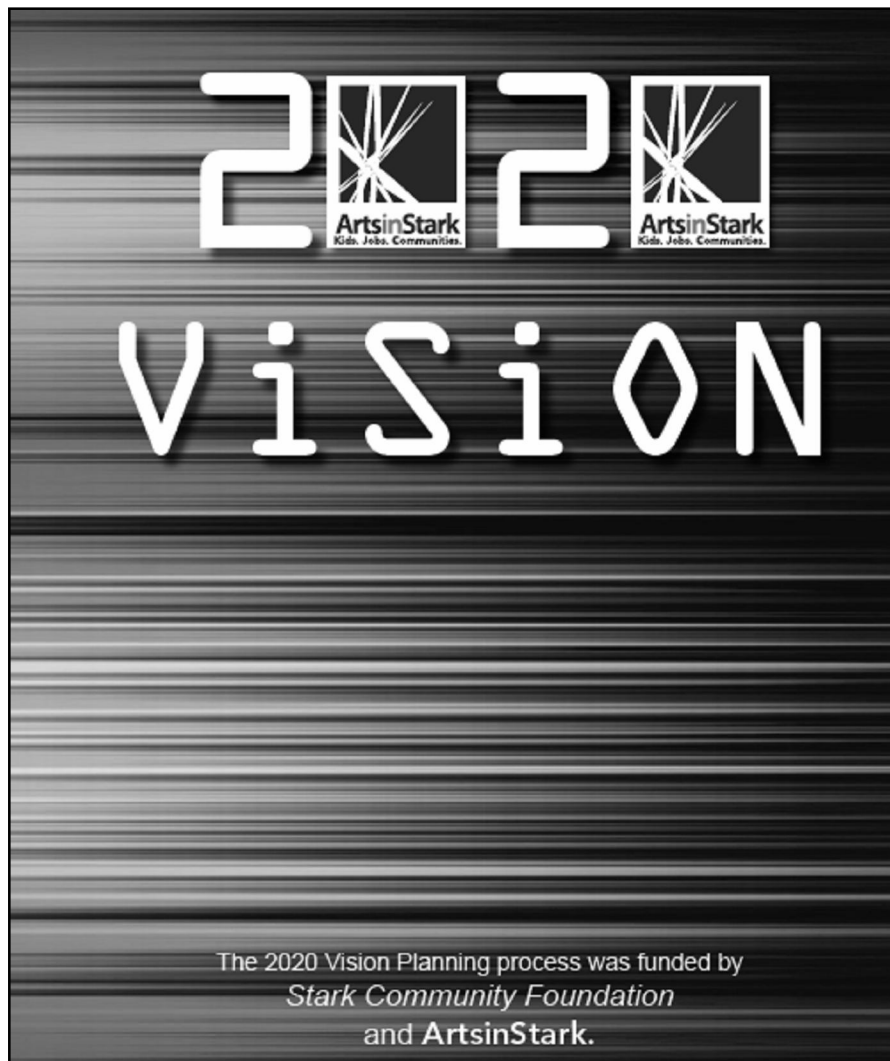


## 20/20 Vision Alliance

(one of ten plans released on March 20, 2012)



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# 20/20 Vision

## Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

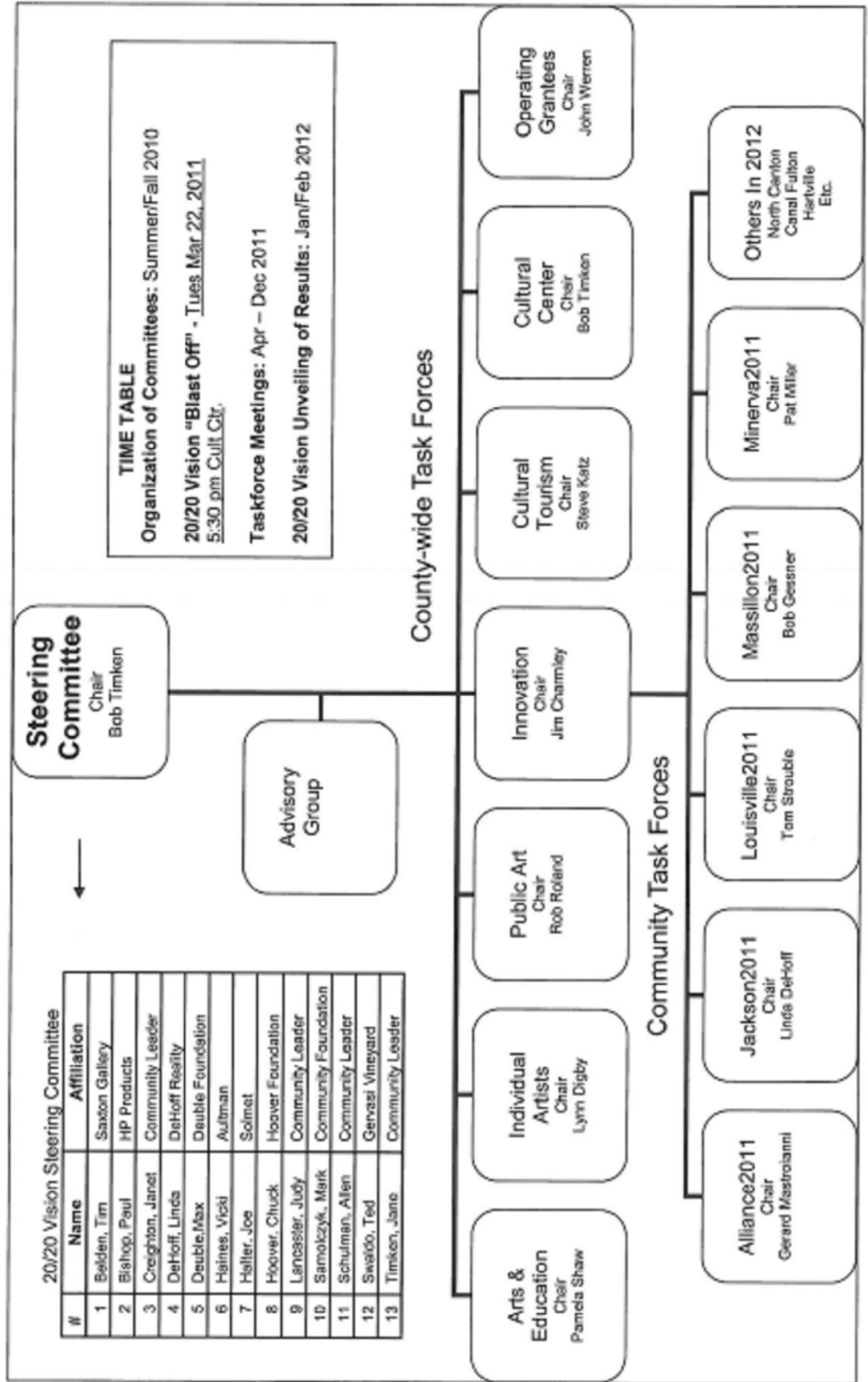
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

	<b>Name</b>	<b>Notes</b>
1	Belden, Tim	Saxton Gallery
2	Bishop, Paul	HP Products
3	Creighton, Janet	County Commissioner
4	DeHoff, Linda	DeHoff Realtors
5	Deuble,Max	Deuble Foundation
6	Haines, Vicki	Aultman
7	Halter, Joe	Solmet
8	Hoover, Chuck	Hoover Foundation
9	Lancaster, Judy	Lawyer
10	Samolczyk, Mark	Community Foundation
11	Schulman, Allen	Community Leader
12	Swaldo, Ted	Gervasi Vineyard
14	Timken, Bob	Chair
13	Timken, Jane	Community Leader

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

**20/20 Vision**  
 10-year plan for arts and economic development in Stark County  
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



# 20/20 Vision Alliance Plan

THE PROCESS - For 12 months, Gerard Mastroianni chaired a task force of eleven community members. Its focus was to help ArtsinStark design a 10-year plan of history, art, and commercial projects that would transform three to four blocks downtown into a tourism destination that has a strong, ongoing connection to: 1) the University of Mount Union, 2) State Street, and 3) the Alliance public schools.

THE TASK FORCE - The planning task force was made up of the following people.

	Lname	Fname	City	Notes
1	Anderson	Elaine	Alliance	Associate Professor of Music at Mount Union
2	Andreani	Alan	Alliance	Alliance City Council (now Mayor)
3	Boehm	Patty	Alliance	Music Education Director Mount Union
4	Collins	Joel	Alliance	Professor of Art: Mount Union
5	Gardner	Melissa	Alliance	Public Affairs at Mount Union
6	Hunt	Ann	Alliance	ArtsinStark Board Member
7	Mastroianni	Gerard	Alliance	Alliance Ventures / Chair
8	Paidas	Harry	Alliance	Marketing Dir: Mount Union
9	Rittner	Bonnie	Alliance	Historic Preservation leader
10	Schwarz	Doug	Alliance	Alliance Ventures
11	Swope	Carole	Alliance	Retired Arts Education Director

YEAR ONE - You will see on the “planning chart” at the end projects broken across ten years.

During year one, we want to:

- 1) Rebrand downtown with new tourism name. (Working title - “The Main Crossing.”)
- 2) Set boundaries small so can fill with energy (can always expand in the future).
- 3) Put in place a 20/20 Vision Alliance Implementation Committee.
- 4) Find a partner for ArtsinStark to bring added credibility and resources. (We have invited the University of Mount Union to be this partner.)
- 5) Create a list of Alliance historical moments to celebrate and begin our first public art piece(s) as a joint project between professional artists and university students.
- 6) Invite the public schools to partner with us on an arts and academic integration program which we call SmArts.
- 7) Publish an inventory of the cultural organizations, artists, and craftsmen of Alliance.

THE PROCESS – We are putting together an Implementation Committee. There is still room for additional ideas. The 20/20 Vision Alliance’s Task Force job was to come up with the outline of a plan. We invite your input and help. We will need many partners to accomplish our dreams.

FOCUS AREA – For now we are concentrating on the area on Main Street from Mechanic Ave to Linden Ave. Two years ago Jupiter Studios opened there. Last summer the “Cat Museum” began operations. The Art Emporium on Main is scheduled to open shortly, and a number of other projects are envisioned. This stretch of Main features many antique shops and is connected to the Farmer’s Market. We want to get as much as possible going in this area before we start expanding.



We’ve given ourselves ten years to complete 20/20 Vision Alliance, but our goal is to finish as quickly as possible. When we are done, we envision a downtown where:

- 1) All buildings are fully-occupied with cultural spaces, offices, specialty retail, and downtown living. There are 100 public art projects celebrating Alliance’s unique history.
- 2) We are hosting an ongoing series of activities and shuttle buses connecting it to Mount Union University and State Street.
- 3) We have a Visitors Center that welcomes out-of-towners and serves as a place for teachers and students to work together on integrated arts, history, and academic projects.
- 4) More than 75,000 tourists a year are coming to experience the “The Main Crossing” in Alliance.



**20/20 Vision Alliance  
Planning Chart**

<b>Year One - first 12 months</b>		<b>Notes</b>	<b>Risk</b>
1	Marketing: Rebrand historic downtown	Find unique name with tourism appeal	Politics
2	Boundaries: Keep historic district small	Main Street: Mechanic Ave to Linden Ave	Politics
3	Partner: Find partner to help implement	Univ of Mount Union: credibility, modest dollars	Done
4	History: Research history moments	Ten interesting moments to celebrate	Small
5	Public Art: Begin series with small project	Themes: 1) history, 2) tourism attractions	Small
6	Education: Invite schools to integrate arts	Develop plan; starting with just one grade	High
7	Events: Add 1st event to celebrations	Friday concerts, Farmer's Market....and now?	Small
8	Marketing: Publish cultural inventory	Listing of all cultural orgs, artists, craftsmen	Small
9	Partners: Host prototype	Joint project with Univ students and downtown	Small

<b>Year Two - second 12 months</b>		<b>Notes</b>	<b>Risk</b>
1	Public Art: Begin downtown murals project	One big, or a number of small murals	None
2	Education: Expand SmArts to another grade	Part of process of integrating all elementary grades	Small
3	Add 2nd event to celebrations list	A fest: blues, movies, kids, history, dance	Small
4	Training: Explore Univ teaching program	Univ as "arts integration" teacher training center	High
5	Tourism: Help host first Bus tour(s)	Work with CVB and tour operators	Medium
6	Explore Univ Art Space in downtown	ArtCtr, theatre, art gallery, urban space	High

<b>Years Three thru Five - 36 months</b>		<b>Notes</b>	<b>Risk</b>
1	Education: Expand SmArts another grade	By end have three grades fully integrated (3 yrs)	Medium
2	Public Art: three more projects	Street lights, windows, totems, benches (3 yrs)	Medium
3	Tourism: Expand bus tours	By year five --- 10 bus tours (3 yrs)	Medium
4	Events: add events 3, 4, and 5	A fest: blues, movie, kids, history, dance (3yrs)	Medium
5	Marketing: Produce downtown "calendar"	Create monthly view of A&E activities (3 yrs)	Small
6	Help set up Univ teacher training program	Arts and academic integration (3 yrs)	High

<b>Years Six thru Nine - 48 months</b>		<b>Notes</b>	<b>Risk</b>
1	Education: Expand SmArts	Establish SmArts coordinator position (4 yrs)	High
2	Public Art: four more projects	Streetscapes, recycled sculpture (4 yrs)	Medium
3	Events: add events 6, 7 and 8	A fest: blues, history, dance, cats, trolls (4 yrs)	Medium
4	Tourism: Expand bus tours	By year nine --- 40 to 50 bus tours (4 yrs)	High
5	Create empty space strategy for downtown	University, offices, specialty retail (4 yrs)	Small

<b>Year Ten - 12 months</b>		<b>Notes</b>	<b>Risk</b>
1	Public Art: install last 5 pieces of public art	100 pieces of public art in or leading to Downtown	Medium
2	Education: arts and academics integrated	Elementary schools	High
3	Partner: Campus connection works	Free shuttles: State Street, Campus, downtown	High
4	Facilities: "Arts for Alz" Center is done	Estimated cost is \$700,000	High
5	Tourism: Open downtown " visitor Center	Locate in existing space. Tourists/SmArts	Medium
6	Tourism: Downtown attracts 75,000 visitors	Marketing campaign and events and bus tours	High
7	Business: Downtown " is fully occupied	25% cul, 25% office, 25% spec retail, 25% housing	High

3/20/12