

JEFFERSONVILLE



ARTS &  
CULTURAL  
DISTRICT



# STRATEGIC LONG-RANGE PLAN

February 2020

Prepared by **FORECAST**  
PUBLIC ART | PLACEMAKING | DESIGN



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## VISION

NoCo is a vibrant hub for community-engaged activities, cultural production and family-magnetic entertainment.

As a colorful, welcoming gathering place, NoCo inspires emerging and established creatives, generates economic vitality and helps extend the arts throughout the City.

## FORECAST

Prepared for the City of Jeffersonville, Indiana  
by Forecast Public Art  
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# ACKNOWLEDGMENTS

Thanks to the following for their participation in the planning process.

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Scott Martin - River Heritage Conservancy



# LETTER from MAYOR

Dear Community,

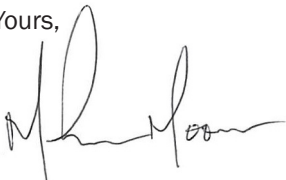
As the Mayor of Jeffersonville, Indiana, it gives me great pleasure to present to you the NoCo Arts and Cultural District Long-Range Strategic Plan. Jeffersonville as a whole, and the downtown area specifically, has undergone a dramatic revitalization in the last eight years, and the NoCo District has been an enormous and important part of that renewed energy and spirit.

The area that is now NoCo has come a long way since the days of car lots and auto body shops. It currently has an Arts Center with resident artists, a large variety of programming, two museums, a Maker's space, an art supply store, and much more. But it has a long way to go. This Long-Range Plan provides the City of Jeffersonville a blueprint for taking NoCo to the next level — truly making it a regional hub for art, creativity, music, and fun!

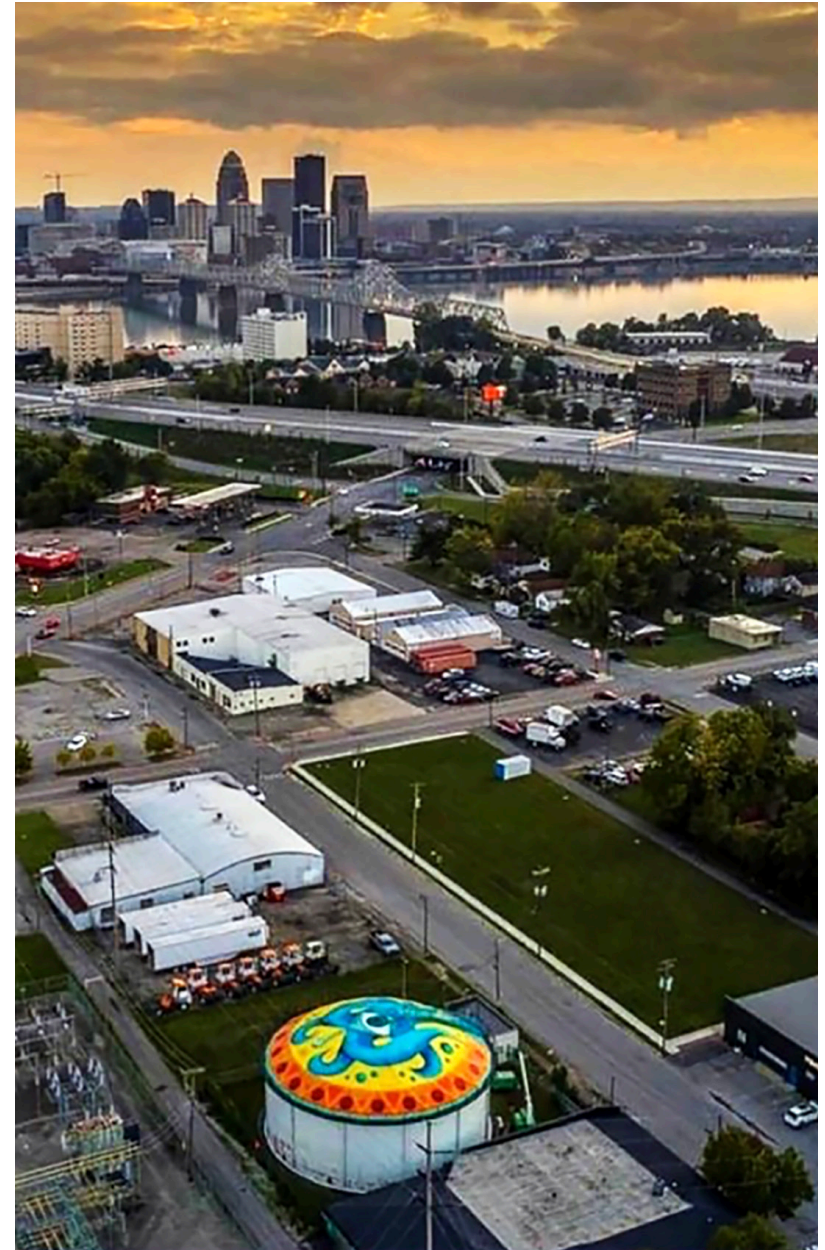
Also, I'd like to thank the Jeffersonville Public Art Commission in championing this endeavor, Jack Becker with Forecast Public Art for his time and dedication in completing the plan, and the many residents, business owners, community leaders, artists, and regional partners that provided constructive comments and immeasurable input for this document. The guidance from all of these organizations and people made this document what it is — an authoritative guide for moving NoCo, Public Art, and regional culturalism forward in exciting fashion in the City of Jeffersonville.

I hope that you enjoy reading through our plan, but just as important, I hope that you get INVOLVED in what NoCo has to offer — in its current programming, events, and activities. Also, I hope that you come alongside NoCo and help us in making this a destination that is vibrant, engaging, spontaneous, and quirky. Let's Grow NoCo!

Yours,



Mike Moore  
Mayor  
City of Jeffersonville



Aerial view of NoCo—in the foreground, with the Water Tank mural in progress—with the city of Louisville in the background, across the Ohio River.



# LETTER from REDEVELOPMENT COMMISSION

Dear Friends,

As Director of Economic Redevelopment for the City of Jeffersonville, I am very pleased to endorse Jeffersonville's Strategic Long-Term Plan for NoCo Arts and Cultural District. This plan will provide a road map for the City of Jeffersonville and our Arts and Cultural District to follow over the next ten years, as we work to grow our arts and culture offerings in the City.

Arts and culture have always been important to the City of Jeffersonville but it seems now it is even more so with quality of life being an integral part of growth and improvements in the City. In the last seven years, the City has taken arts and culture to another level. Redevelopment realized the need for an Arts and Cultural area and took the opportunity to provide a location to make it happen.

This plan arose from the input and efforts of many in the community through interviews, focus groups, surveys and community meetings. A team worked to gather ideas and visions of the City's residents and officials. The result is a plan that gives direction to the City in setting policy and allotting resources needed to advance municipal arts and culture. The plan also recognizes the need to create a welcoming environment to all who live here and visit.

While there is still much work to be done and improvements to be made to the NoCo District and community-based public art in general, we feel the strides made in the last few years have helped shape our city into something even more special, something that builds on our rich history and culture.

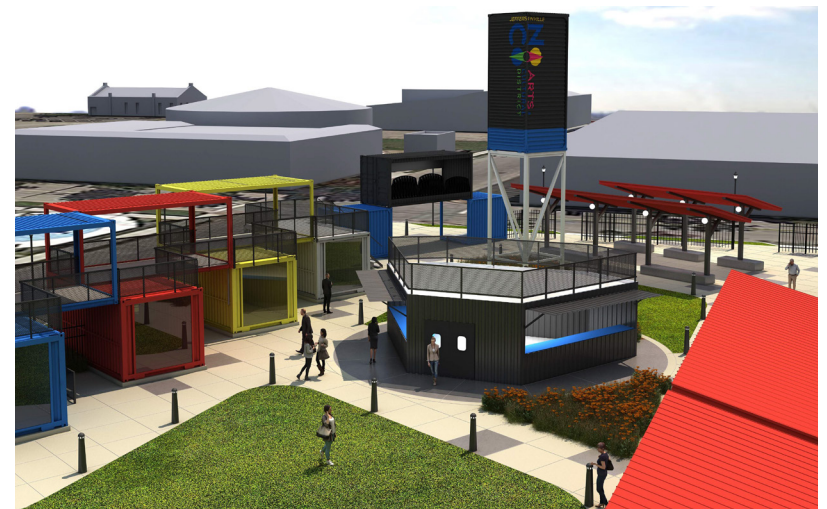
We encourage you to read the plan, get inspired, and get involved.



Rob Waiz  
Director of Redevelopment  
City of Jeffersonville



Aerial view of the emerging NoCo Arts and Cultural District, looking north, with Court Avenue in the foreground.



Schematic design for the Depot, with shade structures, tower, bar with balcony and "cubes" for pop-up retail and activities. See additional schematic design on page 47.



# INTRODUCTION

NoCo is an arts and cultural district that was essentially built from scratch. Initiated in 2013 by Jeffersonville's Redevelopment Commission, with subsequent involvement by the City's Public Art Commission (JPAC) and its staff, the district encompasses a 22-acre site north of Court Avenue, hence the name "NoCo." It has sprouted numerous public art projects and community engagement activities, hosted a wide variety of cultural programs and inspired a number of collaborative efforts involving civic groups, city departments and community volunteers. Aided by the success of the Big 4 Walking Bridge, robust riverfront programming drawing cultural tourists and visitors, and Redevelopment's commitment to revitalizing downtown—north of Court Avenue—NoCo is poised to address multiple community needs simultaneously.

Today, NoCo features an art center with artist studios, a vintage fire museum, a history museum,

a maker space, an art supply store and more. While great strides have been made—and a unique, vibrant place is taking shape—there's more to come, and more work to be done. NoCo is still developing and will continue to evolve and change every year. In an effort to guide this evolution, in 2019, the City of Jeffersonville hired consultant Jack Becker, of Forecast Public Art, a nationally recognized nonprofit consulting firm, to develop a strategic plan for NoCo's long-term development—a roadmap to help guide the many public and private stakeholders who invest time, money and good will to ensure NoCo's long-term success.

Objectives for the plan included engaging community stakeholders and gaining familiarity with the site and NoCo's history, and listening to the voices of hundreds of people—their aspirations, concerns, ideas and interest in getting more involved. The process involved identifying challenges and opportunities, generating ideas

and revealing possibilities, analyzing input, and generating a vision statement, along with goals, priorities and strategies. Finally, the process involved determining roles and responsibilities for groups responsible for actualizing the plan, with short-, mid- and long-range recommendations.

The consultant was impressed with the amazing amount of work that's been done to establish NoCo, awed by the Big 4 Bridge, and inspired by the incredible investments that have been made to date by hundreds of individuals and dozens of organizations. Beyond their work on NoCo, JPAC has achieved a long list of stellar citywide achievements over the past few years. By several measures, NoCo is already a success, and some might wonder why a plan is even necessary.

## WHY A PLAN?

There are numerous reasons why the City of Jeffersonville—and many of NoCo's stakeholders and partners—sought a plan for the district. As an official, accredited arts district in the State of Indiana (as of 2019) NoCo is required to create a plan and annually measure its progress in achieving goals set in the plan. A plan is needed to identify challenges and opportunities facing NoCo, and, given the long list of ideas and possibilities, a plan can establish priorities and focus energies

on key areas of need. It can clarify roles and responsibilities for the City, Redevelopment, JPAC, funders and other key partners—for now and in the future. A plan can provide operational and procedural direction, leverage investment and build cooperation. It can generate a shared vision around Jeffersonville's future, a future in which everyone gets to participate, and it can guide the development of a creative economic hub that serves the entire region.

### NoCo IDEAS

#### Public Art Ideas

Throughout the planning process, conversations with more than 100 individuals generated dozens of ideas. Many were brainstormed and noted. From these, the consultant developed eleven ideas, which you'll find popping up throughout this plan. They're meant to serve as a starting point—to inspire, whet your appetite and spark conversations. As you'll see, the possibilities for NoCo are virtually limitless!

The planning process itself offers values as well. It can engage the broader community in meaningful dialogues, amplify voices that normally go unheard and it can open doors to new ideas and new partnerships. The planning process helps identify needs, forge consensus, raise awareness of the possibilities and address issues that might thwart NoCo's long-term success.



# NATIONAL CONTEXT for ARTS and CULTURAL DISTRICTS

Several hundred arts and cultural districts have proliferated throughout the United States over the past five decades. As catalysts in regenerating or transforming underutilized or blighted urban spaces, arts districts serve as magnets for tourism, industries and, of course, a wide variety of creative professionals, such as artists, designers, performers, makers, writers, producers and others. They typically feature artists' work spaces and venues, and seek synergies between the arts and other businesses in the region. Sometimes, arts districts occur naturally, surrounding an anchor arts institution that attracts audiences to an area featuring buildings readily converted into venues, markets, cafes, coffeehouses and brewpubs. Other districts are more intentional, designed to attract and retain artists and other creative businesses for economic, community and cultural development purposes.

The state of Indiana is home to ten accredited arts and cultural districts, including newcomer NoCo in Jeffersonville. The Arts Council of Indiana, like twelve other state arts agencies in the US, pursue place-based creative economic development strategies in the form of cultural district policies and offer an accreditation program to support the successful development and longevity of districts throughout the state. Among other things, state

certification lends recognition and credibility, helping cities promote and market themselves as arts and culture destinations. State funding and technical assistance are among the incentives in Indiana, which can also help leverage significant grant investments from regional and national funding and philanthropic institutions.

As those involved in getting NoCo off the ground are aware, arts districts are complex, require time and money and need people with expertise that may not exist locally. Hence, the accreditation program offered by the state's Arts Council, accompanied by professional networking and training is critical to NoCo's long-term success. Of course NoCo, like other vibrant arts districts, needs to look like an arts district. As is evident, NoCo has benefitted from skills the City has developed in the field of public art, especially work that connects artists with community members in meaningful ways, not to mention efforts to visually enhance the built environment.

Cultural districts, according to the National State Arts Agency, "are highly relevant to the concept of creative placemaking: arts and culture can play a central role in shaping the character of a neighborhood." Creative placemaking, as described by nationally renowned consultant

Anne Gadwa, "is a process through which cross sector partners strategically shape a place's social or physical character around arts and cultural assets." Encouraging residents to help shape their own environment deepens civic engagement, one of the key benefits of an arts and cultural district.

Americans for the Arts, a national advocacy and service organization, has studied the impacts of arts districts over the past decade. According to a report they issued in 2018, "a successful district only evolves if a network of creative workers, art and cultural and economic organizations, developers and architects and others come together to explore their joint interests and develop a vision and a strategy for reinventing their community for the creative age. With a critical mass of galleries, cinemas, coffee shops, restaurants, retail shops, music venues, public art and even office and residential housing, districts have the potential of attracting and nurturing the creative workforce cities need to succeed in the new economy. The new global knowledge economy depends upon a workforce with new thinking skills capable of meeting the challenge of the evolving creative and innovative workplace."

For additional information and resources, please visit:  
[nasaa-arts.org/nasaa\\_research/culturaldistrictsstrategysampler](http://nasaa-arts.org/nasaa_research/culturaldistrictsstrategysampler)

## NoCo IDEAS

### Artist-designed street furniture

Instead of ordering benches, light fixtures, trash cans, shade structures, etc. out of a catalog, why not commission local artists to design and build them? For this concept, NoCo offers materials and fabrication space, perhaps in partnership with Maker 13, to allow a variety of functional amenities to be created and installed around the city. Just as the painted utility boxes have become creative punctuations in the Jeffersonville landscape, these clever—and often whimsical—elements can lift the spirits of passers-by.



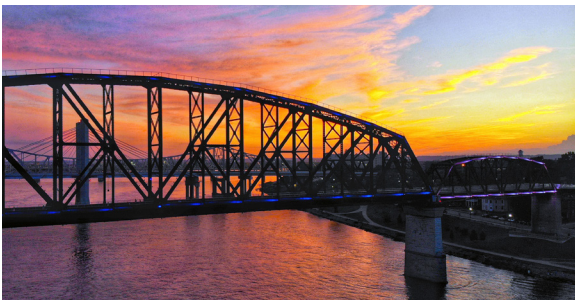
Seating elements designed by artists can replace catalogue variety benches.

# A VISION for NoCo

Imagine a lovely warm summer night in 2023: A group of friends stroll across the Big 4 Bridge to take in a River Stage concert. One of them wonders aloud: “What else is there to do here?” “I dunno,” says her friend, “but there’s always something cool going on in NoCo!”

By 2023 NoCo will become a vibrant, year-round gathering place for arts and entertainment. NoCo’s a fun, family-friendly destination with a colorful plaza, a grassy amphitheater with live performances, impressive murals, whimsical sculptures and a mix of places to explore: studios for making art, a unique retail market, food made from scratch, locally-brewed beer and a vibe that suggests there’s still more to discover.

Of course NoCo is already revitalizing downtown and improving the quality of life for locals. You can visit the district today, learn stories of the region’s past and help co-create the stories of its future. As you’ll see in this plan, NoCo is poised to become a creative economic engine, a district that rewards repeated visits. With strategic investments of time, energy and funding, NoCo will become a richly textured destination engaging residents, businesses and visitors for many years to come.



The Big 4 Bridge connects Louisville, KY with Jeffersonville, IN.

## Vision Statement

*NoCo is a vibrant hub for community-engaged activities, cultural production and family-magnetic entertainment. As a colorful, welcoming gathering place, NoCo inspires emerging and established creatives, generates economic vitality and helps extend the arts throughout the City.*

## Values

In order to create a shared vision for NoCo’s success, it’s critical to identify motivational factors that inspire and guide the work going forward. The following list was developed within input from a broad and diverse group of community partners and stakeholders. (See Guiding Principles, informed by these Values, on page 17.)

- a) Building community is good for business and downtown Jeffersonville.
- b) NoCo serves downtown as well as all of the City’s neighborhoods.
- c) A welcoming arts district, with comfort and safety, brings friends together and builds new friendships; it should be inclusive and ADA accessible.
- d) Youth development is critical to Jeffersonville’s future, and the arts play a critical role.
- e) History of place is important and should help inform what NoCo becomes.
- f) Honoring those who came before—indigenous peoples—contributes to authentic place development.
- g) Creativity, innovation and collaboration are essential to thriving, resilient communities.
- h) Environmental stewardship contributes to long-term sustainability.
- i) Professional management, mindful governance and accurate financial reporting are essential to successful operations.
- j) Artists should be paid for their time.
- k) Education and lifelong learning are essential to a healthy society.
- l) Public art should be a forethought, not an afterthought.
- m) Honor best practices, but take risks and pursue promising practices.
- n) Uphold values of diversity, equity, inclusion and sustainability.
- o) The wellbeing of leaders, staff and volunteers is critical to long-term sustainability.
- p) Practicing truthful communications leads to trust and loyalty.
- q) Being consistent yet unpredictable will keep NoCo lively.
- r) Community wellbeing and creative business development leads to economic vitality.
- s) The success of NoCo depends on a dense mix of nearby residential dwellings.
- t) A well-managed and maintained arts district inspires participation and attracts investment.



# ENVIRONMENTAL SCAN

In order to create this plan and make meaningful recommendations, the consultant researched existing plans and documents, interviewed more than 100 individuals and groups and collected information about a wide variety of contextual factors, including challenges and opportunities facing the future of NoCo. The following factors and considerations will impact NoCo's ability to achieve long-term success as a community-engaged cultural hub that generates pride and economic sustainability.

## Strengths

- a) JPAC has served as the City's oversight and governance entity since 2013.
- b) NoCo has grown over past three years as an effort of JPAC and Redevelopment, with support from the Jeffersonville Arts Alliance.
- c) JPAC's time and resources devoted to NoCo have grown from 10% to 50% over the past three years, and an increase is anticipated in the future.
- d) City has supported NoCo since 2016; in 2016, the City recognized NoCo as its Arts and Cultural District, the first in the SoIN region.
- e) Redevelopment Commission has supported NoCo since 2016 (approximately \$2.2 million invested to date, not including land acquisition).
- f) The NoCo Arts & Cultural District received district designation from State of Indiana in 2019 (through the Indiana Arts Commission).
- g) In 2017, City's Engineering Department and Public Art program staff proposed housing program in Engineering and renaming the department Public Works.
- h) Public Works and Public Art staff have worked together with enthusiastic support from the Parks Department, other interdepartmental City agencies and the Redevelopment Commission to develop public art citywide and within NoCo.
- i) Over the past few years, the partnership has resulted in a mix of arts and cultural entities, amenities, events and public art installations (see map of NoCo).
- j) Major funding has been generated to date from a variety of sources, including:
  - SoIN, via Clark-Floyd Counties Convention Tourism Bureau (capital support),
  - Office of Community and Rural Affairs (to support Picasso Pointe),
  - Indiana Arts Commission,
  - State Tourism (capital support for Depot),
  - Other cash and in-kind sources.
- k) Public art is expanding from passive to participatory; more people want to engage in art, not just look at it.
- l) Support for arts and cultural initiatives is on the rise, including efforts that address community, cultural and economic development, equity and inclusion, as well as health and wellbeing objectives (see Appendix page 31 for Resources & Links to recent studies).
- m) There are currently an estimated 3,000-4,000 people who live within a ten-minute walk from NoCo—NoCo's "walkshed"—plus more than 1.5 million visitors per year.
- n) Over the next 5-10 years, the number of residents living within NoCo's walkshed will increase by an estimated 750 people; if the Colgate redevelopment in nearby Clarksville succeeds, it may increase the number of nearby residents by another 750, which—combined with the projected resident base—would create a total of 5,500 residents in NoCo's walkshed within ten years.
- o) Big 4 Bridge crossings have increased from 1,097,000 (2016) to 1,506,750 (2018) and are likely to increase over the next 10 years.
- p) An ambitious new regional park is planned in nearby Clarksville—a long-term, \$100 million initiative led by the Ogle Foundation that is expected to attract approximately three million annual visitors to the region within the next ten years.
- q) Since the Big 4 Bridge opened, 14 new restaurants and 12 new businesses have opened in downtown Jeffersonville. Financial assistance from Redevelopment played an instrumental role in securing many of the new restaurants, and more are anticipated.
- r) NoCo has helped surface conversations around shared goals challenges, opportunities and what the future holds for Jeffersonville. It's helped break down silos of various city departments and stakeholder groups.

# ENVIRONMENTAL SCAN — *cont'd.*

## Opportunities

- a) Over the next 2 to 3 years, several efforts are underway, including:
  - The Depot — made of repurposed shipping containers — featuring dining, artisan retail spaces, and an outdoor amphitheater, will launch in 2020;
  - The former Water Tank, which features an iconic mural, will undergo a study to transform it into a unique indoor venue adjacent to the Art Center, accompanied by a “black box” utility shed;
  - The Art Center, undergoing renovations, will feature studio and work spaces for artists, as well as improved gallery and event space;
  - Additional programming and public art projects, including murals, lighting projects and public events that will likely attract new and more diverse audiences to NoCo, as well as attract potential sponsors [See **NoCo IDEAS** throughout this plan];
  - A potential partnership with the new STEAM-focused Franklin Square Elementary School, located nearby; and
  - The Vintage Fire Museum plans to expand its footprint by acquiring and developing a second building nearby, focused on fire and home safety.
- b) Transforming Jeffersonville’s image into a culturally rich urban hub utilizing aggressive social marketing strategies that take advantage of projected growth in visitors—via Big 4 Bridge crossings, restaurant visits and

## NoCo IDEAS

### Windows to the Past mural project

The Jeffersonville Colored School, built in 1891 (later known as Taylor High School), at 821 Wall Street, operated as a segregated school through 1952. The long-vacant structure’s future is uncertain, but its boarded windows offer opportunities to tell stories of Jeffersonville. If owner permission can be obtained, muralists could create temporary works of art—portraits, quotations or large photographs—in each window. Seek input from community and involve regional African American artists. Consider hosting a reunion event, social media sharing, or creating a lesson plan for area teachers.



The school, with boarded up windows, and an example of murals inserted in windows.

- hotel room stays—and nearby residents; cross promote with other city social sites.
- c) Growth of the County Museum and the Vintage Fire Museum—physically and programmatically—would increase traffic to NoCo.
- d) Improving wayfinding, trail connections, and Court Avenue crossings will greatly enhance accessibility of NoCo, as well as other downtown businesses; a NoCo Trolley could serve to connect more people to the district.
- e) Broadening and strengthening efforts to secure funding and sponsorship for NoCo-related events and improvements can increase marketing, attendance and investment; there could be a support group established, such as “Friends of NoCo” dedicated to raising funds and cultivating relationships.
- f) Creating public art for each of Jeffersonville’s neighborhood by engaging groups of residents in NoCo-based art-making workshops will increase the perception of value for NoCo among residents citywide.
- g) Maker 13’s mobile workshop could inspire expanded NoCo-generated arts and cultural programming to residents throughout the City.
- h) Allowing and supporting temporary street closings—beyond the typical 4-hour event—can expand audience capacity. Consider eventually closing Michigan Avenue to cars every Sunday, for example.
- i) Updating policies, ordinances and zoning pertaining to the NoCo district and its immediate surroundings will contribute to long-term success (for example, prohibiting national chains and offering incentives to local businesses and start-ups).
- j) Improving efforts to reach and provide activities for underserved communities, improve ADA accessibility, and adopt Inclusion/Diversity/Equity policies and strategies.
- k) Adding artist live/work space in NoCo will increase activities and attract amenities, such as coffee shops, cafes and drinking establishments.



# ENVIRONMENTAL SCAN — *cont'd.*

## Opportunities (cont'd.)

- l) Ensuring continued growth and support by building upon partnerships and regional collaborations, including Redevelopment Commission, Jeffersonville Arts Alliance, SoIN, Spring Street businesses, NoCo property owners, school district, and others.
- m) Growing NoCo's volunteer base to become a sustainable resource, with involvement from retirees, business teams, scouts, and others.

## NoCo IDEAS

### Pop-up Street Fair

For Jeffersonville's version of the "UnFair," NoCo hosts a pop-up Street Fair to showcase local talent, provide sales opportunities for artists, cultivate audiences and offer the community a place of joy. This concept could start simply, with a one-day street closing on a Sunday. Michigan Avenue (between the Depot and the Art Center) would feature fun and games on Picasso Pointe, booths offering a variety one-of-a-kind items, open house events at surrounding venues, group art-making and craft demonstrations. The list of possible offerings is endless: street musicians, magicians, jugglers, street-painters, and of course a beer garden and a variety of locally-sourced food options. A NoCo Information Tent offers NoCo-branded gift items, such as caps, mugs, t-shirts, snow cones, etc. A "Creative Toolshed" located at Picasso Pointe can be stocked with delight-inducing items, from costumes and sunglasses to Frisbees and building blocks for people to check out by the hour. Based on its success, this street fair eventually becomes a weekly NoCo highlight.



Many streets can be turned into a street fair for a day.

## Challenges

- a) NoCo is still in its infancy; success of district will take time, money and dedicated partners.
- b) NoCo lacks a regional needs assessment that would inform the types of spaces artists and arts organizations in the region need.
- c) Court Avenue is a psychological barrier; physical improvements are only part of the solution.
- d) Lack of nearby residents and amenities, such as cafes, shops and entertainment.
- e) The Public Art Program has limited resources; traditionally, funds were used to commission art, but in the past four years,

more than half JPAC's funding has been allocated to support NoCo-related projects.

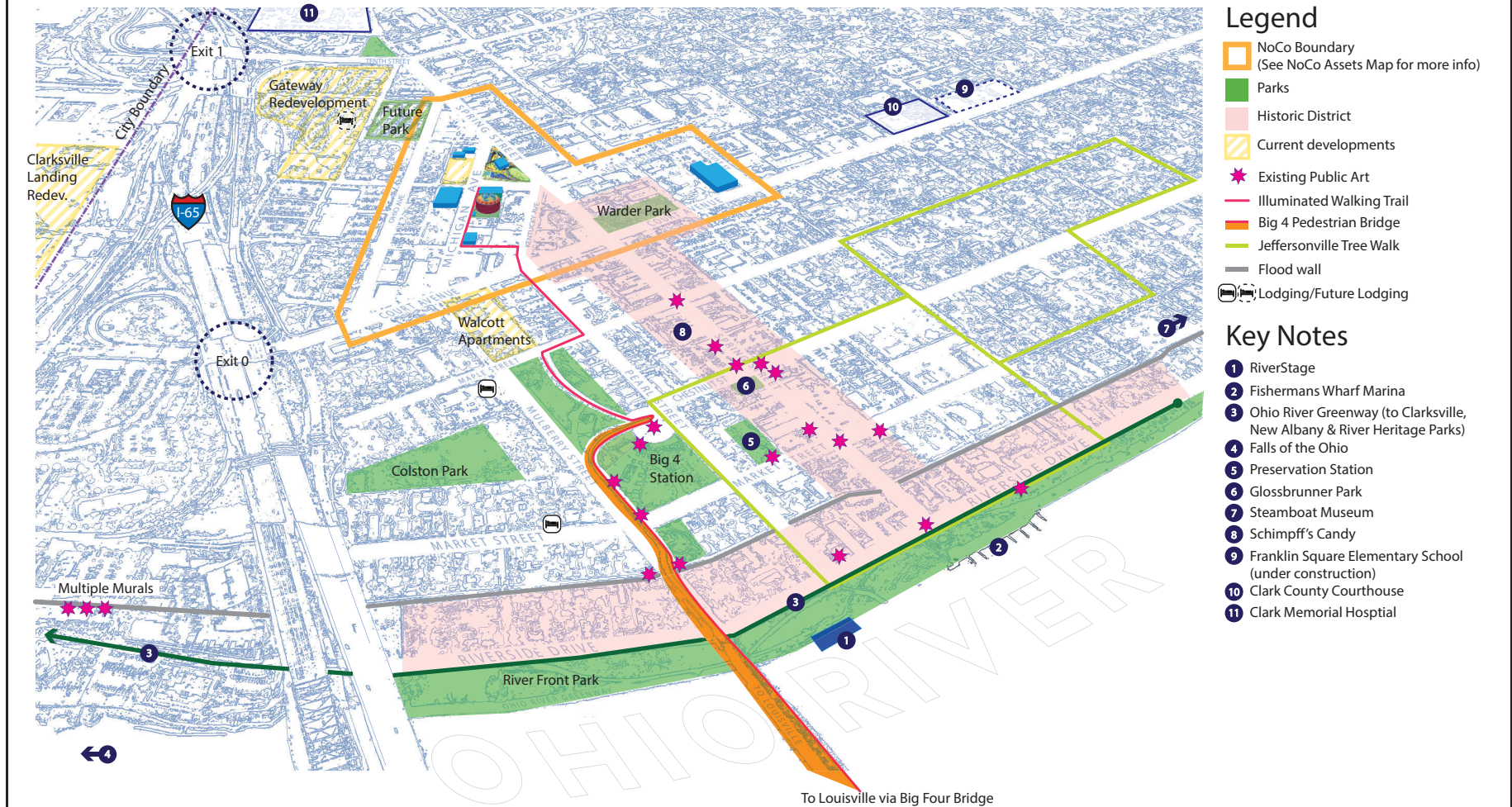
- f) Perception of Jeffersonville as a "sleepy" town.
- g) County Museum and Vintage Fire Museum are currently undercapitalized, with limited ability to draw large audiences.
- h) Success of NoCo and its "staying power" is at risk when elected officials and administration change.
- i) Momentum of NoCo has been led by public art program staff; there is currently no succession plan if Administrator leaves, which could create a loss of momentum.
- j) Potential of Urban Enterprise Zone supporting NoCo is uncertain.

### NoCo Area Mapping

The incubation of NoCo as an emerging arts and cultural district is well underway. Many accomplishments have been achieved over the past few years, however, as the above lists of opportunities, strengths and challenges point out, it's complex and there are many things to consider. As part of the planning process, the consultant conducted an analysis of the district and surrounding area. A series of maps and an "Idea Board" were created, and are presented on the following pages. Here we ask, "What does NoCo look like now, and how might it evolve over the next five to ten years?"



# Local Assets Map



This map shows where NoCo is situated within downtown Jeffersonville, and its proximity to the river and the Big 4 Bridge. It identifies nearby assets, current locations where public art has been

placed and illustrates the boundaries of the district and its relation to parks, the historic district, the library, Franklin Square school and developments currently underway.

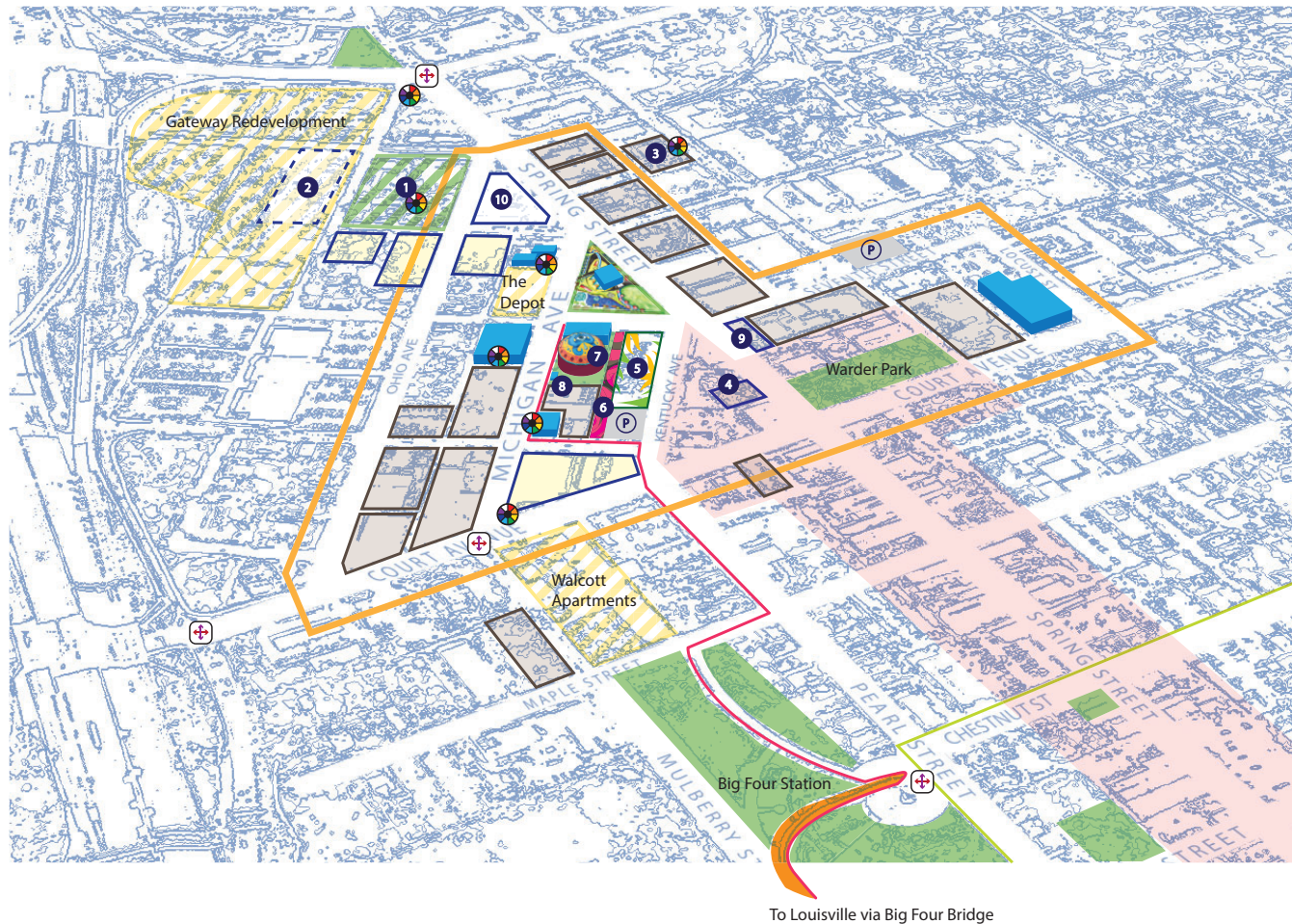


currently underway, such as the Depot, the historic Masonic Lodge restoration and development of the Water Tank, among others.





# NoCo Opportunities Map



This map locates publicly- and privately-owned properties within NoCo and on blocks adjacent to NoCo, including buildings and areas that offer potential for adding value to the arts district. While

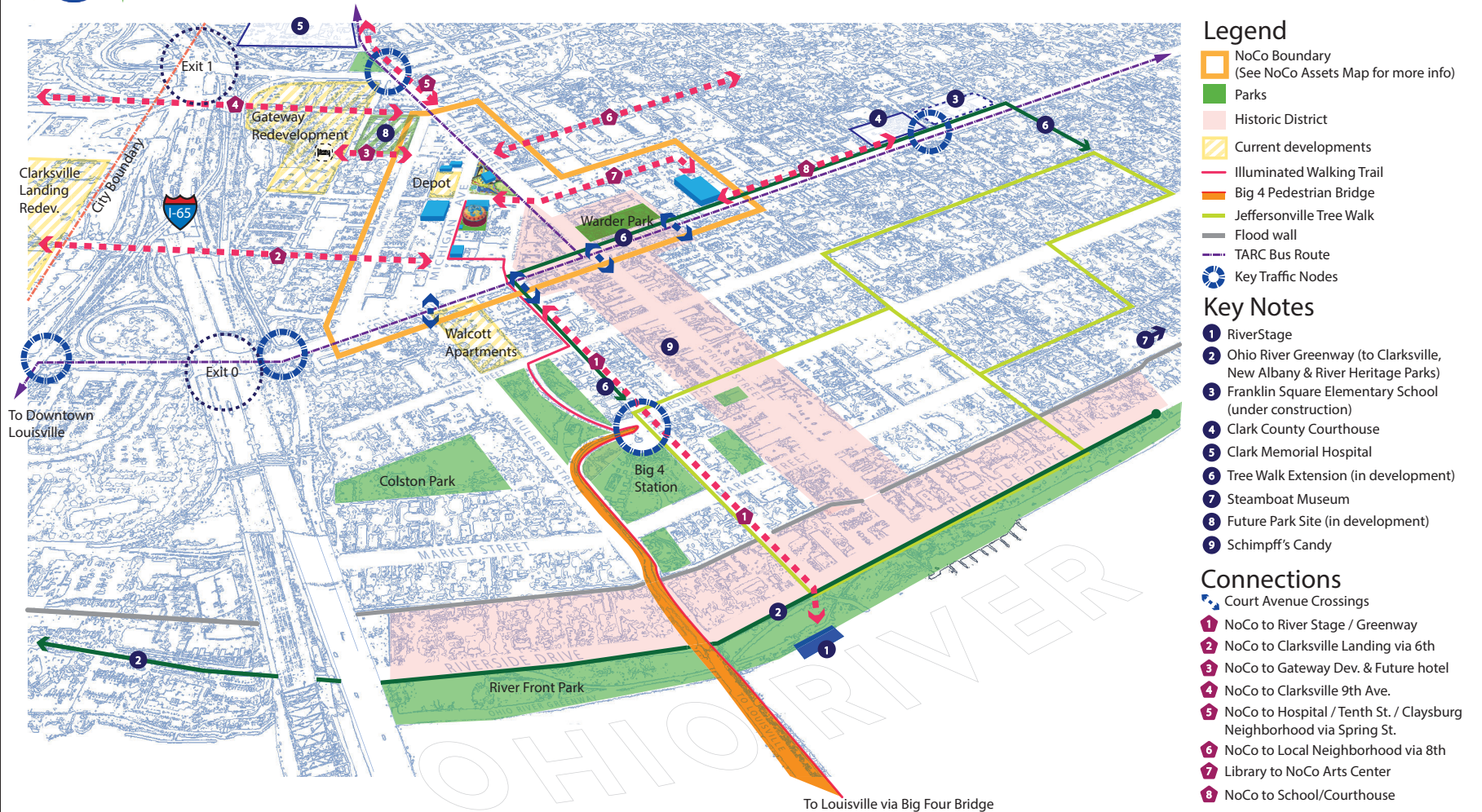
no formal study has been conducted, during the planning process a variety of venues, services and amenities were identified as lacking in the region, including a theater, movie house (or micro cinema),

youth-oriented entertainment (featuring games, bowling, ping-pong, etc.), brew pub, fresh food market, community garden, artist live/work space, housing, etc.





# Local Opportunities & Connections



This map identifies a variety of achievable, ground level projects designed to increase traffic, safety and accessibility to NoCo from the surrounding area. This includes colorful waking paths (building on the iconic treatment on Picasso

Pointe), wayfinding markers and informational kiosks, Court Avenue improvements, expanding the City's Tree Walk route, gateway artworks and other supportive infrastructure improvements.



[illegible]

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# DEVELOPMENTAL GOALS & ACTION STEPS

Establishing NoCo as a thriving, self-sufficient, sustainable arts and cultural district will require a sustained effort over many years. It will also require interdepartmental and inter-agency collaboration as well as private sector partnerships. Currently, and for the near term, the incubation of NoCo is overseen by the City, through its Redevelopment Commission and Jeffersonville Public Arts Commission (JPAC). As the district grows and evolves over the next decade, however, an independent NoCo-focused organization may be needed, with input and involvement from NoCo-based businesses and landowners.



Exhibition opening at the NoCo Art Center, 2018.

The following six **GOALS** have been identified:

- 1 JPAC's Role**  
Grow JPAC's leadership role in NoCo's programs, operations and governance.
- 2 Funding**  
Identify and secure sustainable funding for NoCo-related improvements, programming and operations.
- 3 Partnerships**  
Cultivate partnerships—citywide and regionally—to help fuel the growth of NoCo.
- 4 Programming**  
Maintain programming with a high level of artistic excellence and foster diversity, equity and inclusion.
- 5 Business Investment**  
Attract and retain creative businesses to NoCo by providing appropriate infrastructure, resources, expertise and services to further their investment in NoCo.
- 6 Marketing & Communications**  
Maintain a robust marketing and communications effort, including social media and cross-marketing strategies.

## Guiding Principles

It is critical that these Goals are activated through the lens of the following guiding principles, distilled from the list of community-identified values on page 8:

1. Welcoming, Safe and Accessible
2. Youth, Family and Community Engagement
3. Downtown, Citywide and Regional Mindfulness
4. History of Place and Those Who Came Before
5. High-Caliber Creativity, Innovation and Collaboration
6. Diversity, Equity, Inclusion, and Sustainability
7. Education and Lifelong Learning
8. Health and Wellbeing
9. Adequate Resources and Realistic Expectations
10. Professional Management, Programming, and Communications

## Action Steps

Implementation of many of the Action Steps listed on the following pages are contingent upon having access to adequate financial and human resources. These recommendations are based on findings from the planning process and are subject to periodic review and revision. (See Appendix page 50 for Action Steps organized by year.)



# GOAL 1

## Grow JPAC's leadership role in NoCo's programs, operations and governance.

### FOCUS AREA

Identify tasks needed to nurture the growth of NoCo and increase the capacity of JPAC and City staff to meet NoCo's growing and evolving needs.

### WHO'S RESPONSIBLE

- JPAC
- Redevelopment Commission
- plus various partners

### PROJECT RANKING — HIGH

### VALUES

- Downtown, Citywide and Regional Mindfulness
- Creativity, Innovation and Collaboration
- Professional Management, Programming and Communications
- Diversity, Equity, Inclusion, and Sustainability
- Welcoming, Safe and Accessible

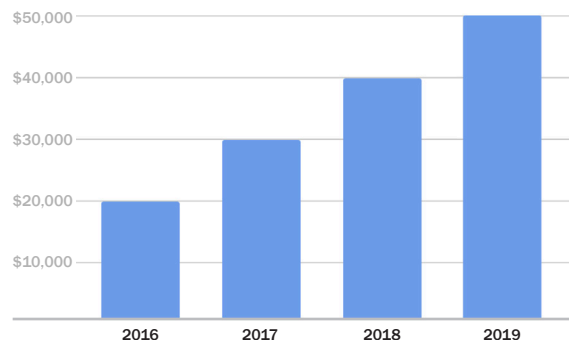
### RATIONALE

As a City initiative, NoCo has consumed a steadily increasing amount of JPAC's attention and City staff capacity since it started in 2016 (approximately 50% in 2019). NoCo-related workload is expected to increase over the next few years once Art Center improvements are completed, the Depot and the Water Tank come on line, as amenities are added and additional tenants become established.

### ASSUMPTIONS

1. In order to implement goals identified in this plan—programming, management, communications, fundraising, etc.—increased support is required from public and private sources. (See Appendix page 45 for NoCo Three-Year Budget projection, including both capital and programmatic line items.)
2. In order to maintain its effectiveness and consistency, the City's public art program—and oversight of NoCo programming—will remain housed in the Public Works Department. (See Appendix page 33 for "Transition" document with rationale.)
3. Redevelopment leads the real estate development and maintenance of City-owned properties in and adjacent to NoCo, and JPAC leads the City's arts and culture efforts, including oversight of NoCo's Art Center and Picasso Pointe. (See Appendix page 44 for Event Schedule and page 46 for Program Management Duties.)

### Investment in NoCo by JPAC



### Action Steps: 2020 – 2021

#### A. JPAC + Public Works + Administrator

Update job description and performance review process for Public Art Administrator, incorporating NoCo-related work in addition to citywide work.

- a. Consider change in job title to reflect range of work described (such as Arts Development and Public Art Manager).
- b. Consider incorporating professional development support as part of scope (such as workshops, conference, traveling to study other arts districts, etc.).
- c. Consider emergency succession and long-term succession plans as part of HR oversight of position by Public Works.

#### B. Administrator

Hire part-time support staff (as funding permits) and recruit volunteers to assist with programs, such as Art Center and Picasso Pointe coordination, maintenance, PR, marketing, grant writing, etc.

#### C. JPAC

Establish a NoCo-focused Committee to address needs, opportunities and issues pertaining to the district, including programming, operations, communications, marketing, maintenance, policies, etc.

# GOAL 1

## Grow JPAC's leadership role — *cont'd.*

Consider a quarterly meeting schedule, with a JPAC member serving as chair. Recruit representatives of key NoCo stakeholders, such as business owners, tenants, Redevelopment commissioners, and individuals with specific expertise relevant to NoCo development. working relationship amongst staff, consultants and vendors hired to perform NoCo-related tasks. Consider developing an Advisor Group consisting of subject-matter experts to help the NoCo Committee make informed decisions and recommendations.

### D. JPAC + NoCo Committee

Establish policies and guidelines for NoCo, as needed. Refer to Values and Guiding Principles for initial topics and issues to address. Consider the following:

- Allow NoCo-related projects/program to seek private sector sponsorship support. (NOTE: This should address any potential conflicts or coordination efforts pertaining to sponsor-seeking efforts overseen by Parks.)
- Establish a clear and easily accessible permitting process for artists and the private sector to utilize certain spaces in NoCo for public art events, installations and other activities. (See Appendix for draft document.)
- Adopt diversity, equity and inclusion policies, with guidance from Indiana Arts Commission.
- Promote environmental stewardship, climate resiliency and use of renewable energy.

- Consider ethical place development best practices.

### E. Redevelopment

Complete development of Depot Entertainment Space. Finalize financing, secure contractors, complete construction and secure tenants. Draft a Depot operations plan, including management, maintenance and communications. Work with NoCo Committee to consider potential role for Administrator regarding Depot programming, addressing short- and long-term needs. (See Appendix page 47 for The Depot Schematic Design concept rendering.)

### Action Steps: 2020 – 2022

#### A. Administrator + Jeffersonville Arts Alliance

Determine potential for partnering or providing contract services to support NoCo programming, based on plans developed by the Jeffersonville Arts Alliance. Consider implementing modest, short-term projects to gauge feasibility of long-term relationship, incorporating evaluation and sharing of feedback.

#### B. JPAC + Administrator + Redevelopment

Complete Art Center renovations and improvements. Prepare affordable, long-term studio and facilities lease agreements. Consider work required to maintain and program the Art Center as well as the costs of annual overhead, improvements, repairs and maintenance. Address all legal and financial issues.

### C. JPAC + Administrator

#### Continue development of Picasso Pointe.

Determine potential of site to increase its impact on community, taking into account potential role of Vintage Fire Museum. Consider ways to improve site safety, including more shade structures, more plantings, and annual programming, such as Street Fair, festivals, etc.

### D. Vintage Fire Museum + Clark County Museum

Conduct needs assessment and consider updating strategic plans. (Note: Fire Museum has begun a campaign to develop a second facility in NoCo and may have completed items on this list.)

- Consider ways facility improvements and visual enhancements could attract more and different audiences as well as secure new sources of support. Consider decorative lighting, murals, performance events, community meals, garden, etc.
- Consider engaging guest curators to showcase collections with young audiences in mind, perhaps incorporating interactive technology and interactive gaming.
- Consider partnering and cross marketing with Schimpff's Confectionary, Steamboat Museum and other history-oriented entities in area.

# GOAL 1

## Grow JPAC's leadership role — *cont'd.*

### Action Steps: 2021 – 2023

#### JPAC + Administrator

**Develop Water Tank interior and adjacent “Black Box”** as additions to NoCo’s facilities, once City’s acquisition of properties is completed.

- Develop scenarios for reuse of Tank interior and conduct modest feasibility to confirm viability of concept. Engage outside design consultant and arts venue development expertise.
- Based on selected direction and design, determine capital and operational budgets, as well as long term maintenance, signage, lighting, etc.
- Identify funders and secure support.
- Once sufficient funds are secured, implement build-out, landscaping and other physical improvements.
- Note: Since this effort may require substantial time and expense to complete, consider practical and strategic interim uses of Tank—inside and out—to help generate support for long-term effort.

### Action Steps: 2022 – 2023

#### JPAC

**Broaden scope and update policies.** Currently, the City’s policy states:

*“...the City has designated and certified the Jeffersonville Arts and Cultural District, and the Jeffersonville Public Arts Commission will oversee public art projects within the Arts and Cultural District and throughout the city.”*

As the designated governance entity for the City’s investments in arts and culture, JPAC should consider developing a citywide arts and culture plan—beyond public art and NoCo—to inform future citywide investments in programs and activities, such as cultural facilities, arts in education, artists’ live/work space and creative economy development. The Commission should consider revising the language in its charter, one that takes into account a broader mission. Consider renaming JPAC in conformance with the Commission’s expanded scope, role and responsibilities.

### Action Steps: 2023 and Ongoing

#### JPAC/NoCo Cte. + Redevelopment + Administrator

##### **Strengthen district management and tenant support services.**

- Consider restructuring JPAC’s NoCo Committee as a City-authorized “NoCo District Authority.”
- Provide professional development opportunities for staff and commissioners.
- Further develop tenant support services, including small business training, employee professional development, joint marketing, NoCo newsletter profiling tenant achievements, etc.
- Partner with developers and building owners willing to provide affordable space for creatives.
- Explore potential of community-driven development efforts by involving business owners in NoCo serving on NoCo committees or task forces.

- Periodic polling and surveying of NoCo stakeholders and visitors
- Develop methods for remaining flexible, adaptable, resilient, and responsive to change, taking into account the continually evolving community, changing environmental factors, and national trends.
- Remain entrepreneurial, and respond to opportunities as they arise.
- Continue to pursue grants, sponsorships and in-kind support.
- Maintain consistent cultural programming to help build identity as a cultural hub and visitor destination.

### Action Steps: Ongoing

#### JPAC + Administrator

##### **Retain arts and cultural district accreditation with State of Indiana.**

- Attend annual statewide convening (one in person, one online).
- Prepare annual report (reference plan).
- Maintain local designation, including periodic review by City Council.
- Establish evaluative procedures. Consider methods for collecting input from partners and key stakeholders. Seek input on plan evaluation best practices from the Indiana Arts Commission.
- Consider methods for staff, JPAC commissioners, and NoCo volunteers to track time and collect data, including number of event attendees, periodic surveying of visitors, etc.
- Consider ways data can help inform reports to funders and future budgeting, etc.



# GOAL 2

## Identify and secure sustainable funding for NoCo-related improvements, programming and operations.

### FOCUS AREA

Maintain the momentum developed to date to incrementally grow the number of tenants, offerings and impactful community engagement activities that make NoCo a valued district in the region.

### WHO'S RESPONSIBLE

- JPAC
- Redevelopment Commission
- others

### PROJECT RANKING — HIGH

### VALUES

- Downtown, Citywide and Regional Mindfulness
- High-Caliber Creativity, Innovation and Collaboration
- Adequate Resources and Realistic Expectations
- Professional Management, Programming, and Communications

### RATIONALE

The long-term success of NoCo depends on the cultivation of investment from both public and private sources of income.

### ASSUMPTIONS

1. The City of Jeffersonville has limited financial capacity to support NoCo during this early incubation phase. Securing private sector support for programming, capital investments and administrative overhead will continue to be the responsibility of JPAC and the Redevelopment Commission.
2. Rules that currently restrict agencies other than Parks to seek business sponsorships—for its annual River Stage series—need revision, without unfairly jeopardizing River Stage underwriting.

### Action Steps: 2020 and Ongoing

#### A. JPAC + Administrator

**Develop increased support** for NoCo development and programming. Expand JPAC's fundraising efforts, pursue sponsorship opportunities, expand volunteer program and pursue in-kind donations of goods and services. Consider offering naming rights to Depot stage, Water Tank venue, and Picasso Pointe, assuming there are no policies preventing this type of sponsorship arrangement.

#### B. Administrator

**Conduct field scan** to identify support systems utilized by arts districts—statewide and nationally—and apply knowledge gained to develop strategies to increase support for NoCo. Consider obtaining research support from Americans for the Arts.

### NoCo IDEAS

#### Neighborhood Mural Workshops

NoCo serves as an art-making resource to all of Jeffersonville's neighborhoods. This annual program encourages residents desiring murals in their neighborhoods to apply to JPAC to receive funding and help with planning and finding the right artist. Painting workshops at the Art Center lead to completed wall art, followed by a community celebration. A mobile art workshop could also be used for art making on site throughout the city, with expertise, materials and tools on board.



Some artists are also skilled facilitators of community workshops.

# GOAL 3

## Cultivate partnerships—citywide and regionally—to help fuel the growth of NoCo.

### FOCUS AREA

Build on the relationships that have proven effective to date, and seek new relationships that are mutually beneficial.

### WHO'S RESPONSIBLE

- JPAC
- others

### PROJECT RANKING — MEDIUM

### VALUES

- Welcoming, Safe and Accessible
- Youth, Family and Community Engagement
- Downtown, Citywide and Regional Mindfulness
- History of Place and Those Who Came Before
- High-Caliber Creativity, Innovation and Collaboration
- Diversity, Equity, Inclusion, and Sustainability
- Education and Lifelong Learning
- Health and Wellbeing
- Adequate Resources and Realistic Expectations
- Professional Management, Programming, and Communications

### RATIONALE

The long-term success of NoCo depends on the cultivation of partnerships and collaborations, and increasing the number of entities that value NoCo as a place where they can fulfill one or more of their own goals and objectives. This includes neighborhoods and businesses throughout the city.

### ASSUMPTIONS

1. NoCo is more than a destination and a focal area for downtown; it's a resource that serves the entire community in meaningful ways.
2. Based on interest expressed during the planning phase, there are many potential partners—representing many different sectors—that are interested in being part of the NoCo/ community equation; they simply need to be offered an introduction, orientation and a bit of encouragement.



Detail of Picasso Pointe, with one of several student-made wayfinding markers on a light pole.

### Action Steps: 2020 and Ongoing

#### JPAC + Administrator + Partners (current and future)

**Explore potential partnership opportunities** that offer mutual benefits and raise profile of NoCo.

- a. Based on exploratory discussions with representatives of the new Franklin Square Elementary School, opening in fall 2020, develop initial series of school activities involving NoCo-based spaces and NoCo tenants—activities that serve needs of teachers and students. Simultaneously, develop pilot activities that bring NoCo talent into Franklin Square School.
- b. Engage Greater Clark County Schools in conversations to identify interest, and develop strategies to engage and benefit other schools in the region, based in part on efforts accomplished with Franklin Square.
- c. Develop ongoing process to explore additional partnership efforts with Jeffersonville Public Library, Envision Center, Scouts, local businesses, developers, SoIN, Chamber of Commerce (SI), community foundation and others.
- d. Based on previous experiences, establish standardized partnership agreement form.



## GOAL

## 4

## Maintain programming with a high level of artistic excellence and foster diversity, equity and inclusion.

### FOCUS AREA

Maintain credibility as an arts and cultural district by demonstrating curatorial and programmatic expertise, as well as an equity-minded, community-focused program.

### WHO'S RESPONSIBLE

- JPAC
- others

### PROJECT RANKING — HIGH

### VALUES

- Welcoming, Safe and Accessible
- Youth, Family and Community Engagement
- Downtown, Citywide and Regional Mindfulness
- History of Place and Those Who Came Before
- High-Caliber Creativity, Innovation and Collaboration
- Diversity, Equity, Inclusion, and Sustainability
- Education and Lifelong Learning
- Health and Wellbeing
- Adequate Resources and Realistic Expectations
- Professional Management, Programming, and Communications

### RATIONALE

The long-term success of NoCo depends on its ability to cultivate successful relationships with creative entrepreneurs, artists and performers, and its ability to present high quality talent—as well as attract creatives to permanently locate in NoCo. The look and feel of NoCo is critical to making positive impressions on visitors.

### ASSUMPTIONS

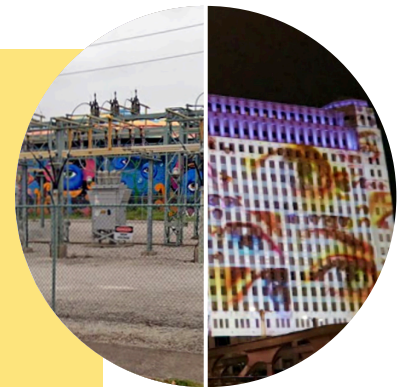
1. The demographics of the City of Jeffersonville and surrounding region is becoming increasingly diverse in terms of resident and business population and the visitor population is likewise becoming more diverse.

2. The multi-city/multi-state region is rich with creative talent that can help NoCo gain a reputation for quality programming
3. If NoCo offers unique programming that elicits awe and joy, and serves young and old, and people of all backgrounds and abilities, people will come and they will tell their friends to come.
4. If programming in NoCo is consistently good, yet unpredictable, more people will return, simply by knowing something of interest will be there.
5. Efforts will continue to visually enhance NoCo and add public art that contributes to the district's identity.

### NoCo IDEAS

#### Power Station Light Projections

Duke Energy's large power station in NoCo is mostly considered an eyesore, a fixture that can't be hidden or relocated, yet this collection of transformers symbolizes energy, which can be used by NoCo as a metaphor for the creative energy based in the district. Currently, painting the transformers is not allowed; nor is decorating the chain-link fence surrounding the site. This "hands-off" concept utilizes colorful, programmable lighting at night to transform the transformers and the entire site—ground plane included—into an animated wonderland of light and sound! If there are no objections from Duke, lighting designers can be invited to propose hi-tech projections, such as projection mapping, to reimagine the site, as well as the more accessible Picasso Pointe plaza across the street. Contingent on the availability of sponsorships and other resources, a variety of compelling concepts could be presented nightly over several weeks, encouraging return visits from regional audiences. If desired, searchlights and colorful lasers pointing skyward—visible for miles around—can be added to serve as a beacon to the project.



The Duke Power Station in NoCo, and a sample of animated art projected on the Merchandise Mart in Chicago.

# GOAL 4 Maintain programming — *cont'd.*

## Action Steps: 2020

### A. JPAC + Administrator

**Implement 2020 program plan.** (See Appendix page 35 for 2020 “SOAR” Program Plan and Budget referencing NoCo.)

### B. JPAC / NoCo Committee + Administrator

**Begin 2021 (and beyond) program planning.** Consider “IDEAS” docs offered as part of this plan, and engage in brainstorming other options as desired. Utilize Prioritization Tool to review and determine ranking of project possibilities. Refine and update tool as needed. (See Appendix page 52 for Prioritization Tool.)

## Action Steps: 2021 and Ongoing

### JPAC + Administrator

**Grow ability to showcase talent** and promote artistic excellence.

- Continue to use “IDEAS” docs and grow number of potential projects and events.
- Continue to use Prioritization Tool and update it periodically to ensure it meets needs.
- Increase the number of events and performances in NoCo by outside groups (not funded by JPAC).
- Continue to expand mix of local, regional, national talent.
- Ensure representation by diverse cultures, emphasizing those that have not been featured.

- Continue to broaden variety of disciplines, styles and approaches to programming.
- Continue to support emerging as well as established artists.
- Expand projects featuring community-generated ideas, local school groups, cross-sector collaborations, etc.

## Action Steps: Ongoing

### JPAC + Administrator

**Continue developing and implementing creative visual enhancements.** (See IDEAS in this plan as starting point.)

- Identify and implement Alleyway Activation strategies (between Art Center and Substation).
- Consider artistic treatment of Power Substation, including creative lighting.
- Identify key locations for public art (sculptures, murals, artful functional amenities).

## NoCo IDEAS

### Professional Development, Education and Business Training for Creatives

In addition to creative projects and events, this idea pertains to the development of individuals and businesses in NoCo and throughout the city. The Art Center and other venues can be used to host education, training sessions and professional development for regional artists wanting to improve their skills and business acumen, work in the public art field or grow new skills to help augment their income. Artists can learn to write grants, project proposals, and budget, and learn how to become a teaching artist, an artist-in-residence and more. For writers, poets, graphic artists and photojournalists, this effort could broaden to include a Jeff Arts Monthly. And for journalists, composers and musicians, there could be a community radio station, developed in tandem with the high school’s radio program. Eventually there could be a series of arts and craft classes (sewing, quilting, song-writing, poetry, digital design, comic books, tattooing, fireworks/pyrotechnics, clay, glass, printmaking, recording and even computer coding!) Classes could be offered in different languages, for disabled vets, children with behavioral challenges, physical challenges, etc. And for business owners in NoCo, a series of business management classes may be helpful in sustaining vibrant and healthy partners in the district.



Workshops and training for artists of all ages at NoCo Art Center.



# GOAL 5

**Attract and retain creative businesses to NoCo by providing appropriate infrastructure, resources, expertise and services to further their investment in NoCo.**

## FOCUS AREA

Continue to make physical and infrastructural improvements, and incrementally grow the number of tenants, venues, and community engagement activities that increase public perceptions of value for NoCo as a cultural asset in the region.

## WHO'S RESPONSIBLE

- JPAC
- Redevelopment
- Public Works
- Planning
- others

## PROJECT RANKING — MEDIUM

## VALUES

- Welcoming, Safe and Accessible
- Downtown, Citywide and Regional Mindfulness
- High-Caliber Creativity, Innovation and Collaboration
- Diversity, Equity, Inclusion, and Sustainability
- Adequate Resources and Realistic Expectations
- Professional Management, Programming, and Communications

## RATIONALE

The long-term success of NoCo depends on its ability to cultivate successful relationships with creative entrepreneurs, artists and performers, and its ability to present high quality talent—as well as attract creatives to permanently locate in NoCo.

## ASSUMPTIONS

1. There currently is a vibrant mix of tenants in NoCo, but—given the amount of space and underutilized buildings in the district—there are many more types of tenants that could be added to the mix. This would help grow NoCo's reputation as a cultural hub, a center for creative work and a collection of venues of

interest to the broad and diverse audiences in the region.

2. There are creative businesses, artists, developers and others in the region looking for space, seeking new audiences and desiring more affordable rents.
3. In order to attract new businesses to NoCo, the density of residents surrounding the district needs to increase significantly over the next five years.
4. Improved wayfinding, infrastructural improvements and efforts to increase safety for pedestrians and bicyclists are essential to ensure NoCo's success.

## NoCo IDEAS

### Aerial Art

One simple way to create a platform for public art in the NoCo district involves stretching cables between buildings or between telephone poles over a street intersection—diagonally, as well as over the crosswalks—or over an open lot, Picasso Pointe, a parking lot, etc. This low-cost infrastructure can be used to support speakers for sound, lights for nighttime and holiday use or fabrics, such as colorful banners, etc. This concept is a great way to give art opportunities to a very broad array of artists, including studio artists, composers, lighting designers, textile/fiber artists, etc. Schoolchildren can also get involved in making items to be displayed too, which can help bring their parents and diverse communities together to see the results. Using overhead cables for changing displays, given their high visibility, offers built-in PR and sponsorship opportunities, not to mention it can be downright fun! Of course, safety is paramount, so the installation work needs to be done by professionals, and reviewed by qualified engineers. Access to electricity is a plus, but not essential.



"Birds on a Wire" art installation in Minneapolis also used a speaker mounted to the cable playing sounds of birds singing.

# GOAL 5 Attract and retain creative businesses — *cont'd.*

## Action Steps: 2020 and Ongoing

### A. JPAC + Redevelopment + Administrator

**Conduct a space needs survey** of regional artists and arts organizations, as well as other creative businesses that align with list of identified businesses desired in downtown Jeffersonville, among others. (See Appendix page 49 for “What’s Missing?” document.)

### B. Administrator

**Follow up with interested individuals, businesses and developers** by offering tours, providing marketing materials and develop a list of priority prospective tenants. Seek assistance from real estate expert on Task Force to help make sale or lease arrangements, etc.

## Action Steps: 2021 – 2022

### A. Redevelopment + NoCo Committee

**Continue investigating development of NoCo artists’ live/work space.** Seek assistance from nonprofit developer Artspace Projects to inform research, conduct feasibility, offer planning and implementation strategies, etc. Establish plan with timeline and benchmarks, leading up to financing and construction, occupation and celebration. Consider national grant funding, such as National Endowment for the Arts. Consider including meeting and rehearsal space within facility.

### B. City Public Works/Planning + JPAC + Administrator

**Develop Wayfinding, Safety and Connectivity Plan** (see Local Opportunities & Connections Map on page 15).

- Design colorful sidewalk treatment consistent with Picasso Pointe brand/palette, focusing on priority sidewalks identified on Opportunities & Connections Map, page 15.
- Add entry signs for NoCo district. Consider installing over streets using cabling.
- Determine need for vertical element to attract attention from Big 4 Bridge and serve as a wayfinding device.
- Consider digital wayfinding kiosk in Big 4 Station Park, with touchscreen map allowing visitors to learn what’s nearby in terms of food, drink, shopping, entertainment, etc.
- Improve Court Avenue crosswalks as part of larger Court Avenue improvements.

### C. City Public Works + Administrator

**Implement Wayfinding/Safety/Connectivity Plan**, based on recommendations in plan and funds available. Phase in over several years, if necessary.

## Action Steps: 2021 – 2023

### City Planning + Public Works + Administrator

**Plan, design and implement Court Avenue improvements**, with input from appropriate stakeholders. Consider a variety of traffic calming strategies, including a traffic circle at Michigan (with potential wayfinding sculpture), narrowing street to two lanes between Michigan and Spring, improving crosswalks, and adding special lighting and creative treatments focused on Court Avenue crosswalk areas. Develop follow up observations and evaluation of efforts done, with iterative improvements made annually as needed.

## NoCo IDEAS

### Specialty sNoCones

The word “No”—the first half of “NoCo”—might be seen by some as a negative. To avoid any possibility of negativity, this playful concept inserts the name of the district in an age-old summertime treat: the snow cone! And like a snow cone, the NoCo district is a triangular vessel (full of tasteful art!). The paper containers are easily branded with a NoCo logo and decorated by families in Art Center “JAM” sessions or sold as NoCo swag to DIY treat-makers. The types of flavors and ingredients you put in your snow cone is up to your imagination—a delectable metaphor for the district! And for the adults, a splash of bourbon might be a consideration. Perhaps there’s a distillery in the region looking for something fun to sponsor?



Snow cones with fresh fruit and colorful food dyes.

# GOAL 6

## Maintain a robust marketing and communications effort, including social media and cross-marketing strategies.

### FOCUS AREA

Grow awareness, understanding and appreciation of NoCo throughout the region and continue building an archive of images, stories and testimonials from stakeholders.

### WHO'S RESPONSIBLE

- JPAC
- Redevelopment
- others

### PROJECT RANKING — HIGH

### VALUES

- Downtown, Citywide and Regional Mindfulness
- High Caliber Creativity, Innovation and Collaboration
- Adequate Resources and Realistic Expectations
- Professional Management, Programming, and Communications

### RATIONALE

In order to grow NoCo as a district, and secure future support, it is critical to raise awareness, deepen appreciation, and increase the perception of value for NoCo amongst local residents and businesses. By attracting audiences, tenants, presenters and supporters, NoCo can increase its chances of attracting support and investment in a variety of ways.

### ASSUMPTIONS

1. JPAC and City Administrator have access to marketing, communications and documentation expertise to assist in developing plans that can be implemented by Administrator and others.
2. Redevelopment currently uses a primary communications vendor that prepares promotional materials, media releases, etc. JPAC is not restricted to utilizing this vendor, but would benefit from establishing a relationship with them, to avoid duplication and explore collaborations.
3. There are a variety of locally-based social media outlets that can help with the sharing of NoCo stories, in addition to digital communications networks and platforms (such as schools, libraries, social service organizations, etc.).

### Action Steps: 2020 – 2021

#### JPAC / NoCo Committee + Redevelopment + Administrator

**Develop NoCo Communications Plan**, utilizing currently available assets, to help introduce newcomers to NoCo, build interest, and inspire further exploration. Seek input and assistance from communications professionals. Take advantage of free or low-cost platforms, such as social media and email networks. Consider segmented audiences served by NoCo, such as artists, cultural tourists, educators and students, local residents, etc.

- a. Determine budget (cash and in-kind) and scope of work.
- b. Continue developing new and effective educational and PR materials, taking into account NoCo's segmented audiences: youth, students, teens, seniors, tourists and others.
- c. Develop and produce marketing materials.
- d. Pursue efforts to broadly share 2019 NoCo video, amongst regional arts and entertainment sectors, via Indiana Arts Commission, SoIN and others.
- e. Establish and grow NoCo's website and social media presence.
- f. Target audiences in Louisville, Clarksville, New Albany, Southern Indiana, etc.



# GOAL 6 Maintain a robust marketing & communications effort — *cont'd.*

## Action Steps: Ongoing

### Administrator

**Document NoCo activities** by engaging photographers and videographers—paid and volunteer—to assist in capturing NoCo programs and other efforts taking place in the district. Create and organize documentation for use in reporting, promotions and marketing. If funds are available, produce short videos annually to use in a variety of ways, including Public Service Announcements that can be aired frequently on local television and radio stations.

## Action Steps: 2021

### A. JPAC + Redevelopment + Administrator

**Conduct feasibility and marketing efforts** to inform development of NoCo marketing strategies.

- Research other marketing efforts undertaken by arts and cultural districts with input from Indiana Arts Commission, Americans for the Arts and arts-related agencies in region.
- Collect available annual NoCo visitor stats with input from SoIN to inform marketing and collateral materials needed to attract developers and tenants.
- Utilize expertise of entertainment professionals, event producers and marketing professionals in the region.

### B. JPAC + Administrator + Redevelopment

#### Design and print NoCo collateral materials.

- Express ways in which NoCo's goals supports larger goals and objectives of the City, SoIN and other key stakeholders.
- Convey NoCo's potential to become self-sufficient and sustainable, stressing NoCo's ability to contribute to Jeffersonville's economic prosperity.
- Position NoCo as a starting point for larger, citywide arts and cultural development.

## Action Steps: 2021 and Ongoing

### JPAC / NoCo Committee + Administrator

**Develop strategies for raising awareness** of NoCo in other parts of the city.

- Consider creative ways to use the ground surface and other areas on the Big 4 Bridge. Seek assistance and approval from Louisville Waterfront Development to test temporary ideas on bridge. This may lead to improved guidelines for temporary signage, events and visual enhancements to the bridge. Consider posters, temporary spray chalk on walkways, performances, parades, community meals, etc.
- Consider locations citywide for creative promotions, such as parks, schools, libraries and nearby hotels, table-top "tents" in restaurants and bars, etc
- Cultivate relationships with local media contacts, including producers and editors

at TV, radio and newspaper outlets. Maintain regular visibility and establish personal relationships to gain insights, etc. (Note: Since media personnel come and go, it's important to research and update contact lists annually.)

## Action Steps: 2022 and Ongoing

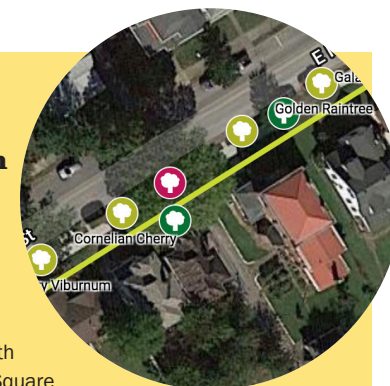
### NoCo Committee + Administrator

**Update collateral materials** and develop new strategies for promoting NoCo citywide and regionally.

### NoCo IDEAS

#### **Safe Walk to Franklin Square School**

A key opportunity for NoCo is partnering with the Franklin Square Elementary School, a new school several blocks away opening in the fall of 2020. As a STEAM school, with art and creativity as part of the curriculum, there's a natural alignment with NoCo. This concept—a "Knowledge Path" utilizing artistic treatment of the sidewalk connecting the two sites—seeks to make the walk safe as well as informative. Seek partnership with the Public Library, located en route, such as strategically placing a "did you know?" touchscreen kiosk offering students interactive content and related library info. Expand the City's popular Tree Walk along Court Avenue, a great fit with this idea.



Detail of a map of Jeffersonville's Tree Walk program.

# CONCLUSION

It is clear that NoCo, as an early-stage arts and cultural district, requires care and feeding during its infancy. Critical issues and needs that will help ensure NoCo's long-term success include:

- a) Build and sustain a shared vision among NoCo partners and investors, and establish goals and guiding principles for NoCo. Use this plan, once adopted, as a tool to continue building a shared vision.
- b) Incorporate NoCo plan into future Comp. plan update and arts & culture master plan.
- c) Strive for sustainable growth and development over time—phased in—as density increases in the area.

- d) Maintain clearly defined roles for Redevelopment, City, JPAC, staff, volunteers, etc.
- e) Separate NoCo-related tasks from citywide arts development tasks.
- f) Grow awareness of NoCo's boundaries, visible from surrounding areas.
- g) Ensure NoCo has champions, strong leadership, strategic partnerships and robust cross-sector involvement.
- h) Ensure effective district management, coordination, maintenance, communications and community engagement.
- i) Establish multiple ways community can

support NoCo and NoCo can support community—locally and regionally.

- j) As a constantly evolving place with changing publics and evolving political climate, ensure time is taken for reflection, iterative planning, evaluation and testing new strategies for improving NoCo, with buy-in from the community.

The time is ripe for Jeffersonville to sustain the momentum and build on the foundation it has laid for the NoCo Arts & Cultural District. This plan aims to foster dynamic collaborations, deepen community engagement and expand the realm of possibilities for NoCo to become the most beloved and vibrant district it can be.



Mosaic-making workshop at the Art Center, 2019.

## NoCo IDEAS

### NoCo Sculpture Walk

There are dozens of sculpture walks around the US, including Sioux Falls, SD, Grand Junction, CO, and Bemidji, MN. These annual outdoor displays attract audiences and inspire walking and discovery. To accommodate 10-20 artworks, NoCo can create a sequential set of concrete pads adjacent to the sidewalks leading into and around the district upon which temporary sculptures can be secured. With a new crop of art featured each year, audiences will likely return—and bring friends or family members along—to follow the art like “breadcrumbs,” often resulting in visits to nearby dining and retail establishments, boosting the local economy. Social media plays an important role in the effort; audiences are encouraged to post selfies with #noco hashtags, etc. They can vote on their favorite works, resulting in prize money for some of the artists. If a major sponsor is secured, a purchase prize can be offered, allowing one of the works to find a permanent home somewhere in Jeffersonville.



This Humpty sculpture is by Kimber, a.k.a. Joan of Art.





LEFT and ABOVE: Scenes from Jeffersonville's NoCo Arts and Cultural District.

## NoCo IDEAS

### Art Car Parade (Fire trucks, bikes and trikes too!)

In many cities across the country, people are dressing up their cars, bikes and strollers and hosting parades that celebrate creativity on the streets! Art Car parades, which started in Houston in the 1980s, has become a phenomenon. In Baltimore, they went even further, with their Kinetic Sculpture Race, hosted by the American Visionary Art Museum. For the city of Jeffersonville, NoCo could host a series of art car "JAM" sessions, inviting residents to bring in their cars, bikes, trikes and even strollers to decorate, with the help of local artists and a national art car expert. Art cars can be incorporated into existing parades, such as the July 4th parade, or planned as a stand-alone event, culminating in a gathering of cars and other vehicles along the streets in NoCo, where audiences can meet the artists and take selfies with their favorite works. If funds allow, prizes can be offered; or local businesses can offer coupons or gift cards to winning artists or teams. Of course, the Vintage Fire Museum would want to get in on the fun, with a dressed-up Fire truck.



Jan Elftmann and her art car, Minneapolis.



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## RESOURCES & LINKS

Jeffersonville Public Art Program  
[jeffersonvillepublicart.com](http://jeffersonvillepublicart.com)

NoCo Arts District  
[jeffersonvilleart.com/noco-district](http://jeffersonvilleart.com/noco-district)

2019 NoCo Promotional Video  
[bit.ly/2Uhyphs](https://bit.ly/2Uhyphs)

NoCo Art Studio  
[jeffersonvilleart.com/art-studio-opportunities](http://jeffersonvilleart.com/art-studio-opportunities)

Creating Healthy Communities: Arts + Public Health in America (2019) — [arts.ufl.edu/sites/creating-healthy-communities/resources/white-paper](https://arts.ufl.edu/sites/creating-healthy-communities/resources/white-paper)

2019 World Health Organization Study:  
 What is the evidence on the role of the arts in improving health and well-being?  
[www.euro.who.int/en/publications/abstracts/what-is-the-evidence-on-the-role-of-the-arts-in-improving-health-and-well-being-a-scoping-review-2019](https://www.euro.who.int/en/publications/abstracts/what-is-the-evidence-on-the-role-of-the-arts-in-improving-health-and-well-being-a-scoping-review-2019)

Cultural Districts Basics: Americans for the Arts  
 (National Arts Districts Exchange Toolkit)  
[americansforthearts.org/by-program/reports-and-data/toolkits/national-cultural-districts-exchange/cultural-districts-basics](https://americansforthearts.org/by-program/reports-and-data/toolkits/national-cultural-districts-exchange/cultural-districts-basics)

Forecast Public Art / Public Art Review  
[forecastpublicart.org](http://forecastpublicart.org)

## 1. Establishment & Certification of Jeffersonville’s Arts and Cultural District, and Role of JPAC

### **Establishment and Certification of the Jeffersonville Arts and Cultural District, and Updated Ordinance Establishing Jeffersonville Public Arts Commission (JPAC)**

**From: City of Jeffersonville Resolution No. 2016-R-18** (December 5, 2016)

A resolution designating and authorizing the certification of the Jeffersonville Arts and Cultural District

**Article 7.** “The City directs the city staff to actively support and cooperate with the Jeffersonville Public Arts Commission to develop, maintain and encourage the economics of the arts and humanities in the Jeffersonville Arts and Cultural District.”

**From: City of Jeffersonville Ordinance No. 2016-OR-86** (January 3, 2017)

**(A) Public Policy and Purpose.** “The City of Jeffersonville recognizes that the arts are an important part of the culture and economy of the community, and that the City has a responsibility to foster an environment conducive to the community’s participation in the arts. The conservation and development of the City’s artistic resources are essential to the social, educational, and economic growth of the city. Artists, works of art, and artistic institutions contribute to the quality of life and the general welfare of the citizens of Jeffersonville. Consistent with this public policy and purpose, the City has designated and certified the Jeffersonville Arts and Cultural District, and the Jeffersonville Public Arts Commission will oversee public art projects within the Arts and Cultural District and throughout the city.”

## 2. Accreditation from State of Indiana (excerpt)

On February 22, 2008, the 115th Indiana General Assembly established Public Law 10, directing the Indiana Arts Commission to establish an arts and cultural district certification program to capitalize on public-private partnerships in cities and towns across Indiana.

**Indiana’s Cultural District Program** enables a community to “...enhance the visibility of its creative and economic prosperity” according to Lewis C. Ricci, the executive director of the Indiana Arts Commission. The program has approved, developed, and supported cultural districts during its ten years of operation. Each cultural district showcases the creative personality and distinct character of Indiana residents, their businesses, and their neighborhoods. A focus on the arts and local communities in Indiana will enhance the quality of life for all Hoosiers and visitors to this great state.

On February 4, 2019, the Indiana Arts Commission awarded certification to the NoCo Arts and Cultural District in Jeffersonville.

### 3. “Transition” Document — Rationale for Locating Public Art Program in Public Works Dept.

#### WHAT

Transition the Public Arts Commission and staff function of the City to the Engineering/Public Works/Public Infrastructure Department.

#### WHY

Although a portion of what the Public Arts initiative accomplishes is done within our city parks, an even larger part of its initiative occurs in all of the public spaces throughout the City.

For example:

- Sidewalk Art Benches and Pedestals
- Railroad Spikes on 12th Street, future Streetscape Projects
- Arts and Cultural District
- Traffic Control Box Paintings
- Running Man

Most of the Public Arts past work has been accomplished with the direct coordination of the engineering department and staff. This includes schematics, design, electrical work, physical installation, contractor coordination, contract preparation, and inspection services.

The Engineering Department is already tasked with coordinating most infrastructure within the Public Rights-of-Way.

Multiple art projects in the past have been funded, in part, by the same EDIT funds that Engineering has used for roadway and sidewalk infrastructure. I see this continuing in the future with the Arts and Cultural District, moveable sidewalk sculptures, and traffic control boxes.

#### WHEN

Possible options:

1. Transition immediately.  
Probably troublesome due to existing budget already in place.
2. Transition at the start of the next fiscal and calendar year.  
Most logical option.

#### HOW

- Change the department name to “Public Works” or “Public Infrastructure.” Even without adding the Public Arts component to the department, this is probably a more fitting title for the various functions that we perform.
- We would process all claims for Public Arts through our standard procedures and processes.
- Staff would not attend Parks Board meetings, unless there is a specific agenda item to be addressed.
- Staff would attend Event Committee meetings for events in parks, as needed.
- Purchase a vehicle out of non-reverting fund. Any other equipment needed?
- Public Arts personnel would attend department staff meetings with rest of staff.
- Just a thought — add a general fund laborer position to split time between drainage/art/misc projects. This could be a win/win/win — adds help to Drainage staff, gets Public Works staff help with activities when needed, and could change the conversation about using drainage staff for non-drainage projects.
- Department head would attend Jeffersonville Public Arts Commission meetings.



## 4. NoCo Creative Tenant Directory — 2019



### VINTAGE FIRE MUSEUM

723 Spring Street | [vintagefiremuseum.org](http://vintagefiremuseum.org)  
(812) 282 - 4705

### PICASSO POINTE

723 ½ Spring Street | FREE, FAMILY GAME PLAZA



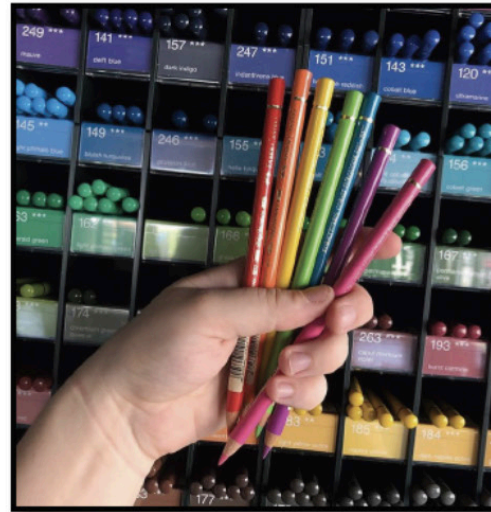
### NoCo ARTS CENTER

628 Michigan Ave. | [jeffersonvilleart.com](http://jeffersonvilleart.com)



### MAKER 13

629 Michigan Ave. | [maker13.com](http://maker13.com)  
(812) 914 - 7007



### PRESTON ARTS CENTER

222 6<sup>th</sup> Street | [prestonartscenter.com](http://prestonartscenter.com)  
(812) 946 - 5353



### CLARK COUNTY HISTORY MUSEUM

725 Michigan Ave. | [FB-clark county Indiana museum](https://www.facebook.com/clarkcountyindianamuseum)  
(812) 924 - 7477

## 5. SOAR: 2020 Citywide & NoCo Program Plan and Budget



### INTRODUCTION

*SOAR, JEFFERSONVILLE PUBLIC ART PROGRAM'S* theme for 2020, is a rich descriptor for our place in public art at this time. Much like a young fledgling, we have grown strong "creative feathers" and now it is time to fly! The Arts in Jeffersonville are ascending, consistently moving onwards and upwards. Sustain the flight, Jeffersonville, and **SOAR gracefully** into a colorful and cultural future.



5. SOAR – *cont'd.*

## ARTS ABOUND &amp; ALL AROUND

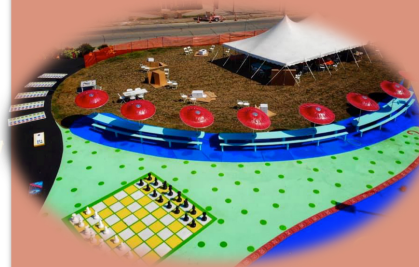
DEVELOPING  
Mobile NoCo Unit

A mobile art unit springing from NoCo is an innovative and creative way to bring youth art programming into any neighborhood! The NoCo mobile art unit will secure the services of professional artists with experience in curriculum design and fine arts content. The curriculum would be based on 21<sup>st</sup> century workplace job skills such as: creativity, innovation, literacy, critical thinking, problem-solving and social as well as cross-cultural communication skills.

PERFORMANCE ART  
SHAKESPEARE

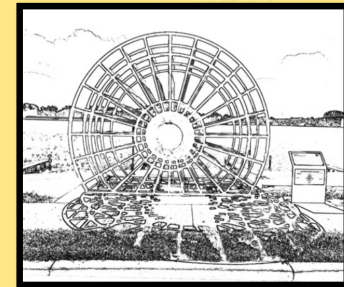
## Hamlet

April 24<sup>th</sup> @ Picasso Pointe – 7 to 9 p.m.  
723 ½ Spring Street

COLORING BOOK  
MAP DEVELOPMENT

Educational & Functional

In an effort to educate our youth, visitors and general public as to what our public art collections entails, JPAC will develop three separate coloring books for three different purposes. One book will be the public art around Jeffersonville. One book will be getting to know NoCo and one book will be of the various panels and top of the intricate water tank mural! See samples below:



2



5. SOAR — *cont'd.*

# PEP PROJECTS

Public Engagement Projects



2020 Creative Impact includes:

- Artist in Residence
- Demonstrating Artists
- Workshops
- Family Experiences



3

5. SOAR — *cont'd.*

## NEW 2 NoCo

PERMANENT ARTISTS in  
NoCo STUDIO SPACES  
FEBRUARY 2020 to FEBURARY 2021



## MAKERS MARKET (s)

Intended to engage emerging talent & activate space



COMEDY in the ARTS  
CENTER

FEBRUARY 2020 – DECEMBER 2020  
National acts! Food & drink!



4

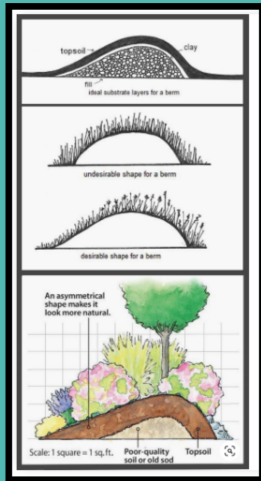
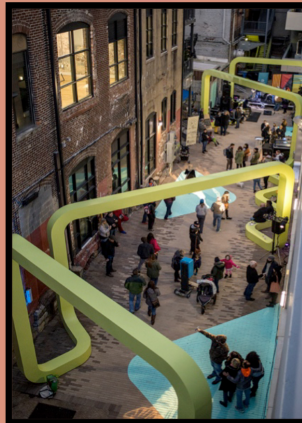


5. SOAR — *cont'd.*

## DEVELOPING NoCo

## PICASSO POINTE

SAFETY BERMS along SPRING & a  
creative Beer Garden!

ALLEYWAY behind the  
NoCo Arts CenterGATEWAY  
Pieces

0400 District Wayfinding Portland, Oregon

## BLACK BOX

Development

What could this newly "mural-ed"  
funky little cube building be?



5



5. SOAR — *cont'd.*

# LARGE & IN CHARGE

## UNDERPASS MURAL



## BIG PEDESTALS at Big 4 Park

(A large version of the Neighborhood Sculpture Trail)



6

## 5. SOAR — cont'd.

### OUTRODUCTION

#### THE JEFFERSONVILLE PUBLIC ART COMMISSION

*Holds the belief that the site-specific artworks, events and activities to be implemented this year will identify Jeffersonville as a place with ingenuity and a great capacity for innovation. It is the conviction of the Jeffersonville Public Art Commission that, in order to support a thriving artistic consciousness within the city, community involvement shall extend beyond everyday appreciation to meaningful engagement, evolving interpretation and ongoing care of artworks and experiences throughout Jeffersonville.*

7

## 5. SOAR – cont'd.

## 2020 PROJECTED FLOW

JPAC PUBLIC ART PROGRAM PLAN 2020											
Project	Jan	Feb	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1- Artists in NAC Studios		Move In-17th									
2- Stotz Exhibition in NAC		PROMO	6th - 8th								
3- Comedy in NAC		29th 7-11pm	28th	11th & 25th	9th & 23rd	6th & 20th	11th & 25th	8th & 22nd	5th & 19th	10th & 25th	7th & 21st
4- Lead Painting Artist NAC		Promo	8th 1-3 pm	19th	31st	28th	26th	23rd	20th	18th	22nd
5-Shakespeare @ Pic. Pointe		Promo	Plan  Promo	24th 7-9pm							
6- Abbey Road Art Inclusion		Plan  Create	Create	Create Install	20th -25th						
7-ART SWAG & Coloring Books		Design	Create	Use & Sell							
8- Demonstrating Artists		Prep Promo	Prep Promo	25th-Chalk, 6-10	PROMO	13th-Wheel, 6-10	PROMO	22nd-Graffiti, 6-10			
9- Creative Impact		Plan  Promo	Plan  Promo	Plan  Promo	Plan  Promo	Plan  Promo	10 STEAM 6-8 pm	21 Upcycled 6-8	15 PYRO NL 7-9	PROMO	20 Gingerb. 6-9
10- Markets  B Box Surveys		Plan  Call Live	Plan  Prepare	Call Due  Promo	PROMO	20th 10am-2pm	18th 10am-2pm	15th 10am-2pm	12th 10am-2pm	PROMO	PROMO
11- GCCS Elementary Exhibit			PROMO	PROMO	13th-15th						
12- ALLEY Activation			Call Live	Call Due	Paint Alley						
13- Gateway Sculptures				Call Live		Call Due				Install	
14- Big 4 Sculptures					Call Live		Call Due				Install
15- Sugar Skull Festival			Plan  PROMO	Plan  PROMO	Plan  PROMO	Plan  PROMO	Plan  PROMO	Prepare	24th Fest 10-5		Call Live
16-Berm Construction		PLAN	CREATE INSTALL								
17- Underpass Murals			Plan	Plan-Cville	Plan,Cville & INDOT	Plan	Plan	Plan  Prepare	Plan  Prepare		Call Live
Maintenance		SWING	JESTER	FLOWERS	Warder Mural						
PR & C = Plan, Press Release and Call to Artists Live											
CD = Call to Artists DUE											
Install  Perform  Exhibit											



## 5. SOAR – cont'd.

## JEFFERSONVILLE PUBLIC ART COMMISSION

2020 CONTRACTUAL BUDGET *Projected Per Project*

PROJECT	ESTIMATED COST	OFF-SET CONTRIBUTION
CREATIVE IMPACT EVENTS <i>Includes Blacklight event, Upcycled Event Pyro Night, Gingerbread Night Approx. \$2,000 per event</i>	\$8,000	2020 public art fund
Exhibitions in Arts Center <i>Includes Gene Stotz Exhibit, GCCS Elementary Show, Dia' de Los Exhibit Approx. \$700 per show</i>	\$2,100	2020 public art fund
SHAKESPEARE IN THE PARK	\$2,000	2020 public art fund
LEAD PAINTING ARTIST <i>10 – 2 hour painting classes offered to middle school aged students once a month starting in March</i>	\$1,000	2020 public art fund
LEAD ARTISTS	\$5,000	2020 public art fund <i>IAC District Support?</i>
DEMONSTRATING ARTISTS <i>3 artists each beer garden event from 6-10 p.m. / \$200 per artist</i>	\$1,800	2020 public art fund
SUGAR SKULL FESTIVAL	\$10,000	2020 public art fund \$10,000 <i>\$5,000 IAC grant? corporate sponsorships?</i>
BERMS	\$10,000	
ALLEYWAY	\$10,000	
GATEWAY ART or CREATIVE WAYFINDING	\$20,000	
BIG 4 PEDESTAL SCULPTURES	\$20,000	\$10,000 each (2)
UNDERPASS MURAL (Planning for in 2020-2021)	\$0	
<b>2020 PUBLIC ART PROGRAM TOTAL</b>	<b>\$69,900</b>	

do not do – find alternative  
ept. help w/paving – sidewalks activation?

FUNDING SOURCES:	
2020 PUBLIC ART FUND	\$35,250
CUM. CAP/BEAUTIFY FUND	\$63,500
EXTRA "UNSPENT" PUBLIC ART \$	\$60,900
<b>TOTAL</b>	<b>\$159,650</b>

**REMAINING FUNDS AFTER DEDUCTING 2020 PROGRAM COST (\$69,900) \$89,750**

**ADDITIONAL 2020 PROJECTS ESTIMATED COST - Use Remaining Funds from Above (\$89,750)**

NOCO MARKET (cost)	\$43,000	sponsors?
MOBILE ART UNIT (cost)	\$10,000	
ART CENTER (CONT. RENOVATIONS)	\$0	(unable to fund in 2020)
<b>ADDITIONAL 2020 PROJECTS TOTAL</b>	<b>\$53,000</b>	
<b>TOTAL REMAINING (\$89,750 - \$53,000)</b>	<b>\$36,750</b>	PUT \$30,000 in imp. & \$6,750 in contractual services

## 6. JPAC Event Schedule — 2020

The events, activities and commissions represented herein are those that will be planned and sponsored by the Jeffersonville Public Art commission. Sponsor partnerships and event/activity partnerships are welcome with discussion amongst JPAC first.

### EVENTS INSIDE THE NoCo ARTS CENTER (NAC)

#### EXHIBITIONS

- School Days: Remembering Artist & Art Educator – Gene Stotz (March 6-8<sup>th</sup>)
- GCCS Elementary Art Showcase – (May 13 – 15<sup>th</sup>)
- Dia' de los Muertos Community Exhibition (October 20<sup>th</sup> – Nov. 4<sup>th</sup>)

#### PERFORMANCE

- Comedy By The Bridge (Feb 29<sup>th</sup> 7 p.m. – 11 p.m.)
- Comedy By The Bridge (March 28<sup>th</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (April 11<sup>th</sup> & April 25, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (May 9<sup>th</sup> & 23<sup>rd</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (June 6<sup>th</sup> & 20<sup>th</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (July 11 & 25<sup>th</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (August 8 & 22<sup>nd</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (Sept. 5<sup>th</sup> and 19<sup>th</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (Oct. 10<sup>th</sup> & 25<sup>th</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (Nov. 7<sup>th</sup> & 21<sup>st</sup>, 7 p.m. – 11 p.m.)
- Comedy By The Bridge (Dec. 12<sup>th</sup>, 7 p.m. – 11 p.m.)

#### CREATIVE IMPACT SERIES

- S.T.E.A.M. Blacklight Night (July 10, 6 p.m. – 8 p.m.)
- Nicho Making Night (Oct. 2<sup>nd</sup> 6-9 p.m.)
- Gingerbread House Night (Nov. 20, 6-9 p.m.)
- Artist in Residence ->working with middle school-ers -> (March 8<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (April 19<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (May 31<sup>st</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (June 28<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (July 26<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (August 23<sup>rd</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (Sept. 20<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (October 18<sup>th</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (Nov. 22<sup>nd</sup>, 1-3 p.m.)
- Artist in Residence ->working with middle school-ers -> (December 27<sup>th</sup>, 1-3 p.m.)

#### POP – UP MARKET

- INDOOR Holiday Market (December 4<sup>th</sup> & 5<sup>th</sup>)

### EVENTS / ART COMMISSIONS OCCURING WITHIN NoCo DISTRICT

#### COMMISSIONS FOR PUBLIC ART

- Call to sculptors for gateway pieces and way finding signage (spring)
- Call to mural artists ---side of history museum/Michigan St. outdoor gallery--- (summer)
- Commissioning artist to paint shipping containers next to the water tank (spring)
- PUBLIC NIGHT (Sept. 13<sup>th</sup> 7-9 p.m.)

#### DEMONSTRATING ARTISTS

- Chalk Art Olympics @ The Vintage Fire Museum Beer & Tunes Garden (April 25<sup>th</sup> 6-10 p.m.)
- Wheel Thrown Pottery Olympics @ The Vintage Fire Museum Beer & Tunes Garden (June 13<sup>th</sup>, 6-10 p.m.)
- Graffiti Art Olympics @ The Vintage Fire Museum Beer & Tunes Garden (Aug 22<sup>nd</sup>, 6-10 p.m.)
- ON-SITE SILK SCREEN ARTISTS (at each event above)

#### POP –UP MARKET

- NoCo OUTDOOR Market @ The Water Tank (June 20<sup>th</sup>, 10 a.m. -2 p.m.)
- NoCo OUTDOOR Market @ The Water Tank (July 18<sup>th</sup>, 10 a.m. -2 p.m.)
- NoCo OUTDOOR Market @ The Water Tank (August 15<sup>th</sup>, 10 a.m. -2 p.m.)
- NoCo OUTDOOR Market @ The Water Tank (Sept. 12<sup>th</sup>, 10 a.m. -2 p.m.)
- ON-SITE Make n' Take ARTIST LEAD ACTIVITIES
- ON-SITE -Button Making
- ON-SITE -Public Art Coloring Book vendor (commissioner maybe?)
- ON-SITE – Live Music
- ON-SITE – Drink & Food Vendors

#### SPECIAL EVENT

- Sugar Skull Shake, Shake – Dia' de los Muertos Festival (Oct. 24<sup>th</sup> 10 – 5 p.m.)

### EVENTS/COMMISSIONS OUTSIDE NoCo DISTRICT

#### COMMISSIONS FOR PUBLIC ART

- Call to graphic designers to assist with special public art educational coloring books (spring)
- Call to painters to be a lead artist for “activating the alleyway” project (spring)
- Call to sculptors -BIG 4 Pedestal Art- (fall)
- Call to painters – Underpass Artwork- (winter)

#### COMMISSIONS FOR PUBLIC ART

- Call to graphic designers to assist with special public art educational coloring books (spring)
- Call to painters to be a lead artist for “activating the alleyway” project (spring)
- Call to sculptors -BIG 4 Pedestal Art- (fall)
- Call to painters – Underpass Artwork- (winter)

#### POP –UP --- (NoCo A' Go, Go! ART MOBILE)

- Funding permitting (to obtain & convert the unit).. this could be an option for various neighborhood summer “pop-up art” activities

#### SPECIAL EVENTS

- Abbey Road Beatles Festival (May 20<sup>th</sup>- 25<sup>th</sup>)

## 7. Three-Year Budget Draft — 2020-2022

	Budget Year			
	2019	2020	2021	2022
Contractual Services	\$86,652	\$98,000	\$105,000	\$110,000
Printing	\$3,098	\$3,500	\$4,000	\$4,500
Other Supplies	\$12,902	\$14,000	\$14,000	\$14,500
Groundskeeping	\$4,952	\$5,000	\$5,500	\$5,500
Advertisement	\$1,550	\$3,500	\$5,000	\$5,000
Repairs/Maintenance	\$2,203	\$2,500	\$3,000	\$3,500
Improvements (Art Center Renovation)	\$78,326	(See Interior Renovation Line Below)		
Meals and Entertainment	\$1,456	\$1,000	\$1,000	\$1,000
Website and Social Media	\$403	\$500	\$550	\$600
<b>SUBTOTAL</b>	<b>\$191,542</b>	<b>\$128,000</b>	<b>\$138,050</b>	<b>\$144,600</b>
<b><u>Art Center</u></b>				
Electric	\$7,200	\$9,000	\$10,200	\$11,400
Internet	\$0	\$1,800	\$1,800	\$1,800
Gas	\$1,200	\$1,200	\$1,200	\$1,200
Water	\$1,500	\$2,400	\$2,700	\$3,000
Sewer	\$2,160	\$3,000	\$3,600	\$4,200
<b>SUBTOTAL</b>	<b>\$12,060</b>	<b>\$17,400</b>	<b>\$19,500</b>	<b>\$21,600</b>
<b><u>Picasso Pointe</u></b>				
Improvements		\$20,000	\$15,000	\$15,000
Interior Renovation - Phases 2 and 3	\$0	\$200,000	\$225,000	\$50,000
Art Center / Picasso Pointe Employment Salary and Benefits	\$0	\$0	\$50,000	\$51,500
<b>TOTAL</b>	<b>\$203,602</b>	<b>\$365,400</b>	<b>\$447,550</b>	<b>\$282,700</b>

\*\*2019 Consultant Services fees inflated due to the following one-time costs: Long Range Plan Consultant \$35,000 | Architect Fees \$13,300 | Fable Piece \$8,000 | Storage unit \$5,800 - TOTAL \$62,100

\*\*Projections based on increased regular tenancy and intermittent user rental

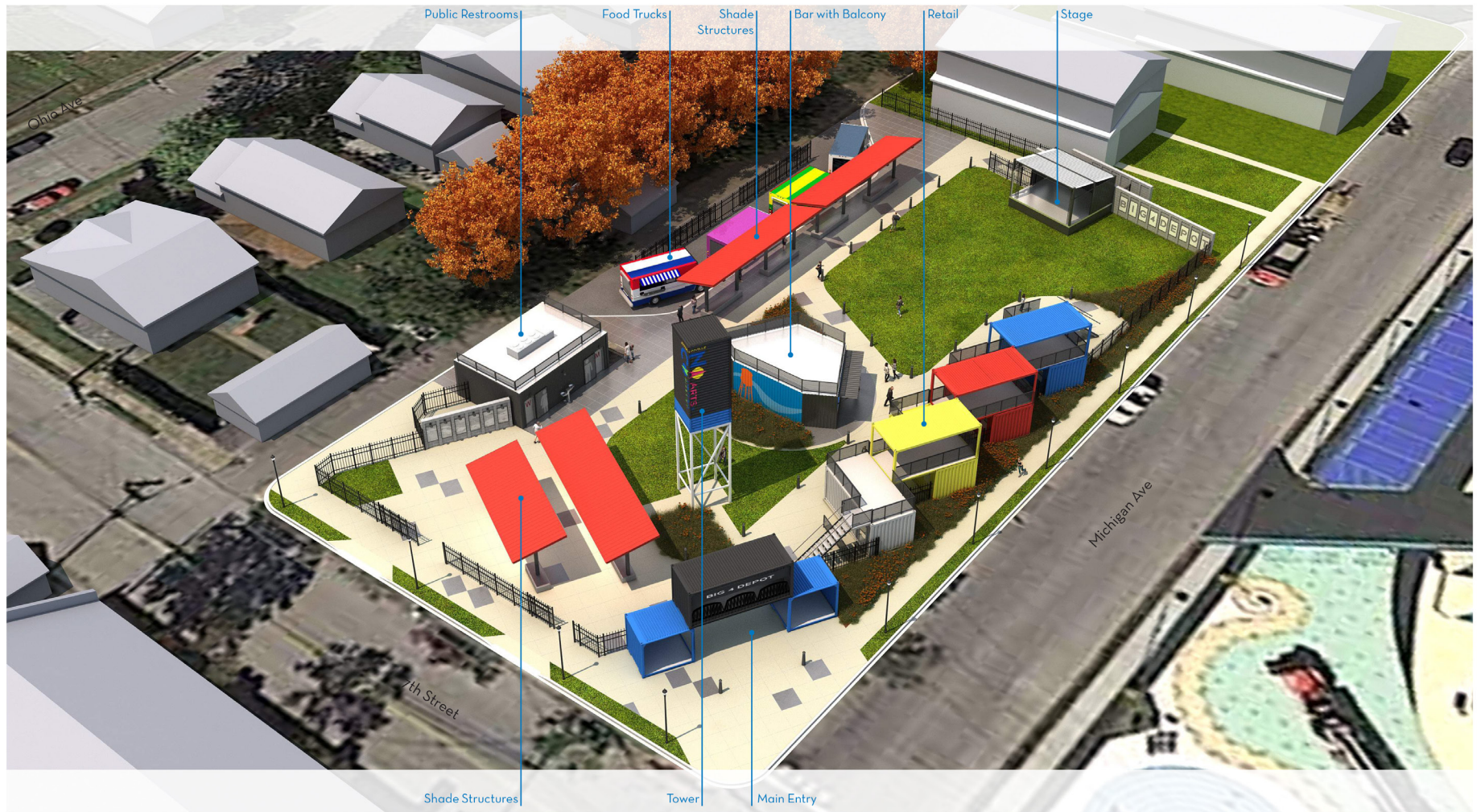


## 8. NoCo Program Management Duties Summary — 2020

### Art Center Manager

- Day to day operations
  - Opening/Closing
  - Securing space
  - Greeting
  - Cleaning/Organizing
- Ensuring a quality experience for guests and artists
  - Greet guests
  - Explain history of Center and District
  - Data Capture
- Budgets
  - Artist Contracts
  - Interior-Exterior Maintenance Contracts
  - Supplies
  - Utility Bills
- Marketing
  - Social Media
  - Press Releases
  - Brochure Generation
- Facility Oversight
  - Interior and Exterior Maintenance
  - Safety
- Programming Implementation
  - Coordinating Programming Groups
  - Calendar Coordination with local events
- Recruiting quality artisans for rental spaces
  - Pair artist needs with the proper space
  - Maintaining lease agreements
- Scheduling
  - Develop Master Schedule in coordination with JPAC
- Ongoing Maintenance
- Fundraising
- Sponsorship Procurement

## 9. The Depot Schematic Design — November 2019



Aerial View from Southeast

TEG ARCHITECTS





# 10. NoCo Opportunity Sites — November 2019



## Property Legend

- 1 Wolpert Property
- 2 Peyton Property
- 3 Old Taylor High School
- 4 Casey Properites
- 5 Redevelopment Property 1
- 6 Lockhard Property
- 7 Bales Property 1
- 8 Exist. Fire Museum
- 9 Bales Property 2
- 10 Bales Property 3 - Future Fire Museum?
- 11 Pinacle Property 1&2 - Parking lot and old bank
- 12 Pinacle Property 3 - Building and yard
- 13 Southern Construction Property
- 14 Ross Brothers Properties
- 15 Clapp Property
- 16 Young Properties - 6 parcels/2buildings
- 17 Redevelopment properties 2&3
- 18 Kennedy Property
- 19 Pinacle Property 4 - triangle building + 6th St.
- 20 Vacant Court Ave. Properties - Multiple owners



## 11. What's Missing or Desired to Add to NoCo Amenities?

As a growing and evolving City-generated arts and cultural district, NoCo has a unique opportunity to seek out and intentionally develop—curate, invite or woo—a rich mix of arts and cultural venues, amenities, events and offerings. As part of the NoCo planning process, people were asked what they think is missing in Jeffersonville and what they'd like to see added to the mix of downtown amenities and cultural options.

Over the next five to ten years NoCo—with help from Redevelopment, JPAC's Committee and development partners—can become proactive in attracting developers, tenants and attractions. Please reference the NoCo Opportunities Map on page 14 and the NoCo Opportunity Sites on page 48 to see where existing buildings and future opportunities may exist.

Among the items to consider adding to NoCo's "Wish List" are:

- a. **Artist live-work space** and co-working facility. Artspace Projects, based in Minneapolis, could offer input, advice and feasibility to aid in this effort.
- b. **Youth Cultural Center**, with a focus on early childhood development. A private group in Louisville plans to build a new children's museum there; they may be open to partnering in some way or offer a mobile unit that can travel to NoCo on a regular basis.
- c. **Art museum**. An anchor institution, like the Speed Art Museum.
- d. **NoCo Theater**, a performing arts and media venue offering classes, training and rehearsal space.
- e. **Brewery/brewpub**, with open mic nights and local talent showcase.
- f. **Artisan dining**, with gourmet pizza, locally sourced foods and killer desserts.
- g. **Movie theater** (or Micro Cinema) with potential to host annual film fest.
- h. **Winter time venue**, with skating and indoor farmers' market.
- i. **Coffee roaster and café**, designed for remote working and networking.
- j. **Shared kitchen facility** for emerging and established culinary artists.
- k. **Recording studio/community radio station**, with youth-led programming.
- l. **Healthy grocery store**, such as a Co-op, Trader Joe's, Fresh Thyme or Whole Foods.

## 12. NoCo Plan Action Steps, Organized by Year

### Implementation Strategies Listed by Years

See details for each Action Step on pages 18–28.

**Key:** **When**, **Who**, What

### ONGOING

#### JPAC + Administrator

Retain arts and cultural district accreditation with State of Indiana.

#### JPAC + Administrator

Develop increased support for NoCo development and programming.

#### Administrator

Conduct field scan to identify support systems utilized by arts districts—statewide and nationally.

#### JPAC + Administrator + Partners (current and future)

Explore potential partnership opportunities that offer mutual benefits and raise profile of NoCo.

#### JPAC + Administrator

Grow ability to showcase talent and promote artistic excellence

#### JPAC + Administrator

Continue developing and implementing creative visual enhancements.

#### JPAC + Redevelopment + Administrator

Conduct a space needs survey of regional artists and arts organizations

#### Administrator

Follow up with interested individuals, businesses and developers by offering tours, providing marketing materials and develop a list of priority prospective tenants.

#### Administrator

Document NoCo activities by engaging photographers and videographers—paid and volunteer—to assist in capturing NoCo programs and other efforts taking place in the district.

### 2020 – 2021

#### JPAC + Public Works + Administrator

Update job description and performance review process for Public Art Administrator, incorporating NoCo and citywide tasks.

#### Administrator

Hire part-time support staff—as funding permits—and recruit volunteers to assist with program implementation.

#### JPAC

Establish a NoCo-focused Committee to address needs, opportunities and issues pertaining to the district, including programming, operations, communications, marketing, etc.

#### JPAC + NoCo Committee

Establish policies and guidelines for NoCo, as needed.

#### Redevelopment

Complete development of Depot Entertainment Space. Finalize financing, secure contractors, complete construction, and secure tenants.

#### JPAC + Administrator

Implement 2020 program plan.

#### JPAC / NoCo Committee + Administrator

Begin 2021 (and beyond) program planning.

#### JPAC / NoCo Committee + Administrator + Redevelopment

Develop NoCo Communications Plan, utilizing currently available assets, to help introduce newcomers to NoCo, build interest, and inspire further exploration.

## 12. NoCo Plan Action Steps, Organized by Years — *cont'd.*

### 2020 – 2022

#### Administrator + Jeffersonville Arts Alliance

Determine potential for partnering or providing contract services to support NoCo programming, based on plans developed by the Jeffersonville Arts Alliance.

#### JPAC + Administrator + Redevelopment

Complete Art Center renovations and improvements. Prepare affordable, long-term studio and facilities lease agreements.

#### JPAC + Administrator

Complete development of Picasso Pointe. Determine potential of site to increase its impact on community, taking into account potential role of Vintage Fire Museum.

#### Vintage Fire Museum and Clark County Museum

Conduct needs assessment and consider updating strategic plans.

#### Redevelopment + NoCo Committee

Continue investigating development of NoCo artists' live/work space.

#### City Public Works/Planning + JPAC + Administrator

Develop Wayfinding, Safety and Connectivity Plan

#### City Public Works + Administrator

Implement Wayfinding/Safety/Connectivity Plan, based on recommendations in plan and funds available.

### 2021 and ONGOING

#### JPAC / NoCo Committee + Administrator

Develop strategies for raising awareness of NoCo in other parts of the city.

### 2021 – 2023

#### JPAC + Redevelopment + Administrator

Conduct feasibility and marketing efforts to inform development of NoCo marketing strategies.

#### JPAC + Administrator + Redevelopment

Design and print collateral NoCo materials.

#### JPAC + Administrator

Develop Water Tank interior and adjacent “Black Box” as additions to NoCo’s facilities, once City’s acquisition of properties is completed.

#### City Planning + Public Works + Administrator

Plan, design and implement Court Avenue improvements, with input from appropriate stakeholders.

### 2022 – 2023

#### JPAC

Broaden scope and update policies. JPAC should consider developing a citywide arts and culture plan—beyond public art and NoCo.

### 2022 and ONGOING

#### NoCo Committee + Administrator

Update collateral materials and develop new strategies for promoting NoCo citywide and regionally.

### 2023 and ONGOING

#### JPAC / NoCo Committee + Redevelopment + Administrator

Strengthen district management and tenant support services.



## 13. Prioritization Tool: Considering NoCo Opportunities/Possibilities

Given that fact that most NoCo-related opportunities involve people, time and money, it will be critical for the City, Redevelopment and their partners to review, evaluate and prioritize improvement projects that are timely, actionable and worthy of investment.

In order to make an informed decision about which NoCo-related projects, strategies or concepts the City should allow or support in some way—or prioritize as critical to do versus maybe, or not a good fit, etc.—it is important to establish a process that is fair and transparent, building on the vision, goals and considerations provided in this planning document.

Until such time that NoCo may establish its own autonomous governance and management structure with appropriate systems in place, JPAC will establish a **NoCo Committee** to govern, uphold and guide the implementation of this master plan. Utilizing an agreed-upon set of criteria, meeting and review schedule and decision-making process will be critical. This document is meant to serve as a starting point to achieve this objective.

What questions and criteria can be used to prioritize ideas proposed for NoCo? Criteria will vary somewhat, based on the different types of ideas considered. For example, a temporary event has different goals and intended outcomes than a new work of permanent public art; reuse of an existing building requires different considerations from planning a new building.

These criteria are also meant to aid in the development of evaluation methodologies pertaining to completed NoCo projects and accomplishments. The NoCo Committee, with help from JPAC, should establish reporting and evaluation procedures and use them to keep the City Council, Redevelopment Commission, funders and other key stakeholders updated and informed. An Annual NoCo Report should be considered as a format for packaging and sharing such information.

As part of any review process in which new ideas are being considered, the consultant recommends the NoCo Committee adopt a simplified, standardized form on which basic information can be provided—to be filled out by whomever is proposing a project or idea. This form would provide space for names of key project personnel, an overview of the concept, a budget (proposed sources and uses of funds), schedule of key steps to be taken, location(s) affected, and a list of goals and objectives. A simple score card, with criteria listed, would make it easier to compare and rank projects. Following review, the

Committee would discuss top- ranking projects and then further prioritize projects or ideas for possible approval, funding recommendations and subsequent implementation and monitoring requirements.

### Criteria may include:

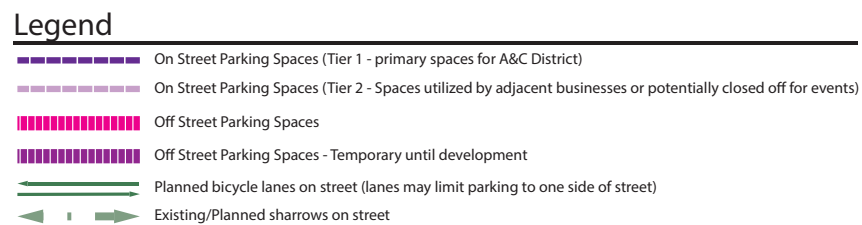
- Extent to which project meets perceived needs of NoCo and is considered appropriate.
- Funds available or likely to be secured for project.
- Amount of City staff time required to assist, and availability of staff during proposed timeline. Consider potential for volunteer or contract help during the time period identified.
- Ability of proposed project manager or outside consultants hired to manage project.
- Extent to which project aligns with NoCo vision, mission, goals and objectives.
- Timing of proposed project. Is it ready to go; a long-term effort; or something to ramp up to?
- Is the project feasible, given existing spaces, infrastructure, equipment and resources?
- Extent to which it fits with or complements other efforts, or is supportive of other priorities.
- Project's potential impact on intended audiences, including community members. Consider both the quantity of people impacted and the potential quality of the intended impact(s).
- Extent to which it places future burdens on budget or staff capacity.
- Extent to which it involves or impacts existing partners within NoCo. If idea is about adding new partner or tenant within the district, additional criteria should be developed.
- Extent to which it is a stand-alone project or intended to coincide with or complement another event/activity. How does this activity/event/project fit with already scheduled programming?

# 14. NoCo District Epicenter Accessibility Map



-  ADA Accessible Curb Cut
-  Number of Handicapped Spaces
-  Free Public Parking
-  Parks
-  Points of Interest
-  Free Street Parking
-  ADA Accessible Restrooms





135	On Street Parking Spaces (Tier 1)
48	Off Street Parking Spaces
183	Total tier 1 and permanent off street parking spaces
52	On Street Parking Spaces (Tier 2)
45+	Temporary Off Street Spaces
97	Total tier 2 and temporary off street parking spaces
280	Total Spaces



# 16. Sample 2020 NoCo Art Center Studio Lease



628 Michigan Avenue  
Jeffersonville, IN 47130  
dspsyker@cityofjeff.net  
jeffersonvilleart.com  
jeffersonvilleart.com/noco-arts-center  
812-786-2307

## LEASE AGREEMENT | SELECTED RESIDENT ARTISTS - 2020

RESIDENT ARTIST NAME: \_\_\_\_\_

MEDIUM: \_\_\_\_\_

STUDIO # RENTED: \_\_\_\_\_ MONTHLY AMOUNT FOR STUDIO: \_\_\_\_\_ Refer to fees (pg.5)

LEASE AGREEMENT BEGINS on **February 17<sup>th</sup>, 2020** LEASE AGREEMENT ENDS on **February 15<sup>th</sup>, 2021**. All artists must reapply each year if interested in renting a studio space in the NAC.

STUDIO DEPOSIT for 2020: \_\_\_\_\_ to be returned at end of lease term if studio is left in approved and appropriate condition.

ADDRESS: \_\_\_\_\_

EMAIL OF ARTIST: \_\_\_\_\_

PHONE NUMBER FOR ARTIST: \_\_\_\_\_

This agreement is between the artist identified above and the Artists' Studio in the NOCO ARTS CENTER (NAC), which is a City of Jeffersonville initiative and may not be transferred, assigned or sublet to any other party without, written permission given by the NAC.

### THE NOCO ARTS CENTER WILL:

- Provide a studio space that sparks creativity and imagination, while fostering collaboration and networking with other artists and the community
- Provide a climate controlled secure facility, with utility charges included in the rental fee,
- Provide a kitchenette area with a communal microwave, coffee pot, and refrigerator
- Provide promotional support through social media, via Facebook as well as INSTAGRAM
- Provide WIFI and 24 hour access to tenants

1

### ARTIST RESPONSIBILITIES:

- Artist will provide rent payment to the City of Jeffersonville on or before the 17<sup>th</sup> of each month. It is preferred that this be set up as a direct deposit with the City's Finance Department, but a personal check will also be accepted. Rent for the first month will be required prior to the Artist gaining access to the studio, and the rent payment for the month of January following the executed date of this agreement will be the final payment, for a total of 12 payments.

- Artist is free to come and go 24/7, and is responsible for locking their own studio space and checking the exit door of facility upon departure. All Tenants may grant controlled access to non-tenants, under the following conditions: The Tenant will be responsible for meeting and escorting the invited person(s) to and from the public entrances to the leased premises. The Tenant will be solely responsible for those individuals during the entire period such person(s) is in the NAC.

The NAC staff has the exclusive right to schedule events in the public space(s) for groups and individuals that meet certain specific criteria and pay to rent those spaces. These spaces include: (Mixed Use Space|Orange Room, Mixed Use Space|Green Room 1, Mixed Use Space| Green Room 2). Access to the NoCo Arts Center by the Tenants and public during such functions shall be controlled by the NAC staff and will be subject to the event contract.

- The NAC is a non-smoking facility = No smoking in or outside the building. No illegal drug use is allowed in or outside the building.

- The NAC is NOT your apartment or your home. As such, artists/tenants MAY NOT take up residence in the NAC in this manner.

- Coordination of Communications, Events, and Services.

1. Events. It is the intent of both the City and Tenants to attract visitors to the NAC. As such, the City plans, manages, coordinates, and facilitates special public events with the intent of attracting visitors to the art center and engaging them in the activities of the art center. In furtherance of this goal, the Tenants will actively work with the NAC staff and City by participating in no fewer than 4 activities and open studios.
2. Use of Public Areas. The management of events within the NAC is directed by the City Staff. If any Tenants desire to use space outside of their Leased Premises, the space will be made available in accordance with the standard building rental policies.
3. Building Maintenance and Related Services. The City will be responsible for building maintenance and related services. Requests for service and notifications of problems should be submitted in writing to the City of Jeffersonville's Public Arts Administrator at the email listed above.

- Artists will not conduct their activities in a manner that is disruptive to other artists. Personal radios must be kept at a minimum level as to not disturb other artists.

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## 16. Sample 2020 NoCo Art Center Studio Lease – *cont'd.*

- Artists shall not burn incense or candles in space.
- Artists MAY NOT paint walls of studio spaces NOR add any built in structures in the studio space that is being rented.
- Artists working with hazardous materials OR dangerous equipment MUST consult with the NAC staff before bringing in or using such equipment in studio space.
- Artists are responsible for trash removal from the space which can be put in the NAC dumpster in the alleyway behind the space. DO NOT leave food/perishable garbage in your studio space overnight.
- Artists will maintain their space and conduct activities in a professional manner, sustaining and improving the reputation of NAC Studios. Conduct or activity that is detrimental to the reputation of the studio will not be tolerated. The NAC reserves the right to deny access to any artist for detrimental conduct.
- Artists will not discriminate against any person with respect to a person's race, color, sex, national origin, religion, age, veteran status, political affiliation or disability.
- ALL Artists are responsible for their cleaning up their own mess in the commons sink and kitchenette area. NO FOOD OR DRINK shall be left in the refrigerator in the commons area for more than 3 weeks. The kitchenette needs to be able to be utilized by all tenants in the NAC.
- Artist assumes full responsibility for any damage caused to the facility as a result of her/his use of the studio, whether or not caused by negligence.
- Artist shall leave the facility clean and in good condition upon departure.
- Neither the NAC nor the City of Jeffersonville are responsible for lost, stolen, or damaged personal property. It is strongly encouraged that artists renting a space hold their own renters insurance.
- The City of Jeffersonville carries the required liability insurance for the NoCo Arts Center; however, if suit is brought against the NAC as a result of an artist's activity, artist may or may not be named in suit, and may or may not be exposed to personal liability. Artist has hereby been advised of personal liability risk and may elect to secure their own liability policy.

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- In case of emergency, please contact the Public Arts Administrator – Dawn Spyker at (812) 786-2307, the artist renting the studio (these will be made available to you) and the appropriate authorities, immediately.
- **Modification.** These rules may be modified at the discretion of the City. This includes modifications to insure compliance with public laws, ordinances, and regulations to protect the NAC, or public areas, and the overall public health and safety of the NAC.
- The City of Jeffersonville has the right to terminate this lease agreement with 30 days notice to tenant without cause.

\_\_\_\_\_(Initial) I understand all the requirements for the use of this facility.

### RELEASE AGREEMENT:

As an inducement for and in consideration for the undersigned's use of space from the NoCo Arts Center, the undersigned hereby indemnifies and holds harmless the City of Jeffersonville and the NAC, and it's directors, officers and agents from and against any and all injuries, damages, claims, actions, causes of action, liability (including liability for negligence), and expenses (including without limitation reasonable attorney's fees) arising from in in any manner connected with the use of said facility by the undersigned.

The undersigned further hereby fully and forever releases and discharges the NAC and it's directors, officers, employees and agents from any and all known and unknown, anticipated or unanticipated occurrences, arising from or in any manner connected with and its affiliated organizations and their directors, officers, agents for any such claims, demands, damages, actions or causes of action.

Resident Artist Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NAC or City Rep Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The NoCo Arts Center \* 628 Michigan Avenue, Jeffersonville, IN 47130  
City of Jeffersonville - jeffersonvilleart.com/noco-arts-center

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## 16. Sample 2020 NoCo Art Center Studio Lease – *cont'd.*

### NAC STUDIO RENTAL FEES - 2020

	Length (ft)	Width (ft)	Height (ft)	Sq. Ft.	Rental Fee
Studio 1	10	10	8	100	\$75.00
Studio 2	7	10	8	70	\$50.00
Studio 3	12	23	10	276	\$200.00
Studio 4	8	7	10	56	\$50.00
Studio 5	8	7	10	56	\$50.00
Studio 6	18	18	10	324	\$250.00
Studio 7	5	17	10	85	\$50.00
Studio 8				1471	\$400.00

### NAC MIXED USE SPACE RENTAL FEES - 2020

Area	SF	Cost/Event	
		Non-Profit	For Profit
Mixed Use Space - Orange Room	3324	\$75.00	\$150.00
Mixed Use Space - Green Room 1	1000	\$40.00	\$80.00
Mixed Use Space - Green Room 2	1000	\$40.00	\$80.00
Conference Room	223	\$25.00	\$50.00
Outdoor Maker Market	64	N/A	\$30.00
Indoor Holiday Market	64	N/A	\$75.00



# 17. Sample 2020 NoCo Facility Use Agreement Form



628 Michigan Avenue  
Jeffersonville, IN 47130  
dspsyker@cityofjeff.net  
jeffersonvilleart.com  
812-786-2307

**FACILITY USE CONTRACT:** NoCo Arts Center (created 1. 2020)

NAME OF EVENT # OF GUESTS EVENT DATE

RENTER AND/OR COMPANY NAME

SPACE RENTED AND RENTAL RATE

ADDRESS of RENTER

PHONE/HOME

EMAIL

This Agreement is by and between the renter identified above ("Renter") and the NoCo Arts Center (NAC) which is a City of Jeffersonville initiative for use of the NoCo Arts Center ("NAC") venue for a private event according to the general terms and conditions set forth below and according to the specifications identified. The parties hereby agree as follows:

**ABC LICENSE:** When required the Renter agrees to obtain an ABC license through the Indiana Department of Alcoholic Beverage Control.

**ART INSTALLATIONS:** Renter acknowledges that the NoCo Arts Center is primarily a living arts and cultural space with regularly scheduled events and changing exhibits/displays of professional and student artists. Arrangements by Renter for event set-up, catering and music must be approved in advance by the NoCo Arts Center. All Artwork must remain intact during the Event. Renter agrees to be fully liable, and to indemnify the NoCo Arts Center (NAC) and the City of Jeffersonville for any costs and damages resulting from Renter or Renter's agents moving artwork, with or without NoCo Arts Center approval, and for any costs for damage to artwork resulting from excessive sound, unauthorized access to space or other activities that have not received prior written approval of NoCo Arts Center.

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628 Michigan Avenue  
Jeffersonville, IN 47130  
dspsyker@cityofjeff.net  
jeffersonvilleart.com  
812-786-2307

**CANCELLATION:** If cancellation occurs 60 days prior to the contracted event date, the full amount of the security deposit will be returned. If cancellation occurs between 30 to 59 days, half of the amount will be returned. If cancellation occurs between 15 to 29 days or less, renter forfeits security deposit.

**CAPACITY:** Renter is responsible for ensuring that attendance at the event in NoCo Arts Center does not exceed capacity limits so that the building is in compliance with barrier free design standards mandated by the ADA and local fire code ordinances. Reception limits set below are exclusive of rental equipment. To view each room on-line, visit: <https://www.jeffersonvilleart.com/noco-arts-center> To view complete list of rental rates set for 2020, view page 5 of this document.

The capacity limits for the NoCo Arts Center venue (each a "Venue") are as follows:

**Mixed Use Space (Orange Room) ->** Standing: 120 Seated: 75

**Mixed Use Space (Green Room 1) ->** Standing: 35 Seated: 25

**Mixed Use Space (Green Room 2) ->** Standing: 35 Seated: 25

Conference Room Space -> Seated: 15 (UNABLE TO BE RENTED AT THIS TIME)

Professional Development Space -> Seated 12 (UNABLE TO BE RENTED AT THIS TIME)

Outdoor Market/Tented Space (UNABLE TO BE RENTED AT THIS TIME)

## CERTIFICATE OF INSURANCE:

- Renter agrees to assume all responsibility for any injury to persons attending the event, or loss of their property. Renter also agrees to assume responsibility for damage to or theft of NoCo Arts Center property and artwork and property of the NoCo Arts Center resident artists by anyone attending the event to the extent that the negligence, recklessness, or willful conduct of the NoCo Arts Center staff does not directly cause any such occurrences.
- Prior to event, Renter must provide a certificate of insurance for bodily injury and property damage liability protection in a combined single limit amount of no less than \$1,000,000 with the "NoCo Arts Center" and the "City of Jeffersonville" as additional insured under such policy for the duration of the event through the day following event.
- If chosen caterer does not have Liquor Liability, Renter is required to apply for Host Liquor Liability

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# 17. Sample 2020 NoCo Facility Use Agreement Form – *cont'd.*



628 Michigan Avenue  
Jeffersonville, IN 47130  
dspyker@cityofjeff.net  
jeffersonvilleart.com  
812-786-2307

- NoCo Arts Center reserves the right to terminate this Agreement and retain the security deposit if Renter fails to provide a certificate of insurance documenting coverage at least 48 hours prior to the day of the event. In this instance, the NoCo Arts Center assumes no responsibility for costs incurred by Renter prior to or as a result of cancellation of the event.

Please note: The NoCo Arts Center, its staff, and the City of Jeffersonville are not responsible for any loss of property to Renter, Renter's agents, or event attendees.

## CONDITIONS:

- Reservation of Venue will be confirmed when:

- a) In the case of individual renters, Renter has submitted proof of being 21 years of age or older.
  - b) The NoCo Arts Center has agreed to the date, time, location, and number of guests;
  - c) A signed copy of this agreement is returned to the NoCo Arts Center Staff; and,
  - d) A refundable security deposit of \$250 is received by The NoCo Art Center. The deposit may not be used toward rental fee payment.
- The NoCo Arts Center has no obligation to hold the Venue for Renter unless and until all the elements of the reservation have been submitted and approved by The NoCo Arts Center.
  - The security deposit will be returned within 30 days or when all accounts are settled, less any expenses incurred to restore the premises to its previous condition. The Renter is liable for an overtime fee charge or \$50/half hour, additional cleaning charges, and/or damages, incurred as a direct result of the event, in excess of the security deposit.

## CONDUCT DURING EVENT:

If at any time during the event, the NoCo Arts Center staff person, in his or her sole discretion, determines that any activity or conduct by Renter, Renter's agents or attendees violates this Agreement or will cause harm to the NoCo Arts Center property, artwork, or property of the NoCo Arts Center resident artists, the NoCo Arts Center staff person may request that the conduct or activity cease or be modified. Renter agrees to comply with such request.

**CLEAN UP:** It is the full responsibility of the renter to remind the hired caterer or service staff to clean up the area. This includes mopping, sweeping of the rented space and kitchenette area. Trash from the event must also be removed at the completion of the event. The NoCo Arts Center can accommodate event trash in our alleyway loading dock (be it a reasonable amount). If event clean up delays our staff from performing building shut down procedures and extends over the contracted rental hour, an overtime charge of \$50/half hour will be deducted from the security deposit.

3



628 Michigan Avenue  
Jeffersonville, IN 47130  
dspyker@cityofjeff.net  
jeffersonvilleart.com  
jeffersonvilleart.com/no-co-arts-center  
812-786-2307

**DÉCOR:** Here is a list of what is not permitted on or within the premise of the building:

- Sparklers. In accordance with the City of Jeffersonville's rules, no sparklers will be allowed inside or outside of the The NoCo Arts Center
- Confetti, Sticky adhesive décor that will be difficult to clean up
- Votive candles are allowed if they are placed on tables and enclosed in a glass container. No open flames on the floor
- Fog machines

**PHOTOGRAPHS:** The NoCo Arts Center shall have the right to make photographs at the event for the purpose of advertising the NoCo Arts Center. All rights to, and the use of these images shall belong to the NoCo Arts Center.

**RENTAL TIME:** 5 pm to 11 p.m. -Extension until midnight can be arranged at a rate of \$50 per half hour. Daytime rental times can be arranged on a 'per renter' basis and must be approved by the NoCo Arts Center staff person to ensure that the event does not conflict with other NoCo scheduled activities within the space needed.

**RENTAL FEES:** Fees must be paid in full—without deduction from the security deposit—14 days prior to the event when an invoice has been received by the client (renter). An invoice will be sent prior to the due date. Rental fees paid via credit card are subject to a processing fee.

In addition to use of the designated Venue in the NoCo Arts Center, the following amenities are included in the fee: Free Wi-Fi, access to a projector, access to tables and chairs, access to kitchenette as well as stage if needed.

- Per ABC Requirements Security is required for indoor events serving alcohol or events held in the outdoor market space.

RENTER'S SIGNATURE DATE

NoCo Arts Center Staff or City Representative's

SIGNATURE

DATE

Please make checks payable to: \_\_\_\_\_  
Mail checks to: \_\_\_\_\_

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# 17. Sample 2020 NoCo Facility Use Agreement Form – *cont'd.*



628 Michigan Avenue  
Jeffersonville, IN 47130  
dspsyker@cityofjeff.net  
jeffersonvilleart.com  
jeffersonvilleart.com/noco-arts-center  
812-786-2307

## NAC STUDIO RENTAL FEES - 2020

	Length (ft)	Width (ft)	Height (ft)	Sq. Ft.	Rental Fee
Studio 1	10	10	8	100	\$75.00
Studio 2	7	10	8	70	\$50.00
Studio 3	12	23	10	276	\$200.00
Studio 4	8	7	10	56	\$50.00
Studio 5	8	7	10	56	\$50.00
Studio 6	18	18	10	324	\$250.00
Studio 7	5	17	10	85	\$50.00
Studio 8				1471	\$400.00

## NAC MIXED USE SPACE RENTAL FEES - 2020

Area	SF	Cost/Event	
		Non-Profit	For Profit
Mixed Use Space - Orange Room	3324	\$75.00	\$150.00
Mixed Use Space - Green Room 1	1000	\$40.00	\$80.00
Mixed Use Space - Green Room 2	1000	\$40.00	\$80.00
Conference Room	223	\$25.00	\$50.00
Outdoor Maker Market	64	N/A	\$30.00
Indoor Holiday Market	64	N/A	\$75.00



## 18. Sample Artists Guidelines Form for Art Center Studio Tenancy



**APPLY FOR A STUDIO NOW**

**2020 STUDIO APPLICATION ROUND**

The NoCo Arts Center (NAC) invites applications for 12-month studio tenancies in 2020-21. Studios are available from February 2020 to February 2021.

**What we offer:**

- 24-hour studio access in the heart of downtown Jeffersonville
- Access to a rentable mixed-use space
- Opportunities to connect with local communities through public programs
- Kitchenette area
- 'Load-In' alleyway behind center for large works
- Free WIFI

### APPLICATION INFORMATION

The current application round is open Monday January 6<sup>th</sup> 2020 to Monday February 3<sup>rd</sup> 2020. There are currently eight studio spaces within the NAC. Visit - [jeffersonvilleart.com](http://jeffersonvilleart.com) to view available studio spaces.

**Studios are available from Monday, February 17<sup>th</sup>, 2020 to Monday, February 15<sup>th</sup>, 2021:**

#### Applications are open to:

- Artists of all disciplines, including but not limited to: painting, drawing, digital media, filmmaking, photography, jewelry making, mixed media, ceramic, sculpture, printmaking, music and writing.
- Artists from Jeffersonville and surrounding southern Indiana communities will be considered first.
- Artists from all career-stages;
- Applicants of 18-years or above
- Post-graduate students. Applicants from undergraduate programs will only be considered if a studio is not supplied as a part of their course.

#### Selection Criteria

- Quality of work and originality of ideas
- Value of a studio to the development of the artist
- Value of contribution to public art program of The NAC and the City of Jeffersonville
- Suitability of art form to the studio space
- Collaborative spirit

Allocation of studios is undertaken by a Selection Committee consisting of members of the Jeffersonville Public Art Commission and City representatives. The Committee will include practicing artists, art educators and the Public Arts Administrator.

#### Notification

Applicants will be notified of results via email by Friday, February 7<sup>th</sup>, 2020 and the artists will have the option to accept or decline the offer.



## 18. Sample Artists Guidelines Form for Art Center Studio Tenancy – *cont'd.*

### ABOUT THE NoCo ARTISTS STUDIOS

**The NAC is an energetic home for creativity & imagination in the heart of the NoCo Arts & Cultural District in downtown Jeffersonville, Indiana!**

Since 2016, The NAC has supported artists and the creative culture in our community to develop and grow through various community-centric projects and programming. The NAC is an Arts Center that is quickly growing and evolving. We aspire to continue to provide artists with opportunities and to:

- Provide professional creative workspaces;
- Enable creative projects;
- Network artists with arts influencers, local communities and peers;
- Be a hub for artistic practice and ideas
- Provide professional development opportunities for artists

The NAC artists make, connect and find inspiration in Jeffersonville, contributing significantly to its vibrant and quickly growing creative sector. Throughout their tenancy artists contribute to the broader community through The NAC's annual program of events, workshops and arts activities.

The NoCo Arts Center Artist Studio space rental is an initiative of the City of Jeffersonville.

### FACILITIES

The NAC currently contains eight studios for Jeffersonville and southern Indiana based artists. Artist have 24-hour access to the building with keyed entry and studios are suitable for a range of artistic practice including, but not limited to: painting, drawing, digital media, filmmaking, photography, jewelry making, mixed media, ceramic, sculpture, printmaking, music and writing. Studio sizes range from 64 square feet to 700 square feet.

Fees for studios range from \$75 to \$400 per month according to size, fees are subject to change following evaluation at the end of each year.

Within the studio complex is a 'mixed use space' that can be reserved for NAC artists to conduct classes or workshops (as long as they are approved by the NAC staff and scheduled around pre-existing activities within the space. There are also electric outlets in each studio, a communal kitchenette, two restrooms within the facility and a cleanup area with a bucket sink. A range of equipment and resources are available for use by artists including a projection screen, a portable 12'x8' stage, projector, easels, pedestals, Internet connection, and movable gallery walls for pop-up exhibitions.



### PROGRAM

#### ANNUAL ARTS PROGRAMMING

The NoCo Arts Center is a community-centric space. We anticipate the artists selected for studio spaces to participate in at least four events within the NAC that are connected to the community AND be available in their studio spaces for special scheduled events. The Jeffersonville Public Art Commission presents yearly programming for the wider public around the community and within The NoCo Arts Center, partners with local organizations to commission or facilitate new experiences / artworks, and anticipates providing professional support for a range of artistic projects.

Program highlights include:

#### The Creative Impact Series

Artists make an IMPACT! In an effort to provide our community, visitors and surrounding areas with the inspiration AND imagination that springs from an artist's mind, the Public Art Commission organizes a yearlong program called the 'Creative Impact Series'. The series is split into following three categories of activities:

**Demonstrations** –for visitors/guests to watch artists create, have dialog about process and purchase artworks

**Experiential** –for visitors and guests to learn a specific creative skill / technique and to take a piece home that they create

**Workshops** – for visitors/guests to learn a specific creative skill / technique and to leave their creation behind for it to become part of a larger work of art intended to become a piece of the Jeffersonville Public Art Collection

#### PEP (or Public Engagement Projects)

The Jeffersonville Public Art Commission sees value in involving the community and visitors in the public art making process. Not only does participatory public art making teach one the ways to create with a certain media, it instills a sense of pride and ownership in the work. The Public Art Commission provides at least two participatory public art making events to the community a year in the NoCo Arts Center.

#### Artist(s) in Residence Workshops

Workshops are integral to the NoCo Arts Center and provide an opportunity for artists to connect with the wider local community. NAC artists will be encouraged (and paid stipends) to pitch, plan and produce a workshop by responding to the interests and needs of different audiences.

2020 workshops to include: workshops for middle school aged children; community based workshops in and around various neighborhoods in the City of Jeffersonville, and specialty workshops pertaining to various socio-economic groups within the community.



## 18. Sample Artists Guidelines Form for Art Center Studio Tenancy – *cont'd.*

### Exhibitions

The NoCo Arts Center is a flexible and ever-changing space. Eventually, there will be a formal gallery space within the NAC. Until that time, we utilize twelve custom-built movable gallery walls, which range in size from 4'x7' to 7'x8'. The Jeffersonville Public Art Commission has hosted various exhibitions within the space and anticipates at least three shows coming in 2020. The movable walls would be perfect for a resident artist to display a temporary (pop up) show.

### Makers Markets

The City of Jeffersonville wants to nurture the creative class in our community and region and is excited to provide four pop up outdoor market place events, specifically targeting Southern Indiana emerging and established artists (of all media). This includes artists, makers, inventors, foodies, musicians, and dreamers!

This outdoor marketplace will be nestled next to the **eye-conic** 40' water tank mural by artist Wilfred Siegg III titled: Perpetual Perception. The City will provide 15 canopy shelters with one table and a chair for participant vendors to sell their wares. The marketplace will offer music, food and participatory take aways throughout the day.

There will also be a special indoor Holiday Market.

### ABOUT THE NoCo Arts & Cultural District

**The NoCo Arts & Cultural District is recognized as one of ten accredited Arts & Cultural Districts in the State of Indiana. The NoCo District is undergoing an exciting transformational period of significant growth and change.**

NoCo is an arts and cultural district that was essentially built from scratch. Initiated in 2013 by Jeffersonville's Redevelopment agency, with subsequent involvement by the City's Public Art Commission (JPAC) and its staff, the district encompasses a 22-acre site north of Court Avenue, hence the name "NoCo." It has sprouted numerous public art projects and community engagement activities, hosted a wide variety of cultural programs and inspired a number of collaborative efforts involving civic groups, city departments and community volunteers. Aided by the success of the Big 4 Bridge, robust riverfront programming drawing cultural tourists and visitors, and Redevelopment's commitment to revitalizing downtown—north of Court Avenue—NoCo is poised to address multiple community needs simultaneously. Today, NoCo features an art center with artist studios, a vintage fire museum, a history museum, a maker space, an art supply store, and more.

### APPLICATION STEPS:

1

#### VIEW ON-LINE APPLICATION and STUDIO(s)

##### First:

View guidelines at: [jeffersonvilleart.com](http://jeffersonvilleart.com)  
Click on the NoCo Arts District THEN on the Art Studio Opportunities Tab (guidelines & application are on this page). PLEASE take time to read through the guidelines BEFORE applying. Be prepared to upload 6 images of your current work AND have your working artist statement ready to submit as well.

2

#### SUBMIT APPLICATION

##### Second:

After viewing the guidelines on-line and studio view pictures, take a moment to COMPLETE AND SUBMIT the application. The DEADLINE for applying for a studio in the NoCo Arts Center for 2019-2020 is **MONDAY, FEBRUARY 3<sup>rd</sup>, 2020 by 6:00 p.m.** – Southern Indiana time!

### CONTACT

If you have any questions, please contact the Public Art Commission staff:

**[dspyker@cityofjeff.net](mailto:dspyker@cityofjeff.net)**

**P: (812) 786-2307**

The NoCo Arts Center Artist Studio space rental is an initiative of the City of Jeffersonville.

