

MACCON

cultural plan 2020

Return your completed toolkit to:

Macon Arts Alliance

486 1st St, Macon

Email: maconculture@gmail.com

COMMUNITY CONVERSATIONS DIY TOOLKIT



Images: Visit Macon Facebook page

Lord
Cultural Resources

Dear Friend,

Macon is developing a Cultural Plan to determine how residents get creative in their daily lives and guide how the county can support these activities.

**We Need
You!**

Whether you like making art, you earn a creative living or you just enjoy experiencing art, you are a vital part of the Macon cultural ecosystem and we want to hear from you.

Use this handy toolkit to start your own community conversations about arts and culture and collaborate with us to figure out what Macon-Bibb can do to keep the arts and culture vibrant in our County.

Macon Cultural Plan Partners

Development of the Cultural Plan is led by a group of arts, cultural, and community organizations that have come together in partnership:



This work is generously supported by:



Your Planning Team

The internationally renowned firm, Lord Cultural Resources, is helping our partners to facilitate the cultural planning process.

Make sure to say “hi!” when you see them.

SARAH HILL
Senior Consultant

JOY BAILEY-BRYANT
Vice President, US

Project Lead



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Senior Consultant/ Fellow

What's in This Toolkit?

30
Mins

Tips: Getting Started

15
Mins

Background: Macon's Cultural Plan

60
Mins

Discussion Guide: Start Your Community Conversations!

10
Mins

Creative Activities: Fun Things to Do

5
Mins

Share: What Else? What's Next?

**Contribute to the
Conversation!**

This toolkit is a do-it-yourself (DIY) guide on how to host a creative and fun community conversation about arts and culture.

Our toolkit provides you with some helpful information, activities and tips to help direct the process.

Are you Ready to Get Started?

GETTING
STARTED
30 MINS

Tips for Setting Up

- Invite a few “great minds” to join you – your church choir, dance students, co-workers, neighbors, etc.
- Pick a good day when you can put 2 hours aside for your conversation
- Find the right setting – a comfortable space where you can spread out
- Print out copies of this toolkit and flip through it
- Get stocked – stickies, markers, paper, snacks and drinks
- Take pictures and share!!

WHO SHOULD BE INVOLVED?

This Culture Plan is a plan for EVERYONE in Macon-Bibb, created by EVERYONE in Macon-Bibb.

Are you a Macon-Bibb resident, artist, student, entrepreneur, government employee or other? Then we **NEED YOU!**

Let's Talk About Macon Culture!

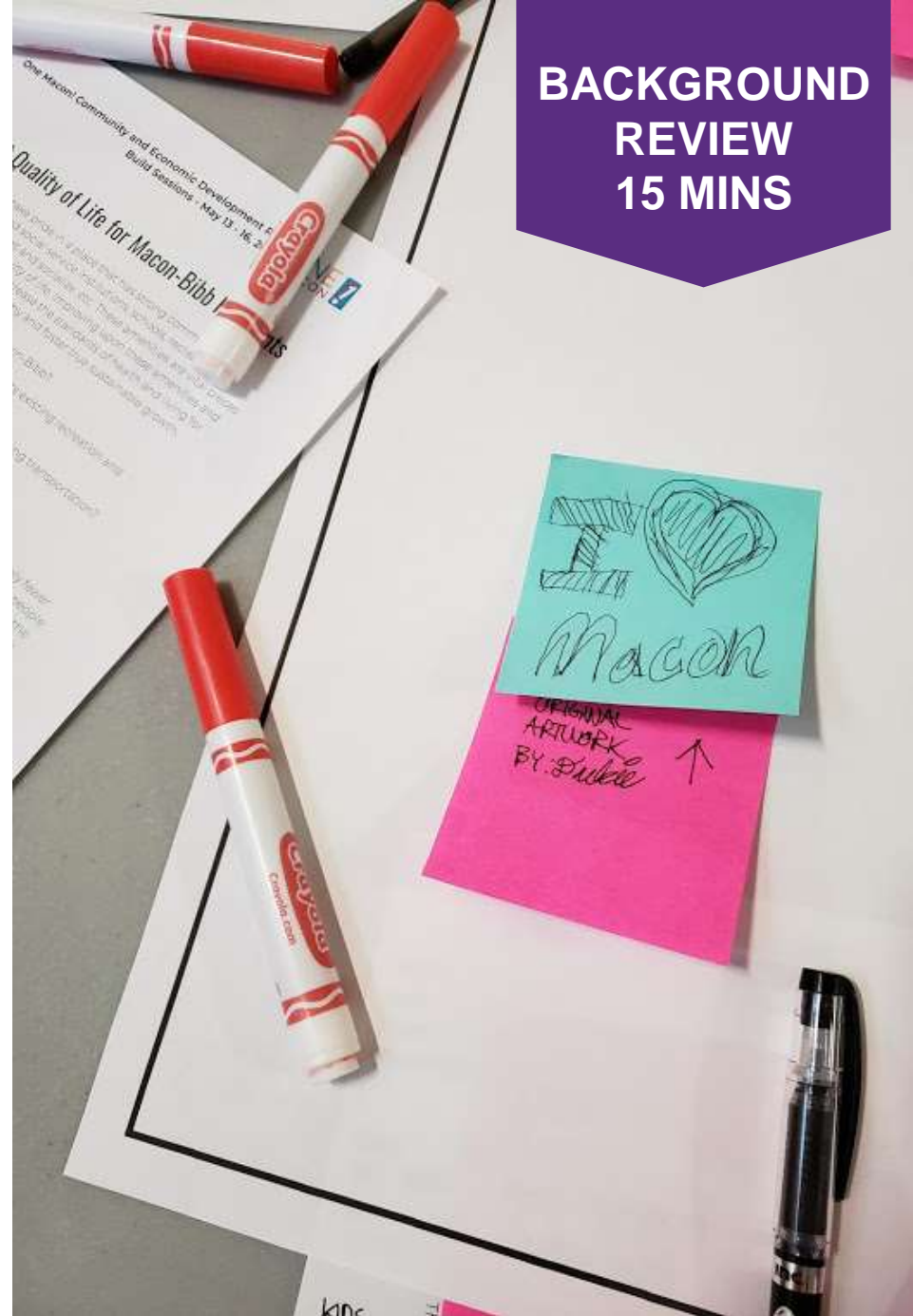
Tips for a Great Conversation

- **Pick which questions and activities** in the toolkit that you'd like to focus on.
- **Take notes!!** Focus on what people are saying not who is saying it.
- Encourage a **balanced conversation** – Help others that might be shy to step up and share more, and encourage stronger voices to make room for others.
- Make sure the conversation is **inclusive** and **constructive** – Ask questions, don't cut other people off, build on ideas with phrases like “yes, and”. There are no wrong ideas!
- **Listen** and be **supportive** when people are talking – Look people in the eye and let them know you hear them.
- Be **respectful of time** – Make sure everyone gets a chance to speak.

What is a Cultural Plan?

- Engages **residents, artists, organizations, and others** to identify arts and cultural needs, opportunities, and resources.
- Allows for strategic thinking about ways arts and culture can help the community to:
 - Improve quality of life and education
 - Attract new and retain current, residents
 - Make streets safer
 - Spread Macon-Bibb Pride!

BACKGROUND
REVIEW
15 MINS



What are Arts and Cultural Resources?

Neighborhoods

DIVERSITY

THE MUSIC
SCENE —
VARIOUS
MUSIC FESTIVALS
GROWING MAIN
ST CORRIDOR

THE
HISTORY

ART IN OUR
PUBLIC SCHOOLS
MUSIC · Dance
Visual · theatre

FULL RANGE
OF
ART VENUES
IE. OPERA, ORCHESTRA
THEATRE
MUSEUM

FOOD
CULTURE

Parks

Arts and culture resources are features and assets unique to Macon. They help to give Macon a sense of place and reflect the identity, values and creativity of the community.

Only you can tell us what you think your arts and cultural resources are. Here are some examples of what we've heard so far.

What will the Cultural Plan do?

The Cultural Plan will help us to:

- Leverage arts and culture for Macon-Bibb's success in the 21st century
- Enhance the economic and community value of the arts through citywide investments and policies
- Unify Macon-Bibb's culturally rich neighborhoods
- Increase recognition of the power of the arts and culture

3,222

JOBS IN
ARTS AND
CULTURE IN
MACON-BIBB
COUNTY



\$88
Million

NON-PROFIT
ARTS
INDUSTRY IN
MACON-BIBB
COUNTY

How Can You Get Involved?

There are many more opportunities coming up to add to the conversation and help to shape the Macon Cultural Plan and its priorities:

- **Attend** a Targeted Community Conversation this summer
- **August (TBA)**
- **Complete** the online Cultural Participation Survey
www.surveymonkey.com/r/MaconCulturalPlan
- **Add** to our online Cultural Asset Map
<http://tiny.cc/MaconCultureMap>
- **Check back** to the Facebook page for news, events and updates!



Macon Culture is... Brainstorm

DISCUSSION
#1
10 MINS

Introduce yourself and describe in a few words **what do you think Macon culture is** and **what makes it great**.

Make sure someone is recording your ideas on a note pad, chalkboard or flipchart.

As a group, do a rapid fire brainstorm and call out other words and phrases that sum up Macon culture.

Take a picture and share it with us!

Our CAN-DO SPIRIT

DIVERSITY



We have a supportive arts community

**MUSIC
HERITAGE**

MACON
cultural plan 2020

Name a Creative Community

1. Name a **Grade A** creative community.
 - What makes it creative?
 - What arts and culture features or assets do they have?
2. What grade would you give your neighborhood for arts and culture?
3. What **5 ideas** would improve arts and culture in your neighborhood?



Macon's Culture Challenges and Opportunities

1. What **challenges** do the Arts and Culture in Macon face?
2. What **needs** do the Arts and Culture in Macon have?
3. What **opportunities** should the Arts and Culture in Macon take advantage of in future?



Specific Culture Sector Needs and Challenges

Want to talk specifically about dance, music, theater, film, visual art, etc.? Try these questions instead:

1. What is your sector and what makes it **unique** in Macon?
2. What **challenges** does your sector in Macon face?
3. What **needs** or **ambitions** does your sector in Macon have?

Not part of the culture sector?
No worries!

Tell us what the arts and culture can do to help you achieve your mission.



Macon Culture Selfie

ACTIVITY #1
5 MINS

If you have extra time....

On a white board or piece of paper tell us what you **LOVE** about Macon culture.

I ♥ Macon's _____!

Take a selfie and post on:



@maconbibbculture



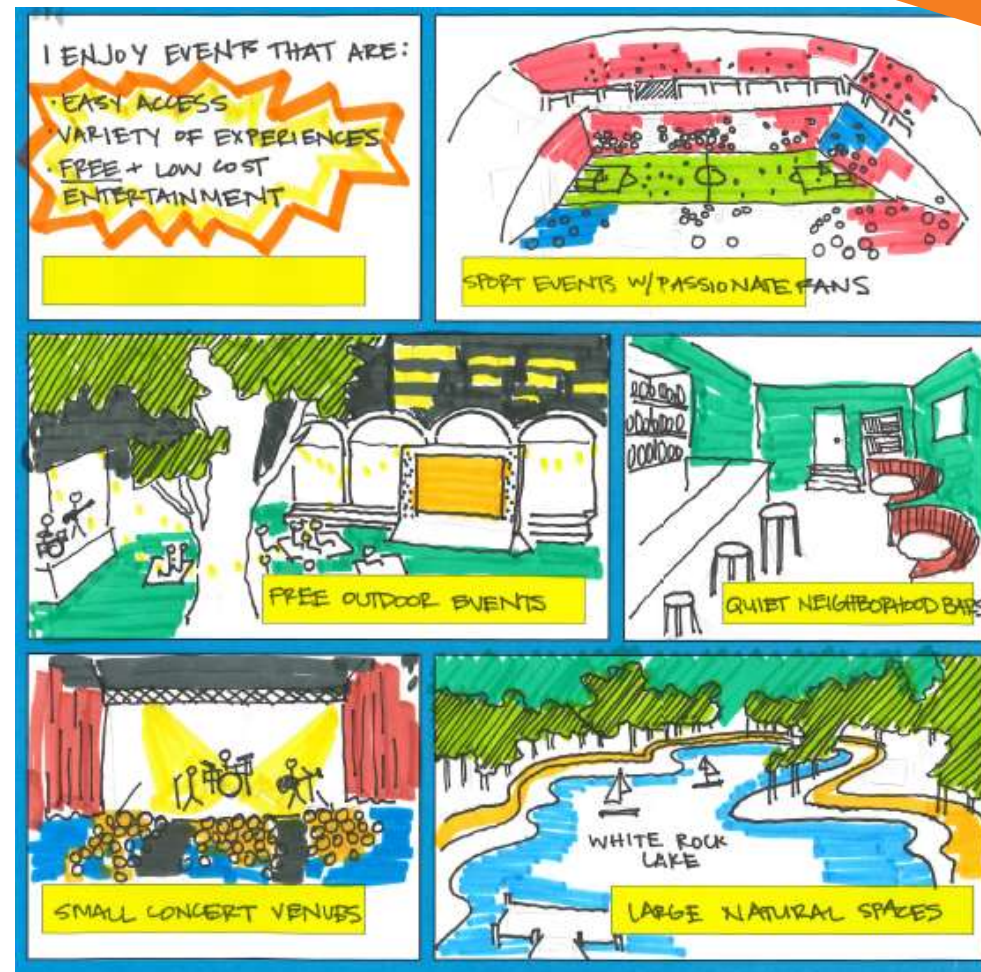
@maconculture



Tell Us Your Culture Story!

Use the template to draw and write about an arts and cultural experience:

- What did you do?
- How did it make you feel?
- What made it great?
- What made it not so great?



Cultural stories

Draw and write about an arts and cultural experience.
What did you do? Where did you go? How did you feel?
What made it great? What made it not so great?

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Ready to Share?

Thank you! for all your hard work and for sticking with us! Now is the moment when you tell us what you've been discussing and thinking. We cannot wait to hear what you've come up with!

- **Submit your responses** to maconculture@gmail.com by **September 15th**
- **Tell us more about yourself** by filling in our short questionnaire
- **Share your images, stories and thoughts** on Facebook, Twitter and Instagram



@maconbibbculture



@maconculture

Tell Us About Yourself

Person 1

Are you... male, female, other gender identity

What is your zipcode? _____

What is your age? _____

What is the highest level of education you have received?

- Less than high school
- High school diploma or equivalent
- Some college, no degree
- Associates degree
- Bachelor's degree
- Graduate or professional degree

How would you best describe your racial/ethnic background?

- Asian
- Black or African American
- Hispanic
- Native American, Alaska Native or Hawaiian
- White

Person 2

Are you... male, female, other gender identity

What is your zipcode? _____

What is your age? _____

What is the highest level of education you have received?

- Less than high school
- High school diploma or equivalent
- Some college, no degree
- Associates degree
- Bachelor's degree
- Graduate or professional degree

How would you best describe your racial/ethnic background?

- Asian
- Black or African American
- Hispanic
- Native American, Alaska Native or Hawaiian
- White

Fill out our paper form,
OR complete the short
survey online instead
www.surveymonkey.com/r/MaconBibbCP

Tell Us About Yourself

Person 3

Are you... male, female, other gender identity

What is your zipcode? _____

What is your age? _____

What is the highest level of education you have received?

- Less than high school
- High school diploma or equivalent
- Some college, no degree
- Associates degree
- Bachelor's degree
- Graduate or professional degree

How would you best describe your racial/ethnic background?

- Asian
- Black or African American
- Hispanic
- Native American, Alaska Native or Hawaiian
- White

Person 4

Are you... male, female, other gender identity

What is your zipcode? _____

What is your age? _____

What is the highest level of education you have received?

- Less than high school
- High school diploma or equivalent
- Some college, no degree
- Associates degree
- Bachelor's degree
- Graduate or professional degree

How would you best describe your racial/ethnic background?

- Asian
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