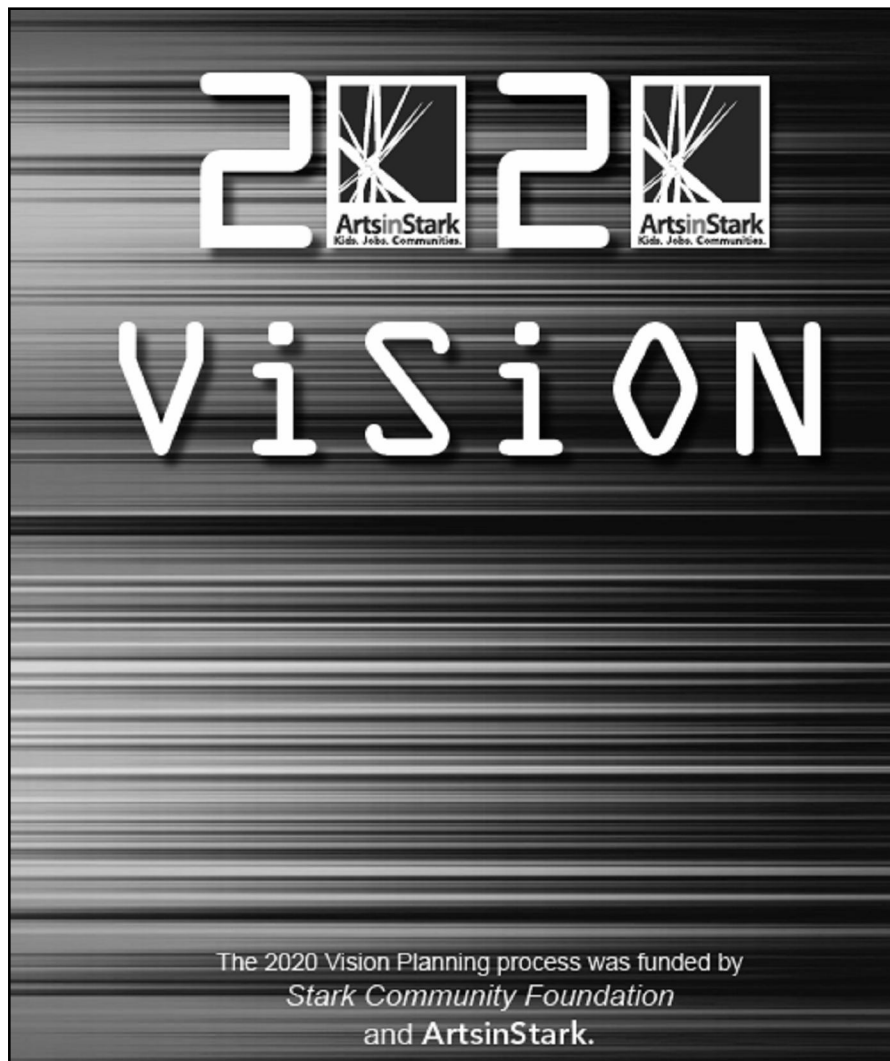


20/20 Vision Jackson

(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.

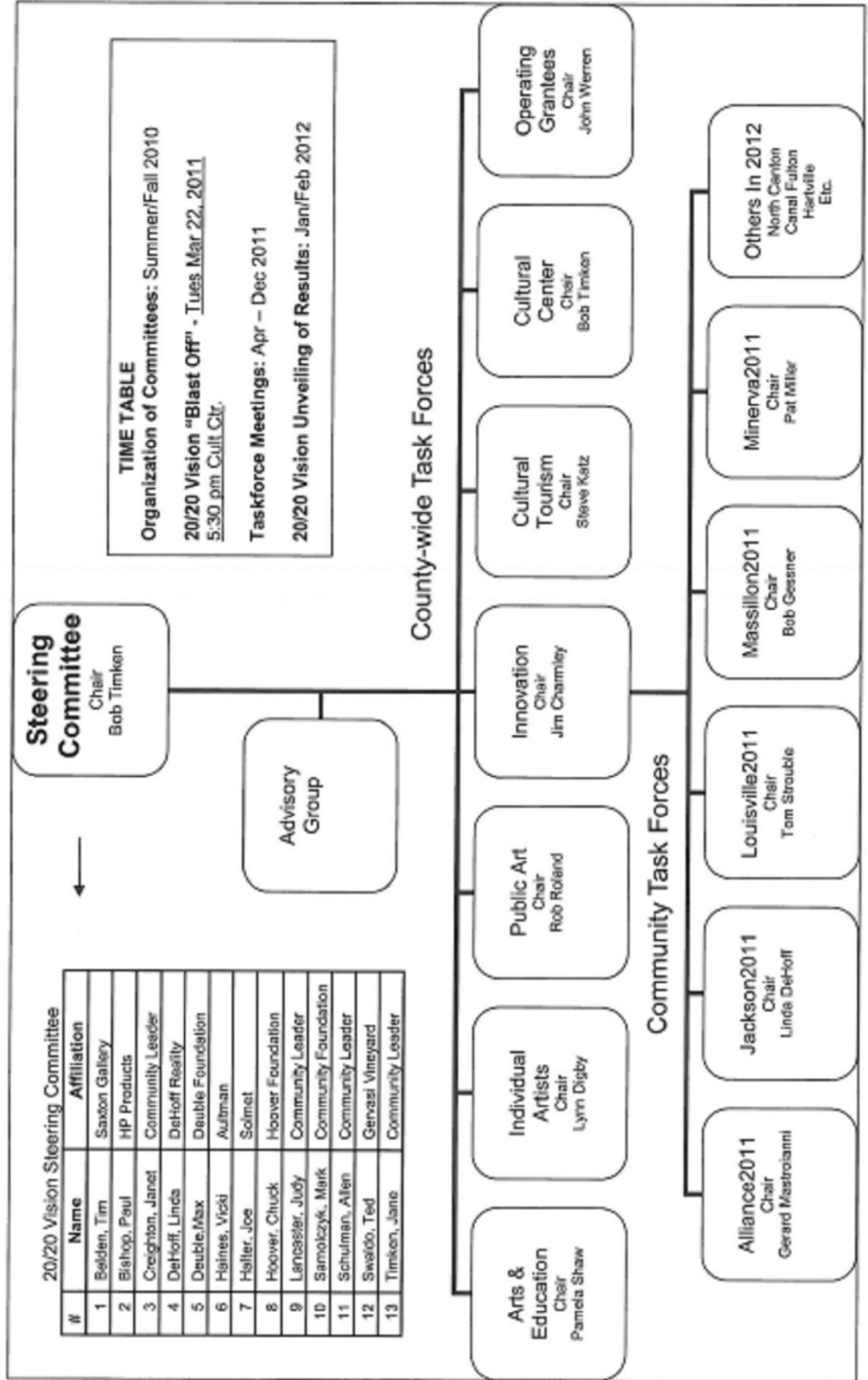
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community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

	Name	Notes
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 Jackson Plan

THE PROCESS - It is said: 1) that Jackson Township became part of the United States Territory in 1785 when the Tuscarawas River was the western boundary of the United States; 2) that Jackson was named in honor of Andrew Jackson who won the final major battle of New Orleans in 1815; 3) that the Old High Mill along the stream used to produce a barrel of whiskey a day; 4) that the MudBrook Church built in 1824 was made with bricks from local clay, 5) that the first blacksmith was Michael Sprankel; 6) that in 1833 when some felt the Mormons were making too many converts the McDonaldsville Church was established; 7) that the business complex at Lake Cable was the first mall in Ohio, and 8) that the volunteers who began the Jackson Fire Department performed all the duties and were paid one dollar a year.

For 12 months, Linda DeHoff chaired a task force of nine community members. Its focus was to help ArtsinStark design a 10-year plan of family arts and history events connected to a series of public art projects that would transform "Jackson Center" (area around the intersection of Wales and Fulton) into a celebration of Jackson history.



THE TASK FORCE - was made up of the following people.

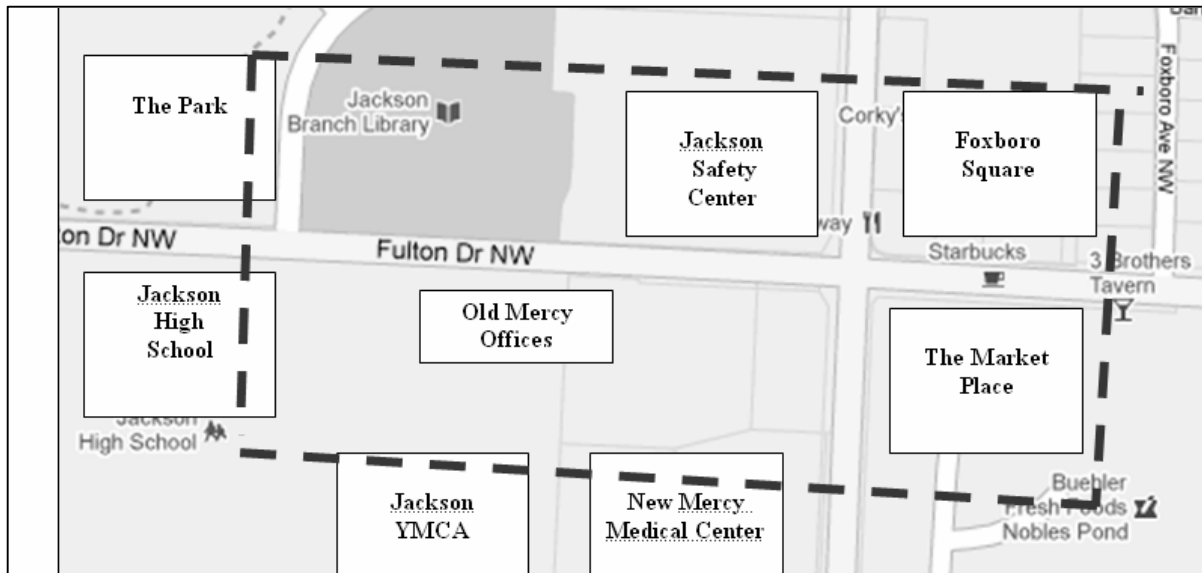
#	Lname	FName	Notes
1	DeHoff	Linda	Chair
2	Helaney	Joe	Community leader
3	Leibensperger	Donna	Community leader
4	Mahoney	Ed	Community leader
5	Manns	Marian	Former school board
6	Meeks	Steve	CEO: Jackson Belden Chamber
7	Scheurer	Judy	Community leader
8	Sirak	Linda	Sirak Financial
9	Sirpilla	Veronica	Community leader

YEAR ONE - During year one, we want to:

- 1) Begin at the Fulton/Wales intersection and create a strategy.
- 2) Identify 10 -15 Jackson historical moments to celebrate.

- 3) Find ArtsinStark partner to bring credibility and modest resources.
- 4) Invite schools to begin integrating the arts and history activities.
- 5) Develop family activities calendar – and design prototype for new family celebration.
- 6) Create some new arts and history spaces in “Old Mall.”

THE PROCESS – We are putting together a 20/20 Vision Jackson Implementation Committee, and forming alliances with the schools, community organizations, and businesses.



FOCUS AREA – For now we are concentrating on the area called “Jackson Town Center.” There are many new developments there: The Marketplace, the David YMCA, the Mercy Medical Center expansion, The Safety Center, the Stark District Library Jackson Branch, the Parks, and the new High School. Amongst all this “newness” we want to create a celebration of the “old.” Jackson has a unique history that needs to be recognized and understood better. At this intersection there is also the old Foxboro Square that stands in sharp contrast to everything else. Local leaders are working to revitalize it, and perhaps 20/20 Vision Jackson can be a part of that effort.

We’ve given ourselves ten years to complete 20/20 Jackson, but our goal is to finish as quickly as possible. When we are done, we envision a town center that will have:

- 1) 50 new pieces of public art done by professional artists and Jackson students.
- 2) A space with rooms dedicated to Jackson historical exhibits.
- 3) An annual Jackson Heritage Days Festival that attracts 10,000 people.
- 4) A link to the arts and academic programs that are integrated in Jackson schools.
- 5) And the intersection of Fulton and Wales will have become a “town center” that is an ongoing celebration of Jackson history.

**20/20 Vision Plan: Jackson
Plan Chart**

	Year One - first 12 months	Notes	Risk
1	Focus: Wales/Fulton intersection	Working out from city center to parks	Politics
2	History: Identify sample historic themes	10 -15 Jackson moments to celebrate	None
3	Partner: Find ArtsinStark partner	Chamber or Town: credibility/dollars	High
4	Public Art: Begin public art series	"The Faces of Jackson History"	Small
5	Education: Invite schools to integrate arts	Develop plan: start with just one project	Medium
6	Marketing: Develop family calendar	Arts and history activities	Small
7	Subsidies: rent support new artist spaces	Old Mall. New Mall. Somewhere else.	High
8	Marketing: Publish cultural inventory	Jackson orgs, and artists and craftsmen	Small
9	Events: Create plan: family arts/history	Celebration: history, music, visual arts	Small

	Year Two - second 12 months	Notes	Risk
1	Public Art: 2nd series	"Windows of Jackson"	Medium
2	Schools: Expand Smarts to next grade	Part of integrating all elementary grades	Medium
3	Events: Host family arts/history celebration	Consider retooling current Art Festival	Medium
4	Subsidies: Arts/History spaces	Old Mall/neighborhood spaces	High
5	Alliances: form links with other entities	Schools, hist society, sports groups, the Y, etc.	Low

	Years Three thru Five - 36 months	Notes	Risk
1	Public Art: famous Jackson personalities	Historical blow ups and sculptures (3 years)	Medium
2	Schools: Expand Smarts, create storefront	SmArts (3 years) Set up store front SmArts	Medium
3	Events: "Jackson Jazz"	Music or theatre event (3 years)	Low
4	Subsidies: Arts/History spaces	Old Mall or neighborhood spaces (3 years)	Low
5	Event: Explore "Jackson Historical Tours"	One day tour of Jackson history	Medium

	Years Six thru Nine - 48 months	Notes	Risk
1	Public Art: Jackson "Historical Moments"	Concept: traveling works (4 yrs)	Medium
2	Schools: Expand Smarts to next 4 grades	Part of integrating elementary grades (4 years)	Medium
3	Events: Host first "Heritage Days" fest	Start as 1 day and expand (4 years)	High
4	Subsidies: Arts/History spaces	Old Mall or neighborhood spaces (4 years)	Low
5	Schools: Jackson History Project	Student projects showcase Jackson history	Medium

	Year Ten - 12 months	Notes	Risk
1	Install last 5 of 50 pieces of public art	We have collection of 50 works	Medium
2	Arts are integrated k-8 in Jackson Schools	Test scores are up	High
3	Historical House project is done	Estimated community cost: \$750,000	High
4	Jackson Heritage Days Fest attracts 10,000	Major celebration at "Town Center" and parks	Medium
5	City Center - unique place celebrating history	Wales/Fulton seen by all as one of a kind place	High

3/21/12