

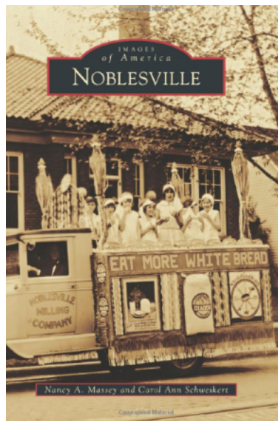
# NOBLESVILLE - A RICH ARTISTIC HISTORY

With its rich heritage, quaint charm, and thriving economy, residents find Noblesville to be a whole-life community. It's a fulfilling place to grow up, pursue careers, purchase homes, raise a family, and retire. Located 25 miles north of Indianapolis, Noblesville is the oldest and most established community in Hamilton County, serving as the county seat. It is the third largest community in Hamilton County with an estimated population of 56,458, which is expected to double around 2025.

William Conner and Josiah Polk formally platted the town of Noblesville in 1823, the same year Hamilton County was formed. Noblesville was named the county seat the following year. In 1851, the community was officially incorporated as a town and the people elected their first town council. Noblesville later became a city in 1887, which was also the start of the natural gas boom. Factories and businesses began springing up all over to take advantage of the cheap energy. Noblesville continued to be a major hub for the county until the 1920s.

Noblesville experienced a new wave of population growth in the 1950s and the appearance of the area began to change dramatically. Suburbs grew quickly when the major transportation routes, Interstates 69 and 465, were completed. This suburban boom was paralleled by a growth of interest in history and preservation. In the 1960s, museums like Conner Prairie, the Hamilton County Historical Society, and the Indiana Transportation Museum (ITM) emerged. Today the ITM runs a tourism train on the old Peru and Indianapolis line. Citizens founded activist groups like the Noblesville Preservation Alliance and the Hamilton County Cemetery Commission as well. In the past 25 years, projects such as the move of the Craig House, the restoration of Potters Bridge, the restoration of the Riverwood hydroelectric plant, the ongoing preservation of the courthouse square, and façade grant programs for businesses and historic homes, have all demonstrated the community's desire to stay connected to its past. In fact, Noblesville boasts four nationally registered historic districts and six nationally registered properties.

However, Noblesville hasn't solely relied on historic preservation to stay a dynamic community with significant tourist destinations. Six major partners (Belfry Theatre, City of Noblesville, Nickel Plate Arts, Noblesville Cultural Arts Commission, Hamilton County Artists Association, and Noblesville Main Street) provide significant programming in the downtown area – averaging two major events a month as well as dozens of related activities offered by local business and entertainment venues. Combined with a new boom in light manufacturing,



destination shopping at Hamilton Town Center, a national music venue at Klipsch Music Center, and 85 miles of trails and 864 acres of beautiful parks, Noblesville is a destination for families whether as residents or as tourists.

Our artistic expressions occur within this cultural context, which strives to be an authentic, diverse, and livable community of excellence where people love to live, work, learn, and visit. In Noblesville we embrace our strong historic and artistic traditions, but also remain young and vibrant by creating new traditions that excite and engage residents and visitors alike.

We continue to be the home of the longest continuous running Shakespeare in the Park in Central Indiana, and the Indiana Transportation Museum which provides immersion experiences for guests on restored, historic trains year round. The HCAA Fall Art Show is now in its 65th year and boasts nationally known artists. But we are also now home to the new Nickel Plate Arts Campus, dedicated to encouraging art and artists through studio and gallery space, classes, and frequent artistic events.



Musicians now regularly gather at Logan Street Sanctuary, a converted historic building near downtown for concerts and classes. This ability to merge the old and young traditions is evident in our downtown Courthouse Square where historic buildings have retained their character and charm while being repurposed for today's world – making Noblesville truly "Hipstoric."



**John Gilmore**

*"I am proud to be on the Noblesville Arts Council as our town really begins to develop and cultivate an arts and culture program. It's an honor to be a part of drawing up the original blueprint for what will become a thriving arts presence in Noblesville, Central Indiana and beyond. I've lived in Noblesville since 1971 and only in the last few years have I seen real steps being taken to give us an arts and culture campus and to develop an atmosphere conducive to attracting, encouraging, and supporting local artists."*



**Hannah Lindgren**  
*"There is so much going on here that needs to be shown and grown! I chose to call my business Deliberate Media because visual storytelling has the power to transform; if you use it deliberately, media has the power to open hearts and minds. Empowering people to tell their story through video can end up changing the world."*






**Ballerinas Academy of Dance**  
*"Dance training nourishes not only the bodies of our young people but also enriches them artistically. Our goal is to create an atmosphere for students of any age to learn how to love this wonderful art form. The discipline of working together, expressing themselves creatively, and contributing to a beautiful piece of art, helps them become well rounded and productive citizens, as well as artists."*  
 ~Becky Van Briggle

## A CASE FOR THE ARTS, CULTURE & CREATIVITY

According to the American Planning Association (<https://www.planning.org/research/arts>), the "creative economy" can help cities achieve their economic, social, environmental, and community goals. Specifically, they identified four key areas where cultural arts enhance cities:

- 1 Strengthens cultural values and preserves the heritage and history of a community
- 2 Creates, reinforces, and enhances sense of place
- 3 Enhances community engagement and participation
- 4 The arts and culture sector catalyzes economic vitality

There is ample evidence that communities that intentionally develop their arts, culture and creativity can

-  Improve a community's competitive edge to attract businesses and a strong workforce
-  Attract new residents and tourists
-  Enhance a community's ability to promote themselves as having a desirable quality of life

The economic impact of the arts has also been studied regularly for years. Americans for Art published in 2012 The Arts & Economic Prosperity IV Report throughout the country. **Nationally**, the nonprofit arts and culture industry **generated \$135.2 billion of economic activity** - \$61.1 billion by the organizations and \$74.1 billion in event-related expenditures by their audiences. This economic activity **supports 4.1 million full-time jobs** and **\$22.3 billion in revenue** to local, state, and federal governments every year – well beyond their collective \$4 billion in governmental arts allocations.

Locally, they studied Indianapolis and Bloomington which confirmed that the creative economy can be a strong partner in a city's economic development strategy. In fact, both these communities are spending far above the national median, and even above their study region (adjusted for population). For **Indianapolis** they found that the average attendee to an arts and culture event spent on average **\$28.38 per event** outside of the ticket price. In **Bloomington** the total per person spending was **\$20.82** and the **national average is \$24.60**.

**Average Spending outside of Ticket Price:**



**OVERALL CREATIVE ECONOMIC IMPACT – BLOOMINGTON & INDIANAPOLIS**

	Bloomington	Study Region (Pop.= 50,000-99,999)	Indianapolis	Study Region (Pop.= 500,000-999,999)	National Median
Direct Expenditures	\$52,300,406	\$6,245,874	\$192,851,132	\$88,175,484	\$23,141,63
Resident Household Income	\$49,313	\$6,234,000	\$181,394,000	\$75,225,000	\$82,084
Full Time Equivalent Jobs Created	2,779	231	6,025	3,212	3.46
Local Government Revenue	\$1,736,000	\$234,000	\$6,524,000	\$2,985,000	\$3,819
State Government Revenue	\$2,313,000	\$239,000	\$239,000	\$4,225,000	\$4,656



**Brenda Myers**

*"Noblesville's dynamic arts environment offers so many opportunities to see, buy and experience art — and to meet local talented artists face-to-face, providing unique and very personal opportunities. "Hamilton County Tourism supports its partner communities in creating opportunities for visitors and residents to engage in the arts. Travelers motivated by arts opportunities stay longer, spend more and are more likely to return."*



**Hamilton County Tourism Statistics:**

- More than **3 million visitors** annually
- Visitors account for **direct expenditures of \$373 million** with an **indirect economic impact of \$611 million**
- 32% on food and beverage; 32% on retail; **17% on entertainment and recreation**; 11% lodging; 7% miscellaneous and transportation
- 12,573 jobs** supported by tourism
- 91 cents of every tourism dollar** stays in Hamilton County
- \$159 million** in total tax revenue

Source: 2013 Economic Impact of Tourism in Indiana (December 2014), Rockport Analytics



**Aili McGill**

*"It is our mission to support and promote existing arts events, arts efforts, and arts plans throughout the Nickel Plate region, so this is the perfect opportunity for us to get up to speed on everyone's plans, projects, and goals so that we can figure out the best ways to serve the arts community. We are always looking for new ways to connect with new artists, organizations, and community members. We want to help you in whatever way we can!"*



## THE BLUEPRINT

The Noblesville Arts Council takes an expansive approach to defining the cultural arts that includes a wide range of artistic expression: high or fine arts as well as popular, ethnic and commercial arts, and historic preservation. It is inclusive of all practitioners: visual and performing artists of all stripes and ages, craftspeople, fiber artists, digital and media artists, culinary arts, musicians, dancers, designers, architects and business owners. This art is expressed at a wide variety of events; performances, exhibitions, festivals, celebrations, and digital platforms, and it occurs in numerous venues; theaters, galleries, parks, streets, schools, and in businesses throughout the community.

As a team, the Noblesville Arts Council developed and endorses the following ten year plan.

### VISION

*To empower and promote a collective culture of the arts in Noblesville to make the city a vibrant place to both live and visit.*

### MISSION

*This Council will be a dynamic, community-based group utilizing the principles of collective impact to encourage collaborative approaches to building and maintaining a dynamic arts community. This document is considered a blueprint that will always be reviewed and renewed.*





## STRATEGY 1: CREATE A NOBLESVILLE CULTURAL ARTS STRATEGIC BLUEPRINT

- 1.1** Research: Review, update, and expand the 2012-2013 Community Cultural Arts Consultancy and the current inventory of artists and venues. Target Date: June, 2014. Completed
- 1.2** Create the Blueprint with mechanisms for continuous review and improvement of the Blueprint. Target Date: May, 2015
- 1.3** Create a comprehensive mechanism to review and encourage public art for the City. Target Date: Plan completed – August, 2015 Common Council Review - September, 2015
- 1.4** Develop a communications plan to educate our community on the Blueprint and create regular community feedback mechanisms. Target Date: September, 2015
- 1.5** Work with the appropriate governmental agencies and Hamilton County Tourism Inc, and Main Street to create a cultural arts district for the downtown area. Target Date: City of Noblesville – December, 2015 State of Indiana – August, 2016
- 1.6** Develop a mechanism so these efforts have operational integrity and sustainability. Assess models used around the country to develop professional expertise and funding to continue the work of the Blueprint. Target Date: Plan completed – July, 2015 Common Council Review - August, 2015
- 1.7** Intentionally utilize cultural arts as an economic development and tourism driver, clearly developing and monitoring metrics on these endeavors. Target Date: Ongoing with development of metrics – November, 2015



## STRATEGY 2: INCREASE COMMUNITY AWARENESS AND APPRECIATION OF THE ARTS BY IDENTIFYING AND PROMOTING OPPORTUNITIES TO NATURALLY ENGAGE WITH ARTISTS AND ART RELATED EXPERIENCES

2.1

Regularly use the Arts Council to discuss/develop programming to engage the community in the arts (for example: digital art boards, utilizing youth art, community Art Clubs). This activity would also inform, support, enhance, and expand our current assets. Target Date: Ongoing with quarterly Council meetings in February, May, September and December.

2.2

Identify existing and future local and regional venues for the entire community and create strategies to integrate arts into our everyday lives. Target Date: 2nd Quarter, 2016

2.3

Create a communications strategy to inform the public on a regular basis of activities in our arts community, our notable artists, and our art heritage. This strategy would include measuring the art impact on our community. Target Date: Begun 1st Quarter, 2015. Full strategy implemented by November, 2015

2.4

Intentionally utilize cultural arts to encourage community and neighborhood development and vibrancy, as well as places for artists to live. Target Date: Ongoing

2.5

Promote connectivity between the arts and the educational communities. Target Date: Ongoing