8 \$45 (2 adults and all kids)
College Football Hall of Fame Membership	\$8-10 Adults, \$4-7 Kids \$30 per family
Morris Performing Arts Center	Depending on show can range from \$10-59

- The median family income for the South Bend is \$39,046. The majority of family households (41.3%) consist of 2 persons. An additional 41/3% of family households are composed of 3or 4 persons. (2000 US Census)
- 70% of survey respondents indicated they agreed we need to make our cultural institutions more attractive to teenagers.
- Arts and culture are crucial for nurturing the “creative class”
- Arts and culture are recognized as a leading factor in attracting tourism, creating jobs, and investing in the economy.

Strengths and Opportunities

- Events/activities occurring at Museum of History, Morris, SBRMA
- Art Beat in 2003 and 2004.
- Holiday Open House organized by Circa Arts Gallery in December '04.
- Fire Arts Gallery

Benefits of Addressing the Issue

- Increased and expanded use by those who may not be attending events currently
- Creates a draw for those outside of the City to come downtown
- Will bring the critical mass to downtown on nights and weekends
- Additional amenities add to the attractiveness of the downtown as a place to live

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*General stakeholder reaction:*

Stakeholders agreed the opportunities available are excellent but are not necessarily directed to all segments of the population either by interest or cost. Opportunities are not plentiful or strong enough to cause them to go downtown or to hold them there.

Statement 3

**Current levels of communication among arts and cultural organizations do not ensure coordinated and unified planning and marketing.**

Facts and Supporting Information

- A formalized communication mechanism is not in place.
- No free arts publication in community
- No central website for arts in the community

Strengths and Opportunities

- Many organizations work together in terms of advertising and promoting
- Art Beat
- Past collaborations i.e., Witness & Legacy
- Regional Arts Email Listserv

Benefits of Addressing the Issue

- Higher attendance at events
- Cost efficiencies will result
- Collective marketing opportunities will occur
- Collaboration on event planning will occur
- Less duplication and stronger programming will occur

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*General stakeholder reaction:*

All stakeholders agreed that there exists a level of communication among them. However much more could and should be done to ensure this on a proactive basis. A greater degree of synergy would exist if this were in place.

Statement 4

Funding from all sources does not reflect arts as a priority for the community.

Facts and Supporting Information

- Local philanthropic support
- Property tax support

Strengths and Opportunities

- City support of art facilities, events and programs
- Community Foundation's *Arts Everywhere Fund*
- Existence of several art organizations (SBRMA, Symphony, Morris, SB Civic, Theater, Firefly, etc.)
- Higher education resources i.e., IUSB and ND
- Region Two Indiana Arts Commission
- Mayor's 2005 State of the City commitment to address City support for Arts Everywhere Fund

Benefits of Addressing the Issue

- Importance of arts to community is stated
- Will broaden and expand the actual types of arts and culture available
- Supports premise of arts as a necessity for a healthy mind and community

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General stakeholder reaction:

All stakeholders agreed funding to be a key component of any long term and expanded planning. Some connected the value placed on arts and culture directly to the community's willingness to support funding. 70% of survey respondents believe museum and cultural organizations need more funding

Statement 5

The current levels of housing, commerce and entertainment do not support downtown as a regional destination for arts and culture.

Facts and Supporting Information

- Vacant or underutilized land and buildings are available in downtown, and are a contributing factor to the downtown image that it can do more.
- With the exception of apartment units, downtown has had limited market-rate housing development, whether through new construction or revitalization over the last twenty years; “niche” units, such as lofts, condominiums and villas, could be developed to further housing choices (*Source: research for City of South Bend Housing Analysis 2004*)
- New housing developments downtown have been popular and maintain high occupancy
- Downtown’s population fell from approximately 6,000 in 1960 to about 2,700 in 1990 before rebounding to about 3,500 in 2000 (*Source: Census*)
- Commercial development usually follows residential development
- Downtown South Bend cultural locations such as the Regional Museum of Art, the Morris and East bank art galleries are not connected by businesses such as cafes and bookstores that make the walking environment more attractive
- “The creative industries play a major role in building and sustaining economically vibrant communities. Arts organizations provide jobs and generate government revenue and are the cornerstone of tourism and downtown revitalization.” (*Source - Americans for the Arts website: Creative Industries: Business and Employment in the arts*)

Strengths and Opportunities

- Art Beat
- Expansion of Morris to allow for different performances
- New Studebaker Museum to be built at Center for History location
- Regional Museum of Art
- Fire Arts Gallery
- New restaurants/shops and expansions of existing
- Available land/buildings for housing and commerce
- Chocolate Company and Hall of Fame plaza
- SBRMA planned sculpture garden

Benefits of Addressing the Issue

- Growth of, and interest in, downtown
- Creates more opportunities for focus on arts and culture
- Will be a catalyst for more philanthropic benefits to community
- Renewed interest in public culture

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*General stakeholder reaction:*

All stakeholders agreed that downtown should be further developed. Some indicated a need for physical synergy as it is not easy to walk to multiple arts and cultural places. Many referred to needing a “critical mass” to support development and more activities.

Statement 6

The cultural assets that exist in South Bend by virtue of the diversity of its population are not being fully recognized, celebrated or utilized as potential revitalization tools.

Facts and Supporting Information:

- According to the 2000 census South Bend's population is: 66% Caucasian , 25% African American and 8.5% Hispanic
- Based on national census counts/experiences it is likely that the Hispanic population is undercounted
- Over half of the 20 neighborhoods named as the greatest in North America, by Project for Public Spaces, can be described as culturally diverse. (Source: *Project for Public Spaces. 2004. Making Places Newsletter*)

Strengths and Opportunities

- Distinct neighborhoods of differing populations and cultures
- Existing community organizations to support differing cultural efforts such as the Urban League and La Casa de Amistad
- Community events celebrating cultures: Kwaanza, Cinco de Mayo, St. Patrick's Day, Los Posadas, Dyngus Day
- Specific attempts to engage Hispanic population in City Plan and other planning processes for the Westside
- Many African American churches and ministries; St. Aldalbert's representation as the Hispanic church
- Annual Miami Village Fall Festival.

Benefits of Addressing the Issue

- Community diversity is recognized and celebrated
- Community will become more knowledgeable about different cultures
- Relationships between and among different cultures will be built
- Children and youth to learn/recognize/respect people of different cultures and their customs
- Future community planning will include attention to continuing population changes

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*General stakeholder reaction:*

General opinion was that although South Bend recognizes its changing population, more could be done to build relationships and understand emerging population cultures. As this occurs attempts to utilize what is learned in addressing neighborhood revitalization efforts could be expanded.