

Chicago Cultural Plan 2012



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September 20, 2013

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Cultural Resources

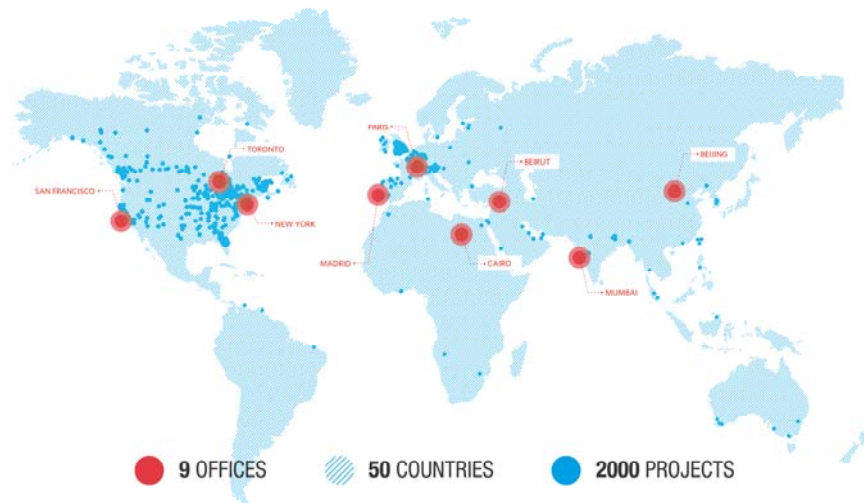
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1. ABOUT LORD CULTURAL RESOURCES



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Founded in 1981 in Toronto

More than 2,000 projects in 50 countries on 6 continents

Offices in Toronto, NY, SF, Paris, Barcelona, Beijing, and Mumbai

Cultural Planning
Management & Organization
Exhibitions
Facility Planning
Recruitment

2. CONTEXT of the project



The plan will create a framework for Chicago's future cultural and economic growth and will become the centerpiece for the City's plan to become a global destination for creativity, innovation and excellence in the arts. The focus of this project will be to further build on the City's vast cultural assets and thriving community which it established through collaborative partnerships formed with the public and private arts community.

Urban population is **GROWING**

at a pace of **12 Finland's** annually

- **Cities** represent **half** of the world's population and **80%** of global GDP
- Cultural and geopolitical **change**



- World population: 7 billion
- The global urban population is growing by 65 million annually, equivalent to adding seven new Chicagos a year.
- For the first time in history, more than half of the world's population is now living in towns and cities, which generate more than 80 percent of global GDP today.
- Underpinning this transformation are the economies of scale that make concentrated urban centers more productive.

Source: MGI Urban Word report 2011

Picture: Shibuya, Tokyo.

<http://www.absolutjapon.com/un-paseo-por-shibuya/>

**“The 21st century will not be dominated by
America or China, Brazil or India,
but by The City”.**

**-Dr. Parag Khanna
Foreign Policy Magazine**

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We live in a time of Cultural Change

Towards the knowledge economy...

Creativity...
Innovation...
R&D...
Technology...

New skills. New ways of thinking. New ways of collaborating.



Knowledge Economy = culture, R&D, education, health, media, technology.

Chicago is in this transition as are other cities in the US and globally. Core plank in cultural development/planning.

Chicago is a Global City...

- Chicago ranks among the world's top ten global cities
- Third largest metropolitan area in the US
- Home to 32 Fortune 500 companies
- Key assets: diverse economy, strong human capital, vibrant cultural scene



is the third largest metropolitan area in the United States with an estimated 9.8 million people, and it is projected to grow more: by 2025, it will reach 10.9 million people, entering into the megacity category.

Global cities are those where you go to do business but also to see the greatest art, learn the latest styles, eat the best food, study in the finest universities. Global cities are crowded with those who are creating the future.

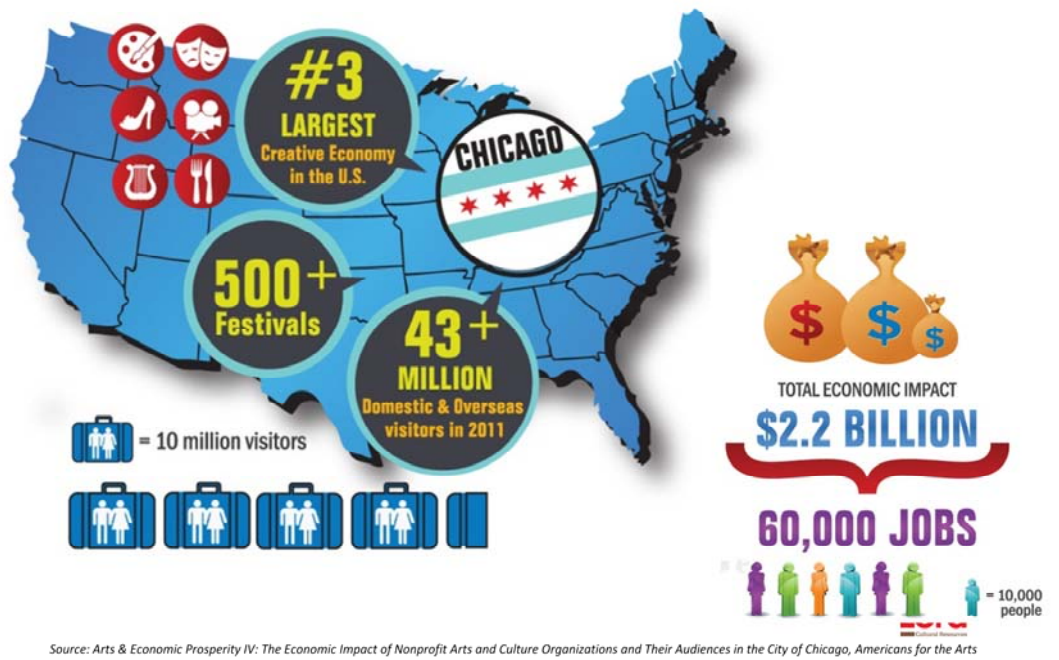
Without a strong economy it is very difficult to sustain a vibrant cultural scene, efficient public infrastructures or high quality of life – and vice versa: a vibrant cultural scene attracts talent who in turn drives a strong and innovative economy.

It will chart a roadmap for Chicago's cultural and economic growth and become the centerpiece for building Chicago's reputation as a global destination for creativity, innovation and excellence in the arts.

Chicago is home to...

237 square miles of land
An estimated 2,695,598 residents
Dozens of cultural institutions, historical sites and museums
More than 200 theaters
Nearly 200 art galleries
More than 7,300 restaurants
77 community areas containing more than 100 neighborhoods
26 miles of lakefront
15 miles of bathing beaches
36 annual parades
19 miles of lakefront bicycle paths
552 parks

A vibrant cultural scene



We have the third largest creative economy in the U.S., with 24,000 arts enterprises, including nearly 650 non-profit arts organizations, generating an economic impact of more than \$2 billion a year and contributes to the employment of 150,000 people.

But the research also showed that we have challenges too: the arts are not present in all our schools; some of our local, talented artists and creative workers leave for other cities; all of our neighborhoods are not benefiting from the vibrancy and vitality that the arts can bring; and Chicago — despite our immense cultural riches — does not yet attract the magnitude of international tourists we seek and has room to grow its profile among the most celebrated and visited global cities.

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

NONPROFIT ARTS SECTOR ECONOMIC IMPACT IS SIGNIFICANT

- \$1.2 Billion in direct spending by nonprofit arts and culture organizations in Chicago
- \$1 Billion in spending by nonprofit arts and culture audiences in Chicago
- Generates \$1.3 Billion in household income to local residents
- Delivers \$214 Million in local and state government revenue annually

So in 2011 it was time for a New Plan

A new Mayor who had been a performer and knew the power of the arts-- Mayor Emanuel Transition Plan

Newly merged DCA and MOSE = DCASE

Newly named Advisory Council

The world has changed

The city has changed

The arts have changed

Cultural Planning has evolved – Creative City, Creative Industries, Cultural Indicators, Placemaking

Potential spaces for Culture



A Megacity by 2025...

Its population will surpass the 10 million barrier.

What can it do to maintain its quality of life?

neighbourhood focus?

sense of place?

environmental sustainability?



The fact that Chicago is projected to grow to ten million is fantastic but it raises quality of life and quality of cultural life questions

- Environmental sustainability?
- Pressure on transportation infrastructure?
- Sense of place?

The world's middleweights are growing so fast that 13 cities are likely to cross the ten million population threshold and become megacities by 2025. We see all but one new megacity—Chicago—being in developing countries (7 in China alone).

It is the third largest metropolitan area in the United States with an estimated 9.8 million people, and it is projected to grow more: by 2025, it will reach 10.9 million people, entering into the megacity category.

Creative people make creative communities

Culture makes neighborhoods livable,
Places where talented people want to live, socialize, congregate.

Quality of life



Gail: perhaps this could lead to the question Amina proposed:

In what ways can artists and cultural orgs be helpful to developing your community?

3. The Chicago Cultural PLAN



1966 – 1986 – 2012

1966: Plan for cultural development

- Created Arts Council
- Museum of Contemporary Art
- New programs in Arts Education, Artists housing

1986: Chicago Cultural Plan

- Created the Chicago Cultural Center
- Elimination of amusement tax on legitimate theater
- Expansion of Grants Programs

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1966: Context of “Cultural Explosion”

2012: New plan to meet the challenges of the 21st c.



Goal:

A framework for Chicago's future cultural growth

that supports its thriving community

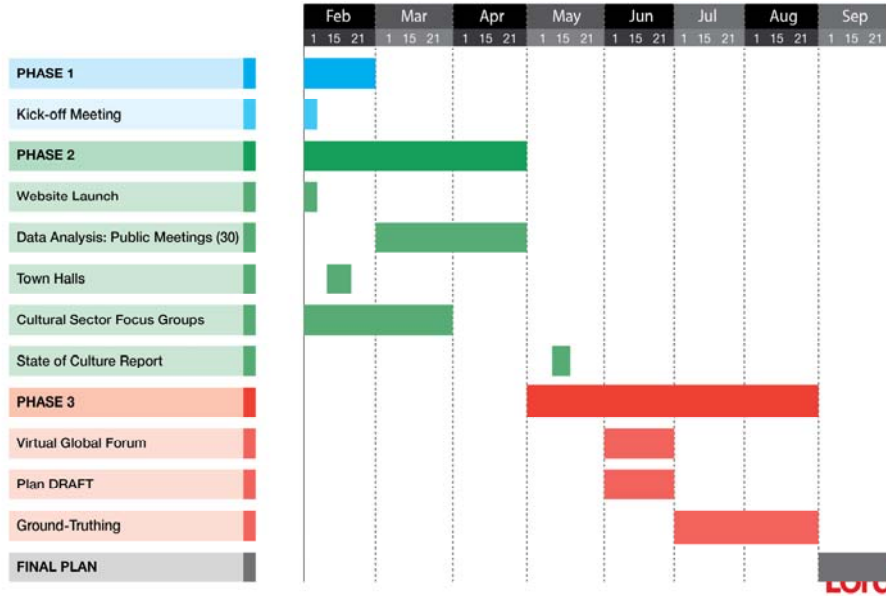
and consolidates the city as a global destination for
creativity, innovation and excellence in the arts.

The goal of the plan was pretty simple, in NA, Chicago has always been a leading city, but it never gained that "leading" label internationally

The Chicago Cultural Plan 2012:

- ✓ Realizes the benefit of culture on broad civic goals like economic impact, quality of life, community development and cultural leadership.
- ✓ Strengthens Chicago's cultural sector.
- ✓ Major emphasis on public engagement (over 30 meetings)
- ✓ Focus on implementation – diverse resources, citywide partners
- ✓ Benefits from global expertise and local direction

Timeline: February – September 2012



The Chicago Cultural Plan in a SNAPSHOT



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 residents envision for Chicago's cultural future.

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

DCASE:

- Revamping all grant programs and streamlining the grant application process.
- Completing a Strategic Plan for the Department
- Created a new Creative Industries unit, adding three new staff positions to the department dedicated to this work.
- Adding staff to the Cultural Planning unit.
- Updating the Percent for Art ordinance and revamping the city's public art program
- Working on a district plan for the creative industries at Cermak Historic District

Department of Housing and Economic Development

- Creating a District Plan for Uptown
- Working on a plan to create zoning for arts uses in Kedzie/Lake area of East Garfield Park.
- Incorporating arts and culture (planning culturally) in the Green Healthy Neighborhoods Plan for the Southside.

Chicago Department of Transportation

- Pledged to remake all 56 plazas in their inventory, incorporating opportunities for culture and public art, and partnerships for nearby arts organizations.
- CMAP is creating a tool kit for Cultural Planning.

10 PRIORITIES

PEOPLE

- 1. Foster arts education and LLL
- 2. Attract and retain artists and creative professionals

POLICIES

- 5. Strengthen capacity of the cultural sector
- 6. Optimize City policies and regulations

PLACES

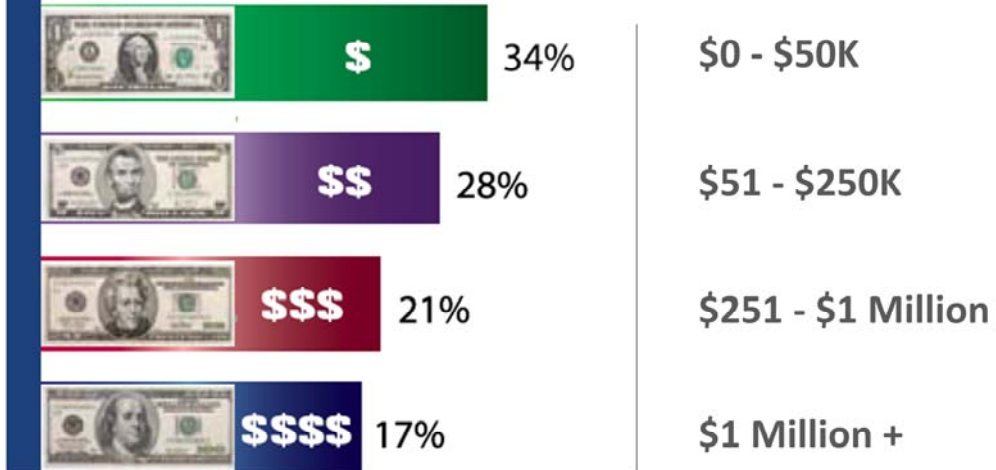
- 3. Elevate and expand neighborhood cultural assets
- 4. Facilitate neighborhood planning of cultural activity

PLANNING CULTURALLY

- 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 \$?

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



4. Three LESSONS Learnt





Planning culturally leads to an eventful city

Definition of Eventful: (Greg Richards, Robert Palmer)

- Holistic
- Strategic
- Proactive
- A generator of events
- Cooperation
- Provoking publics
- Market leader
- Involvement

1. Adequate level of public participation and input
2. Support from both cultural and other sectoral leadership
3. Recommendations align with larger city goals and objectives
4. Resources (financial, human, etc.) exist to implement

#2

For Chicago to thrive, it needs culture in **every neighborhood**, in every discussion

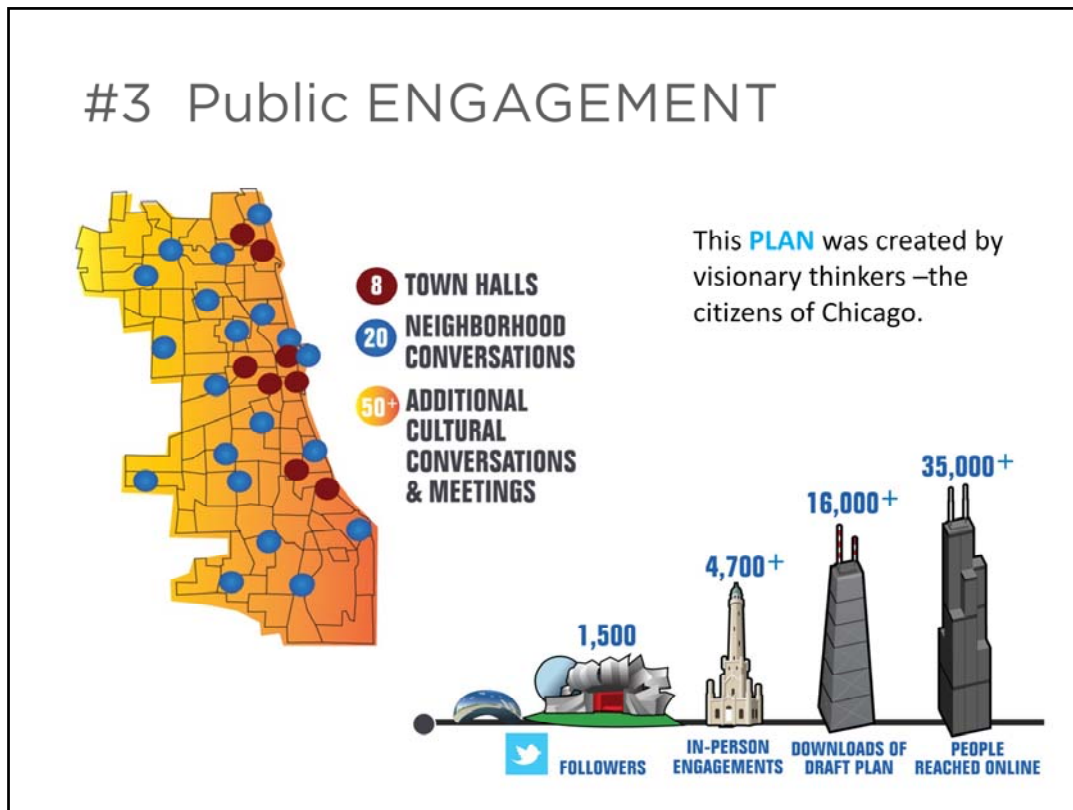
- Make its grassroots come alive.
- Apply a neighborhood focus to tourism, education, economic development, sustainability, culture.



The Balancing Act: world-class city & world-class neighbourhoods

And in Chicago that meant many different communities. Chicago is a city of neighborhoods— Literally. The city is divided into 77 distinct neighborhoods that

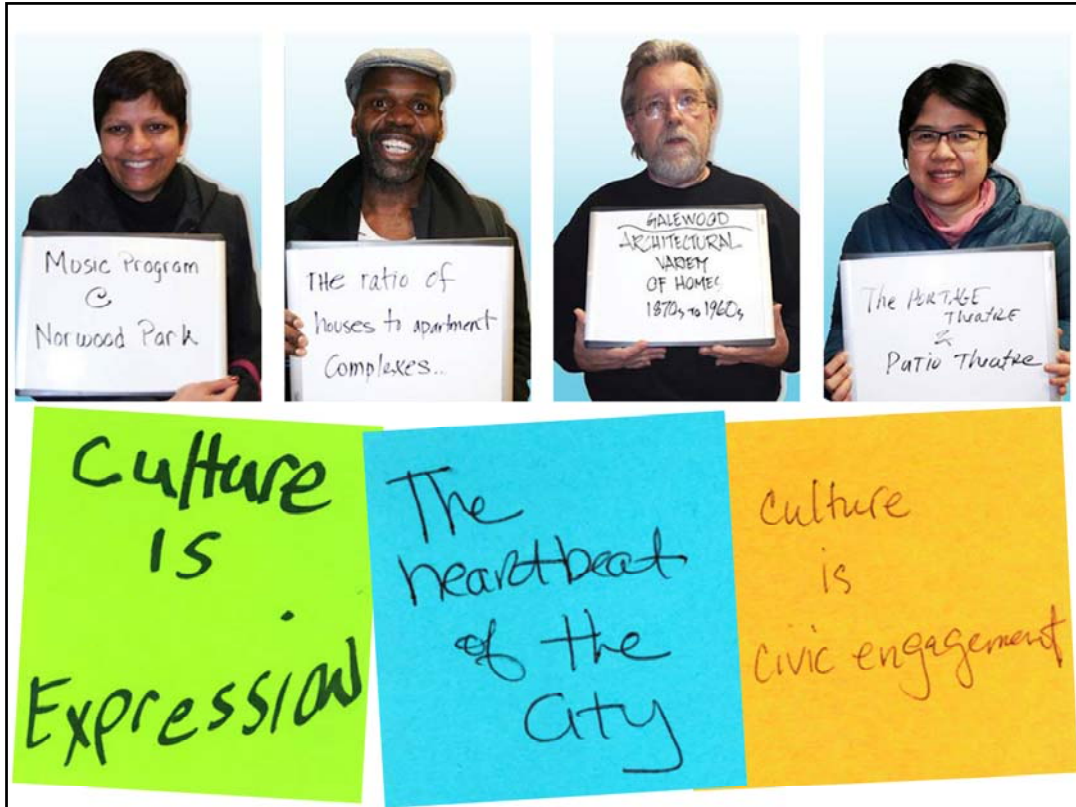
#3 Public ENGAGEMENT



Timeline

1. RFP issued in Oct 2011
2. Awarded in December
3. Feb 2012 Launched website www.chicagoculturalplan2012.com
4. March-April over 30 Neighborhood Cultural Conversations
5. May Draft Cultural Plan released
6. July- 2nd round of Town Hall Meetings
7. May- Sept over 22,000 downloads of the Draft Plan
8. Oct – Launched the plan

24-hour interaction on the site www.chicagoculturalplan2012.com



These were posted on the website

24-hour interaction on the site www.chicagoculturalplan2012.com

Thank You!

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You can download the Plan at
www.chicagoculturalplan2012.org

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www.lord.ca