

Arts!Longview Five Year Plan

(Effective: 9/6/23)

Goal # 1 Develop a hub of cultural activity in Longview to attract residents, businesses, and tourists.

- Maintain a one-stop cultural website with links to all the arts partners and include an easily accessible and user-friendly cultural calendar.
 - Focus on keeping the Arts!Longview website current and promote the calendar of events through social media and print materials. (launched 2018 and ongoing)
 - Create a brochure of cultural arts offerings accessible in multiple formats (online, print, social media, etc.) (Ongoing)
- Create a place where all artists can thrive.
 - Develop an artist incubator - a specific location for cultural arts to thrive. (Initiated in 2022, a multi-year project)
 - Improve, operate and program the Longview Community Center with the support of Gregg County, fund-raising initiatives and through collaboration with Arts Partners and other Community Organizations. (2022 and ongoing)
- Focus on increasing tourism and tracking economic impact of the Cultural District (CD)
 - Promote the CD through city tourism program (Visit Longview,) the Chamber of Commerce, and other regional and state-wide outlets. (2022 and ongoing)
 - Publicize CD events and opportunities through hotel concierge and airport booths. (Ongoing)
 - Install wayfinding signage featuring Arts!Longview logo throughout the CD. (Ongoing)
 - Create and post a QR code in likely tourist areas to communicate opportunities and events. (2023)

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- Encourage existing and new arts partners to cluster facilities, activities, and initiatives.
 - Create an atmosphere for new festivals hosted by or in collaboration with Arts!Longview in the cultural district. (launch 2019 and ongoing)
 - In partnership with the City of Longview Cultural Arts Office and Visit Longview, create incentives for arts partners. (launch 2019, and ongoing)
 - Share opportunities for grants, marketing, outreach & partnerships that encourage existing cultural facilities to improve their spaces. (2020 and ongoing)
 - Encourage collaboration between local businesses, corporations and operators of cultural facilities to identify spaces for individual artists and events as needed. (2023 and ongoing)
 - Consolidate cultural activities with existing signature events (Holiday Celebration, etc.). (Ongoing)
 - Encourage collaboration between founding arts partners by hosting quarterly meetings of Executive Directors. (2023 and ongoing)
- Develop and implement a CD Art Plan in collaboration with the City of Longview's Cultural Arts Office and the Public Art Master Plan.
 - Develop unifying themes and other visual design concepts for streetscapes. (2021 and ongoing)
 - Encourage the development of murals and other artistic installations in the district. (2020 and ongoing)
- Develop a strategy to expand Arts!Longview staffing to include funding sources.

Goal #2 Enhance the quality of life in Longview through Arts and Culture.

- Educate and inspire a community wide appreciation of the cultural arts.

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- Encourage the continuation of quarterly ArtWalk events throughout the CD. (launched 2018 and ongoing)
- Participate in annual school convocations and educator events. (launched 2018 and ongoing)
- Create an arts field trip multi-pass for schools and organizations. (annually)
- Periodically support and promote free/sponsored cultural arts activities with Longview's arts and cultural partners (e.g. Museum Day). (annually)
- **Support and preserve public art.**
 - Work with arts partners, the City of Longview's Cultural Arts Office and other community organizations to install, support and preserve public art throughout the Cultural District. (Ongoing)
- **Define our cultural identity.**
 - Develop marketing campaigns to showcase the CD's unique atmosphere. (launched 2019 and ongoing)

Goal #3 Encourage collaboration between the arts, history, and cultural organizations within Longview's Cultural District.

- **Revitalize historical structures and sites for future use as galleries and possible visitor accommodations.**
 - Identify specific structures and storefronts for future use as cultural district venues, galleries, etc. in partnership with the Historical Preservation Commission. (2021 and ongoing)
 - Encourage specific businesses, such as chocolatiers, wine tasting rooms, florists, etc., to revitalize historic structures for storefronts in the CD. (2022 and ongoing)
 - Encourage and participate in alley beautification projects. (2022 and ongoing)

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- Develop an atmosphere where creative expression and diverse talents join to create a thriving creative community.
 - Provide different avenues to receive positive feedback to continue to develop a thriving creative Cultural District. (launched 2018 and ongoing)
 - Monitor the City's progress on walkable and bikeable road connectivity from downtown to the Belcher Center as approved in the 2018 Bond Election. (2022-2024)
- Build on Longview's historical significance and heritage by developing a public arts initiative to help promote the community's heritage.
 - Create and update an historic walking guide/brochure for the CD. (ongoing)
- Preserve and promote places of historical and cultural significance in Longview.
 - Encourage utilization of the historic Longview Community Center. (Ongoing)
 - Encourage utilization of remodeled Train Depot. (2019 and ongoing)

Goal #4 Create an awareness of the arts, history, and culture.

- Attract, retain, and inspire our talented young artists and creative entrepreneurs.
 - Facilitate or provide low-cost/subsidized space for the purposes of art creation or display. (Ongoing)
 - Work with CD business partners to facilitate art spaces inside their businesses where artists can sell their works. (Ongoing)
 - Educate young artists about grant availability and opportunities within the CD. (2021 and ongoing)
- Bring incredible arts experiences to Longview and foster new emerging arts initiatives.

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- Host an Artist-in-Residence program through which new, unique art for Longview can be commissioned. (2024)
- Encourage and support local performers (performing artists, musicians, artists, etc.) and connect them to performance venues.(2021 and ongoing)
- Maintain a searchable database of artists in the region. (2023 and ongoing)
- Encourage acclaimed performances and exhibits within the CD. (2021 and ongoing)
- Strengthen the skills of our arts professionals and arts partners.
 - Provide a variety of opportunities for professional development training (grant writing, board development, arts initiatives, etc.) for arts and cultural partners and individual artists. (launch 2019 and ongoing)

Goal #5 Grow and support a thriving Cultural District with successful arts and cultural partners.

- Create a multi-faceted partnership for the sole purpose of attracting and developing unique restaurants and entertainment in the CD.
 - Work with the East Texas Restaurant Association, the City of Longview, Longview Chamber of Commerce and Longview Economic Development Corp., to bolster restaurant development in the CD. (2023 and ongoing)
 - Explore cross-promotional opportunities between arts and cultural partners & businesses to make arts offerings more widespread. (ongoing)
- Grow and support successful art partners.
 - Work to connect arts and cultural partners with funding resources. (ongoing)
 - Provide grant writing educational assistance to arts and cultural partners. (ongoing)

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- Assist arts and cultural partners with funding development questions. (2020 and ongoing)
- Encourage public/private partnerships to develop creative initiatives and cultural programming.
 - Encourage cultural arts activity & volunteerism through corporate social responsibility programs (volunteer programs, mentor programs, etc.) (2024)
- Encourage economic development and investment in infrastructure and facilities.
 - Support City of Longview and Gregg County development initiatives. (Ongoing)
 - Support private investment in the CD. (Ongoing)
 - Encourage connectivity between downtown and the Belcher Center - specific public transit routes for the CD, future trolley system, etc. (2021-2024)
- Provide opportunities for networking and professional support.
 - Host quarterly Arts!Longview cultural arts professional and individual artist mixers. (Ongoing)
- Organize a committee of a diverse, cultural representation in Longview to develop ideas for cultural events.
 - Work to secure funding to sustain the CD. (2019 and ongoing)
 - Produce the annual Arts!Longview Honors Event. (Ongoing)
 - Work to provide organized advocacy and volunteer opportunities in support of the Mission and Vision of the Arts!Longview Cultural District and to work with the Board of Directors on approved initiatives. (2023 and ongoing)
 - Create a “Volunteer Guild” or other opportunity to assist with events and other needs.