

20/20 Vision Massillon (revised March 2013)

THE PROCESS – Bob Gessner chaired a task force of 13 community members. They met for a year to help ArtsinStark create a 10-year plan that would transform roughly five blocks in and around the Massillon Museum into an arts and retail area. (Originally this area was just called “The QuARTer” but in subsequent drafts we refer to it as the “focus area” for now.)

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

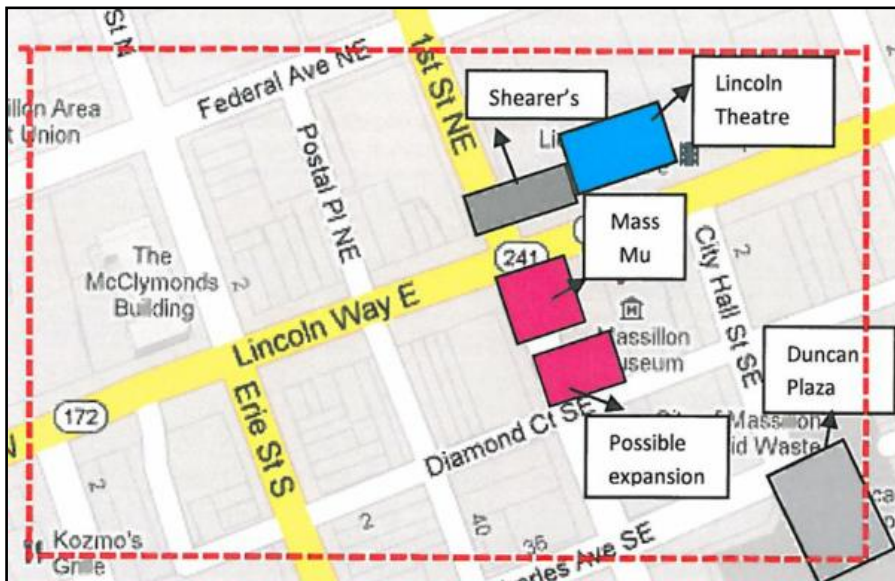
	Lname	FName	Notes
1	Aaby	Aane	Former city Econ Dev Dir
2	Brown	Sherie	Director: Library
3	Dingwell	David	Attorney
4	Elum	Eddie	Massillon judge
5	Gessner	Bob	CEO: Massillon Cable
6	Herncane	Mel	Boys & Girls Club
7	Kelewae	Sue	Community leader
8	Lundquist	Dave	CPA
9	Muhlbach	John	Hammersmith Insurance
10	Nicholis Coon	Alex	CEP: Massillon Museum
11	Sanderson	Bob	CEO: Massillon Chamber
12	Shearer	Melissa	Pub Relations: Shearer's
13	Shultz	John	VP: First National

YEAR ONE – For the first twelve months we want to:

- 1) Define rough borders of the “Focus Area”.
- 2) Help get one space to start working on.
- 3) Provide rent support for new artist spaces.
- 4) Support one new “Focus Area” festival-type experience.
- 5) Begin new public art series.
- 6) Invite schools to start integrating the arts.
- 7) Find ArtsinStark partner like City of Massillon or the Chamber of Commerce.

THE PROCESS – Most of the property inside the rough boundaries of the original “Focus Area” is privately owned. For year one, we need to secure some space to start working on, either through partnerships with friendly landlords, or by purchasing a building of our own. The old Salvation Army Building is up for sale and would be a great site to begin creating indoor artists studios and performance space but would be a major undertaking.





FOCUS AREA – Our focus is ten blocks in and around the Massillon Museum with the intersection of Lincoln Way and 1st Street being the energy center. Mass Mu has plans for expanding to surrounding buildings. Duncan Plaza is on First Street SE. There are hopes to make it more of an

ongoing performance space. Some think that First Street SE itself should be the primary street in downtown that is closed in the future for special events. It is important that the “Focus Area” be seen as the downtown celebrations area. In order to succeed, the “Focus Area” needs to become the place to go for locals --- and for tourists --- to have a good time.

STRATEGY - Massillon is rich in talented, local artists. If we are to succeed we need to get them involved. We need people living in apartments and lofts in downtown. We need even more public art celebrating Massillon’s unique history. Downtown is rich in murals right now so future public art projects should be expanded to include sculpture and digital art. Finally we need to tie the arts energy in the schools to downtown. With the Massillon Museum already there, and the possibility of integrating the arts in the schools through the SmArts Program, this should all be doable.

20/20 Vision Massillon is a ten year plan but we want to be done sooner. When completed, Massillon will have:

- 1) 50 new pieces of public art across downtown.
- 2) Massillon Museum expansion project done.
- 3) Arts and academics integrated into many grades in Massillon City Schools.
- 4) 50,000 visitors experiencing the attractions in the “Focus Area.”
- 5) 80% occupancy of the buildings in the “Focus Area”: 20% arts/history, 20% office, 20% specialty retail, and 20% downtown living.

**20/20 Vision Massillon
Plan Chart**

Year One - first 12 months		Notes	Risk
1	Borders: Define rough borders of "Focus Area"	Borders need to be flexible	Medium
2	Buildings: Get a building to start working on	Salvation Army or some other building	High
3	Subsidies: rent support new artist spaces	Salvation Army or other sites	Medium
4	Events: Support new "Focus Area" experience	Use 1st Street and Duncan Plaza as focus	Medium
5	Public Art: Sponsor public art project	Celebrate history of "Focus Area" buildings	Small
6	Partner: Find ArtsinStark partner	Invite City or Chamber	Medium
7	Schools: Invite schools to integrate arts	Massillon was part of SmArts experiment	Medium

Year Two - second 12 months		Notes	Risk
1	History: Print "Focus Area" building history	Work with Massillon Ghost Hunters Society	Medium
2	Relocation: Assemble list of A&E businesses	ArtsinStark/Chamber invite to "Focus Area"	Medium
3	Schools: Begin Smarts project	Invite Massillon to be SmArts Partner	Medium
4	Public art: Sponsor photo projects	Historic blow ups of "Focus Area" history	Medium
5	Events: Create independent "Artists Squad"	Unofficial group doing special projects	Low
6	Subsidies: rent support new artist spaces	Salvation Army or other sites	Medium
7	Plan: Help strategize MassMu expansion	To occupy most of buildings on current block	Medium
8	Partners: Explore partnerships	StumpHill Farm, Lions Lincoln, Library, etc	Medium

Years Three thru Five - 36 months		Notes	Risk
1	Public Art: Sponsor "Artist Squad" projects	Sidewalk art, LED sculptures, events (3 years)	Medium
2	PR: Design "Living in Focus Area" campaign	Host parties, create buzz, etc (3 years)	Medium
3	Schools: Expand Smarts and create storefront	SmArts storefront in "Focus Area" (3 years)	Medium
4	Events: Host bike and walking fests	Produce "Focus Area" walking map (3 years)	Medium
5	Subsidies: rent support new artist spaces	Artist apartments as well as shops (3 years)	Medium
6	Housing: Design "downtown living" initiative	Work with landlords (3 years)	High

Years Six thru Nine - 48 months		Notes	Risk
1	Public Art: host 8 more pieces	Sculptures, Street Art, Lights (4 years)	Medium
2	Subsidies: rent support "Focus Area" living	Apartments and lofts (4 years)	Medium
3	Schools: Expand Smarts to more grades	Part of integrating elementary grades (4 years)	Medium
4	Events: Host Jazz Event	New Orleans style	High

Year Ten - 12 months		Notes	Risk
1	Public Art: We install last 5 pieces	We have 50 pieces in the "Focus Area"	Medium
2	Massillon Museum expansion is done	Estimated cost: \$800,000	High
3	Schools: Arts are integrated k-8 at least	And tied to early childhood (Artful Living)	Medium
4	Visitors: "Focus Area" attracts 50,000	Events, festivals, tours, shopping, business	Medium
5	Occupancy: "Focus Area" is 80% full	20% each cultural, office, spec retail, and living	Medium