



# Arts & Culture

## City of Bridgeport Plan of Conservation and Development





# AGENDA

1. Introduction
2. About “Plan Bridgeport”
3. Overview of Arts & Culture
4. Interactive Survey
5. Case Study
6. Break-out Session
7. Wrap up and Next steps

# Introduction to the Plan Bridgeport Team



City of Bridgeport Office of Planning and Economic Development: Project Management



Fitzgerald & Halliday: Lead Planning Consultant




# About Plan Bridgeport

- Plan Bridgeport is the process driving the creation of the City's Master Plan of Conservation and Development
- This plan is a guiding document that establishes a vision for growth and determines strategies to achieve that vision.
- The plan examines how economic development, housing, transportation, infrastructure, sustainability, public health, and the environment interact throughout Bridgeport.



# Project Website and Survey

[www.planbridgeport.com](http://www.planbridgeport.com)



**SURVEY**

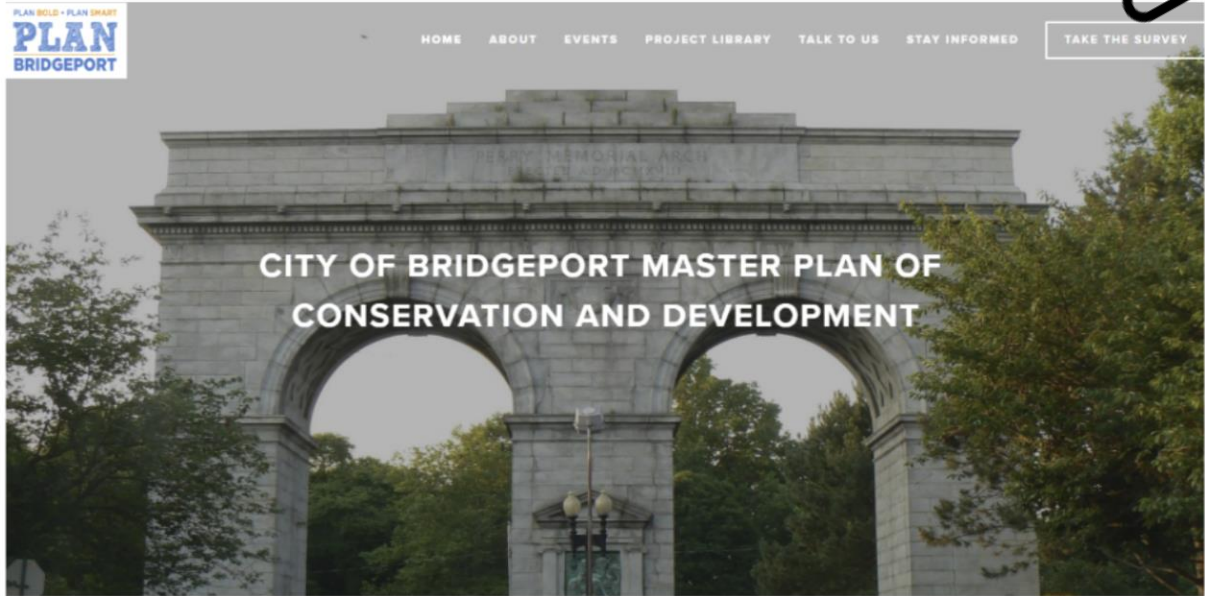
**TAKE OUR SURVEY**

A City's Master Plan of Conservation and Development is a guiding document that establishes a vision for growth and determines strategies to achieve that vision. This survey is designed to gain your input on economic development, housing, transportation, infrastructure, sustainability, public health, and the environment and how you hope to see Bridgeport grow over the next ten years and beyond. Your responses will help guide policy decisions for the 2018 City of Bridgeport Master Plan of Conservation and Development update.

We would love to hear from you!

Please click the button below to provide your thoughts and feedback on Bridgeport's vision for the next ten years.

[SURVEY](#)



**PLAN BRIDGEPORT**

HOME ABOUT EVENTS PROJECT LIBRARY TALK TO US STAY INFORMED [TAKE THE SURVEY](#)

**CITY OF BRIDGEPORT MASTER PLAN OF CONSERVATION AND DEVELOPMENT**

**MASTER PLAN OF CONSERVATION AND DEVELOPMENT**

A City's Master Plan of Conservation and Development is a guiding document that establishes a vision for growth and determines strategies to achieve that vision. The Master Plan examines how economic development, housing, transportation, infrastructure, sustainability, public health, and the environment interact throughout Bridgeport.

The Master Plan of Conservation and Development allows for coordinated development that will protect and enhance the general welfare and prosperity of Bridgeport's residents. It's environment and amenities, and overall livability.

**PLAN BRIDGEPORT**

Curious about what your neighbors think of @CityofBptCT? Use the mapping tool to sort through other peoples pins a...

<https://t.co/WGV0Gixv9>

An hour ago



The background is a vibrant, abstract collage. It features a large, semi-transparent white circle on the left side, which serves as a container for text. The rest of the image is a complex, layered composition of various textures and colors, including bright yellows, oranges, reds, and purples. There are hints of recognizable forms, such as a face in profile and architectural elements, but they are heavily stylized and integrated into the overall abstract pattern.

# Bridgeport's Arts and Culture

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- **Bridgeport Arts + Cultural Council** founded in 2010
  - To advocate for cultural and arts organizations and artists by promoting participation in arts and cultural activities
  - Located in Bridgeport's Historic Arcade



# Bridgeport's Arts and Culture

**Mayor's Neighborhood Arts & Heritage Grants** support creative arts and heritage projects and programs of individual artists and arts-, cultural-, heritage- and history-based organizations throughout the City of Bridgeport, CT and is administered by the Bridgeport Arts + Cultural Council.

The purpose of this program is to **enrich the quality of life in the City by funding arts and heritage** projects and programs.



# Bridgeport's Arts Trail

Four day event highlighting local artists, galleries and installations in Bridgeport.

In 2017, the 9th annual Bridgeport Art Trail weekend attracted 3,500 attendees to tour the city, visiting arts venues such as artists' studios, galleries, theatres and pop-up storefronts.





# Bridgeport Arts Fest

- Celebrates the broad ethnicities in Bridgeport with artisans, live music and artwork, local eats, and more!
- A community celebration of local and original arts, artists, makers, and performers
- Features local and original fine art, crafts, jewelry, clothing & accessories, live music, dance, performances, demonstrations and activities, and local food.





# Using the Arts for Economic Development

- Influx of tourism and art related facilities
- Surge in job creation
- Draw a young, creative, and energetic workforce to a community
- Draw business industry professionals seeking inspiration, entertainment and a thriving home to raise their families





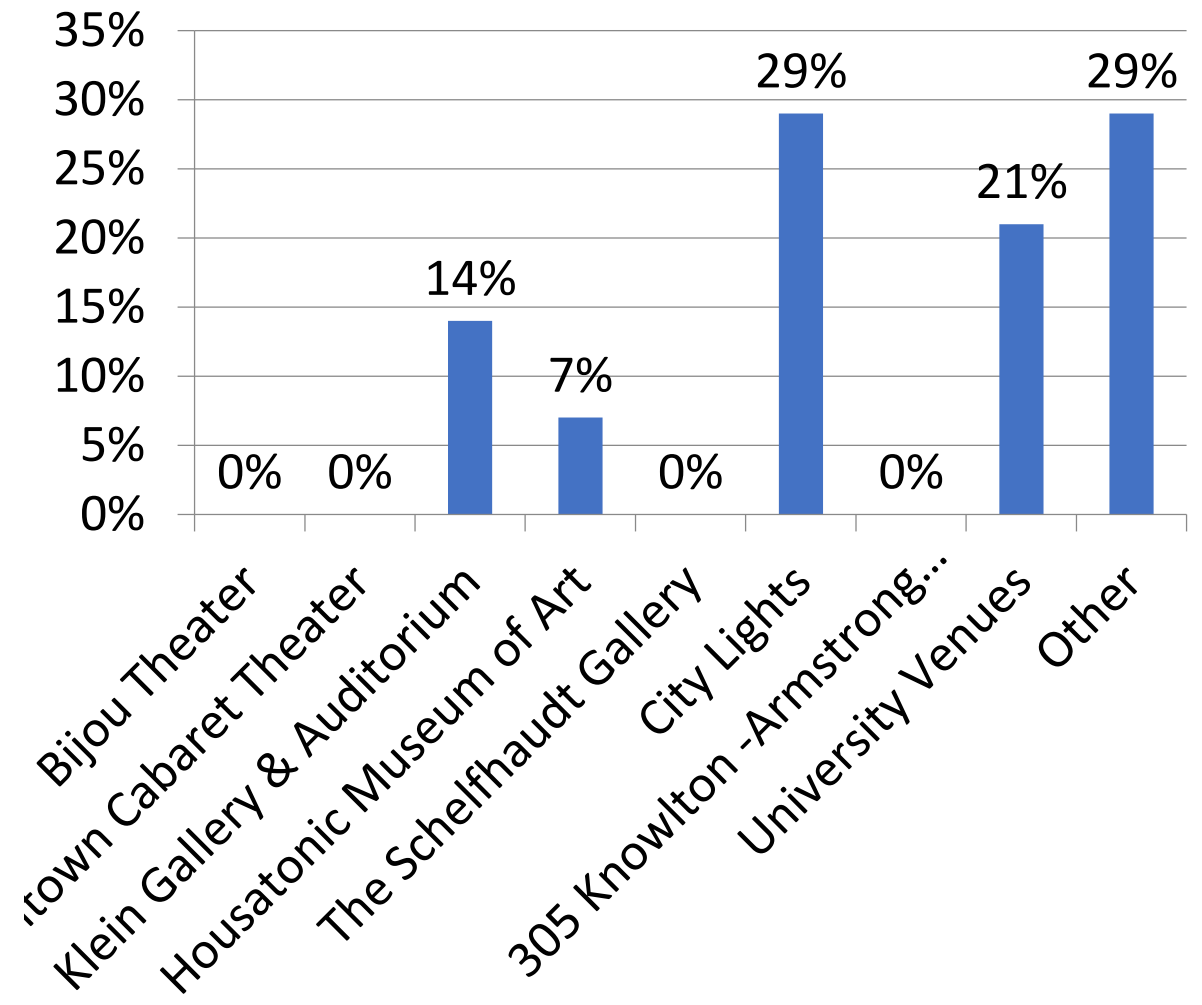
# Interactive Survey

- Use numbered keys only
- Select the number that corresponds with your selection on the slide
- To change your selection, select another number



# What is your favorite arts and culture venue in Bridgeport?

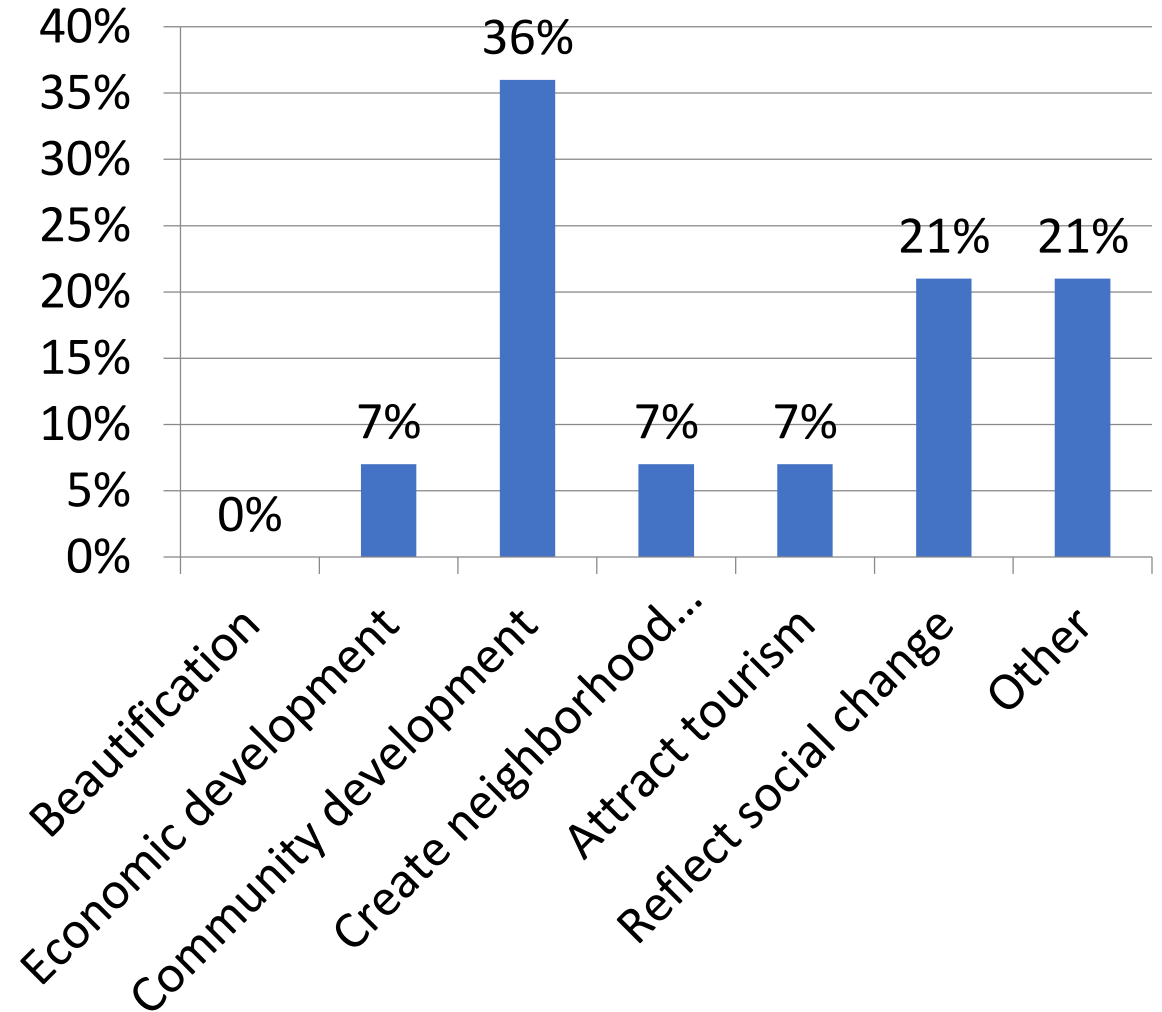
1. Bijou Theater
2. Downtown Cabaret Theater
3. Klein Gallery & Auditorium
4. Housatonic Museum of Art
5. The Schelfhaudt Gallery
6. City Lights
7. 305 Knowlton -Armstrong Gallery
8. University Venues
9. Other





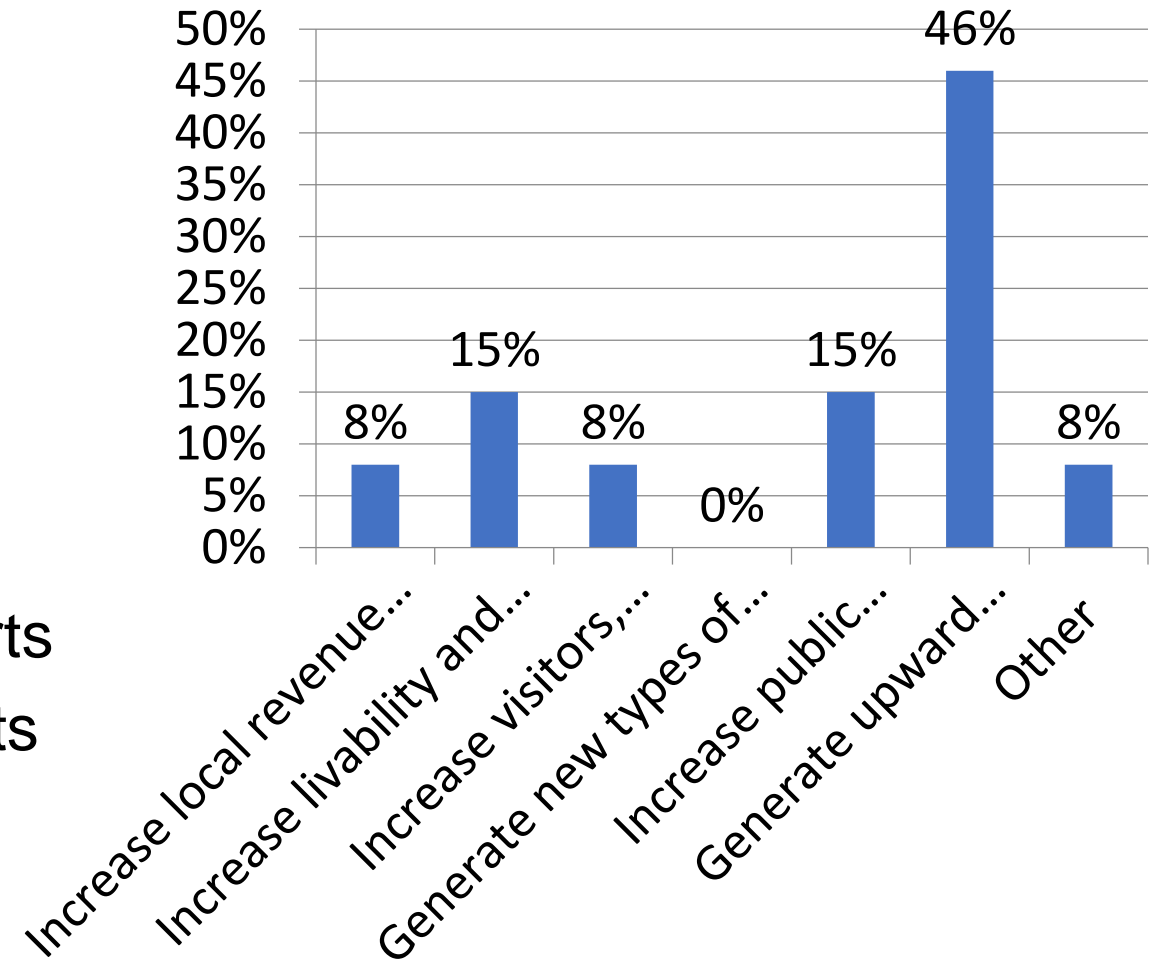
# What do you think is the primary role of arts and culture in a Bridgeport?

- 1.Beautification
- 2.Economic development
- 3.Community development
- 4.Create neighborhood identity
- 5.Attract tourism
- 6.Reflect social change
- 7.Other



# What benefit would you most like to see from public art and culture programs?

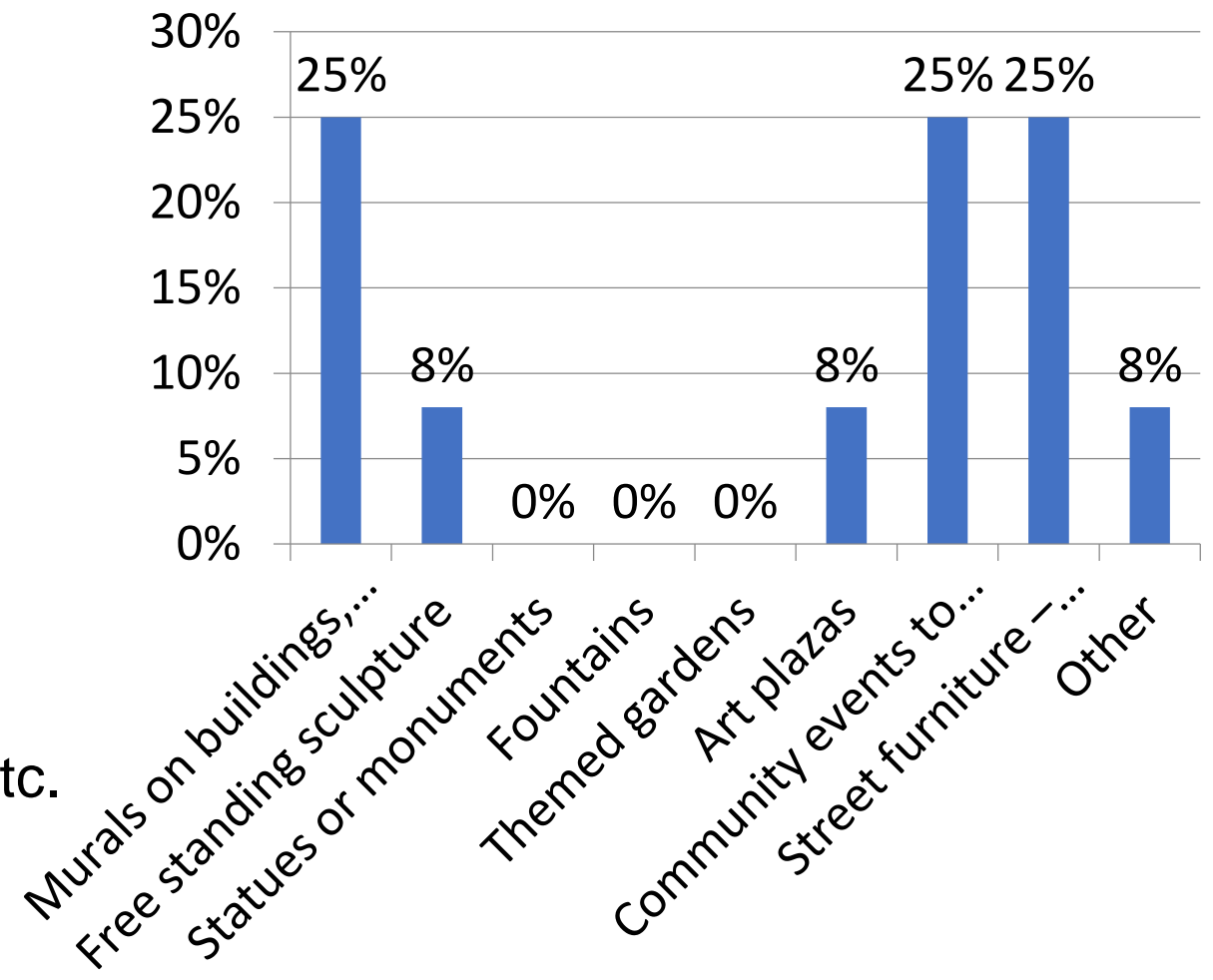
1. Increase local revenue through increased tourism
2. Increase livability and attractiveness of the City
3. Increase visitors, shoppers, and investors
4. Generate new types of businesses
5. Increase public involvement in the arts
6. Generate upward mobility through arts and culture programs
7. Other





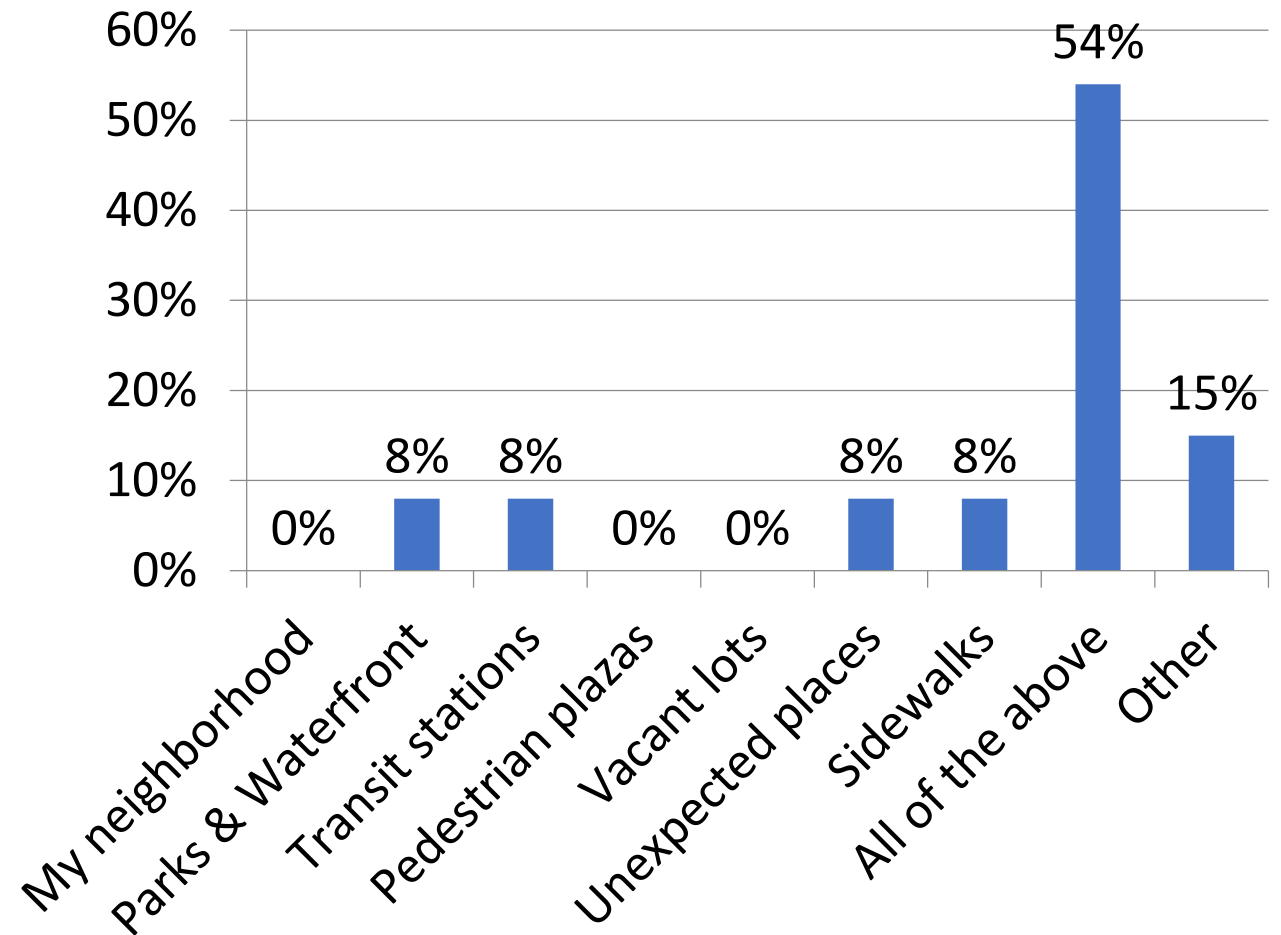
# What kinds of public art would you most like to see?

1. Murals on buildings, bridges and highway underpasses
2. Free standing sculpture
3. Statues or monuments
4. Fountains
5. Themed gardens
6. Art plazas
7. Community events to create public art
8. Street furniture – decorated benches, lamps, bus stops, garbage disposals etc.
9. Other



# Where would you most like to see public art?

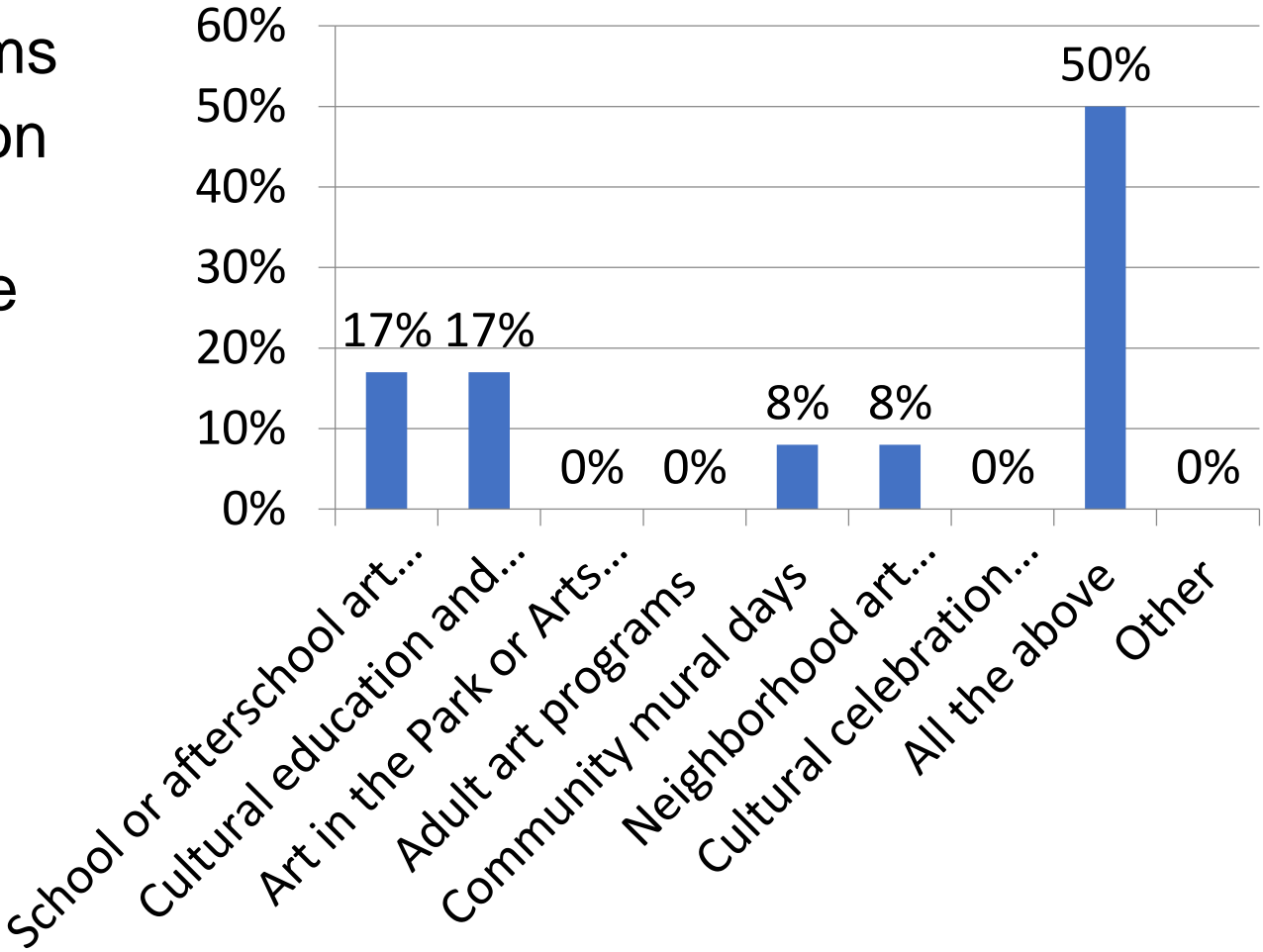
1. My neighborhood
2. Parks & Waterfront
3. Transit stations
4. Pedestrian plazas
5. Vacant lots
6. Unexpected places
7. Sidewalks
8. All of the above
9. Other





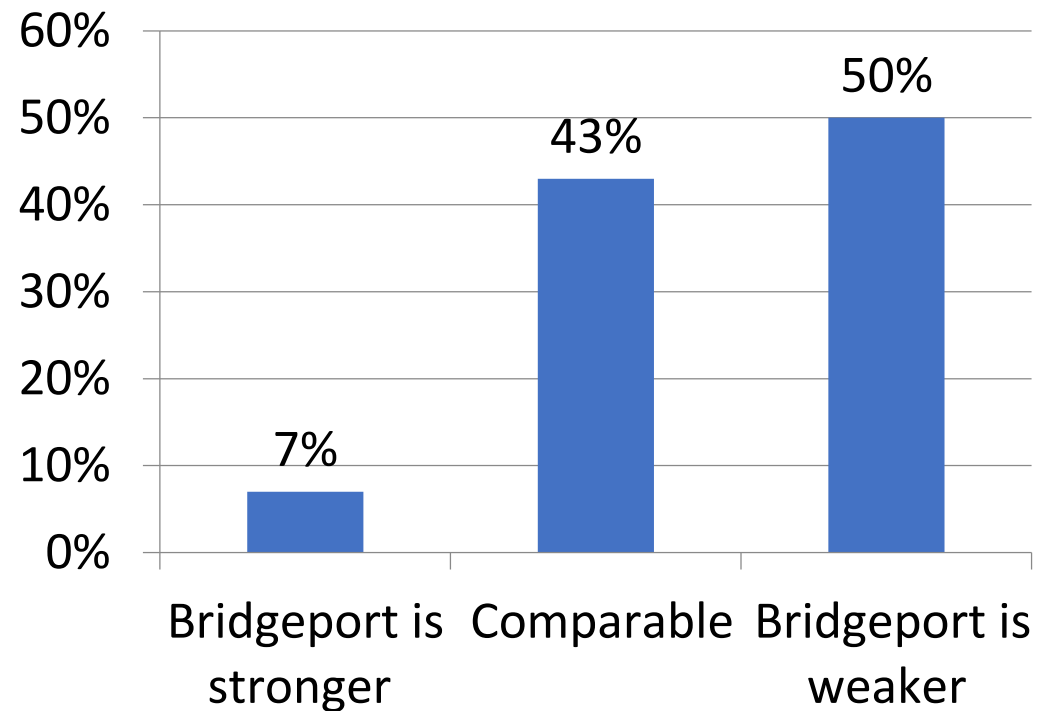
# What kinds of arts and culture programs are a top priority for Bridgeport?

- 1. School or afterschool art programs
- 2. Cultural education and celebration programs
- 3. Art in the Park or Arts and Nature programs
- 4. Adult art programs
- 5. Community mural days
- 6. Neighborhood art initiatives
- 7. Cultural celebration events
- 8. All the above
- 9. Other



# How does Bridgeport compare to similar communities with respect to Arts & Culture?

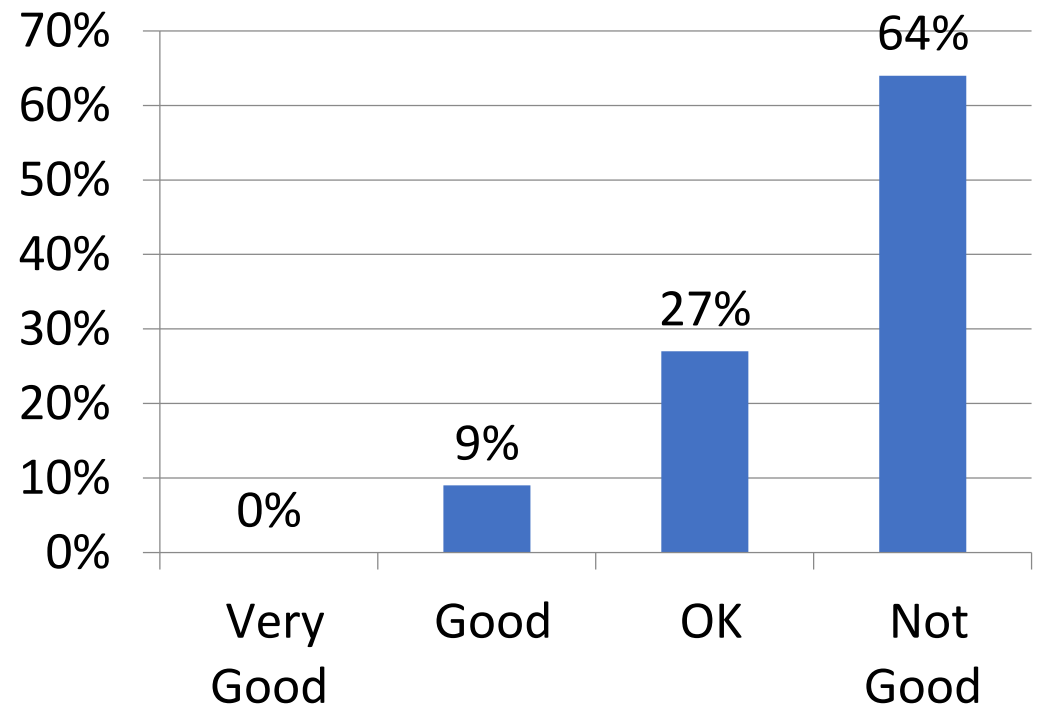
1. Bridgeport is stronger
2. Comparable
3. Bridgeport is weaker





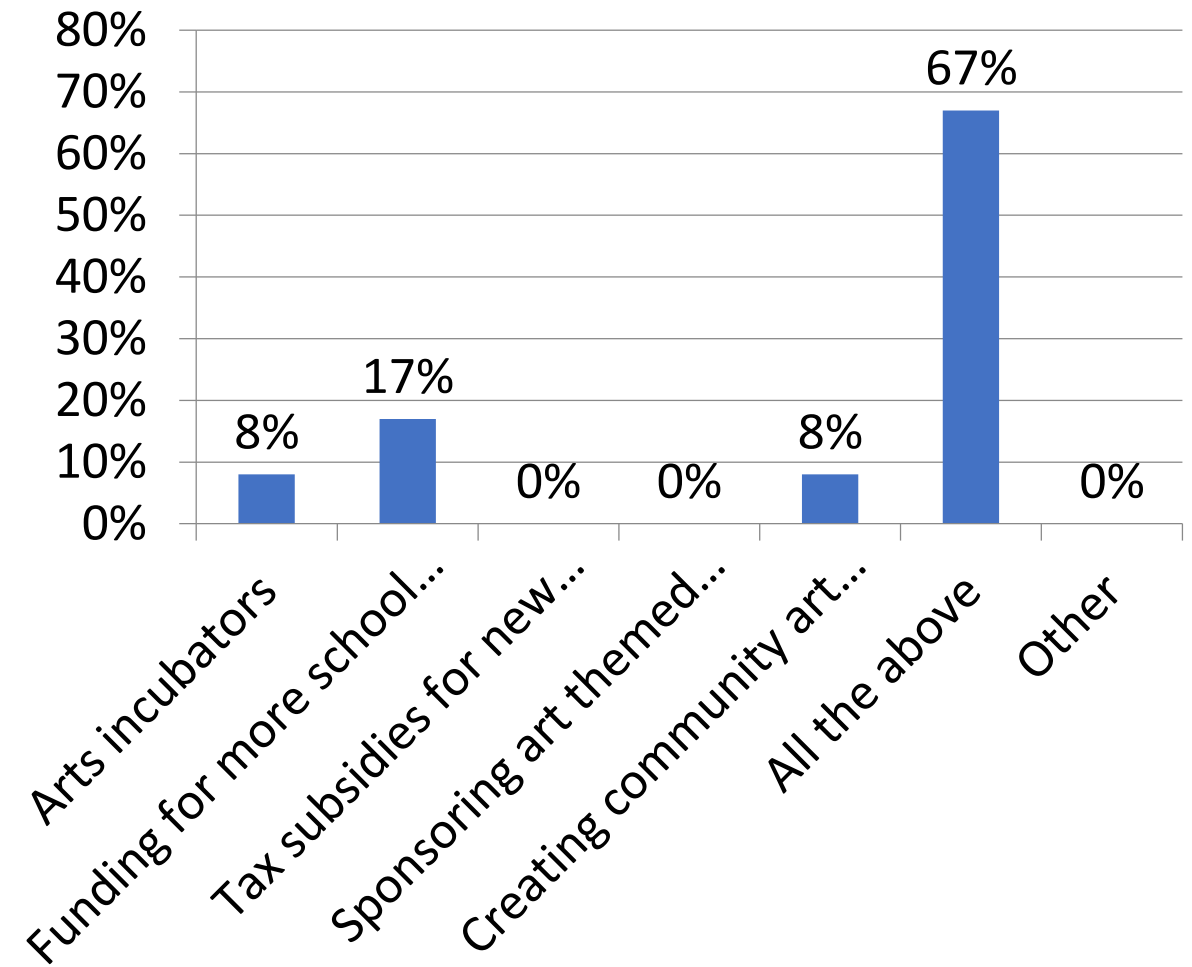
# How do you rate the City of Bridgeport's support of Arts & Culture?

1. Very Good
2. Good
3. OK
4. Not Good



# How should the City promote arts and culture programs and development?

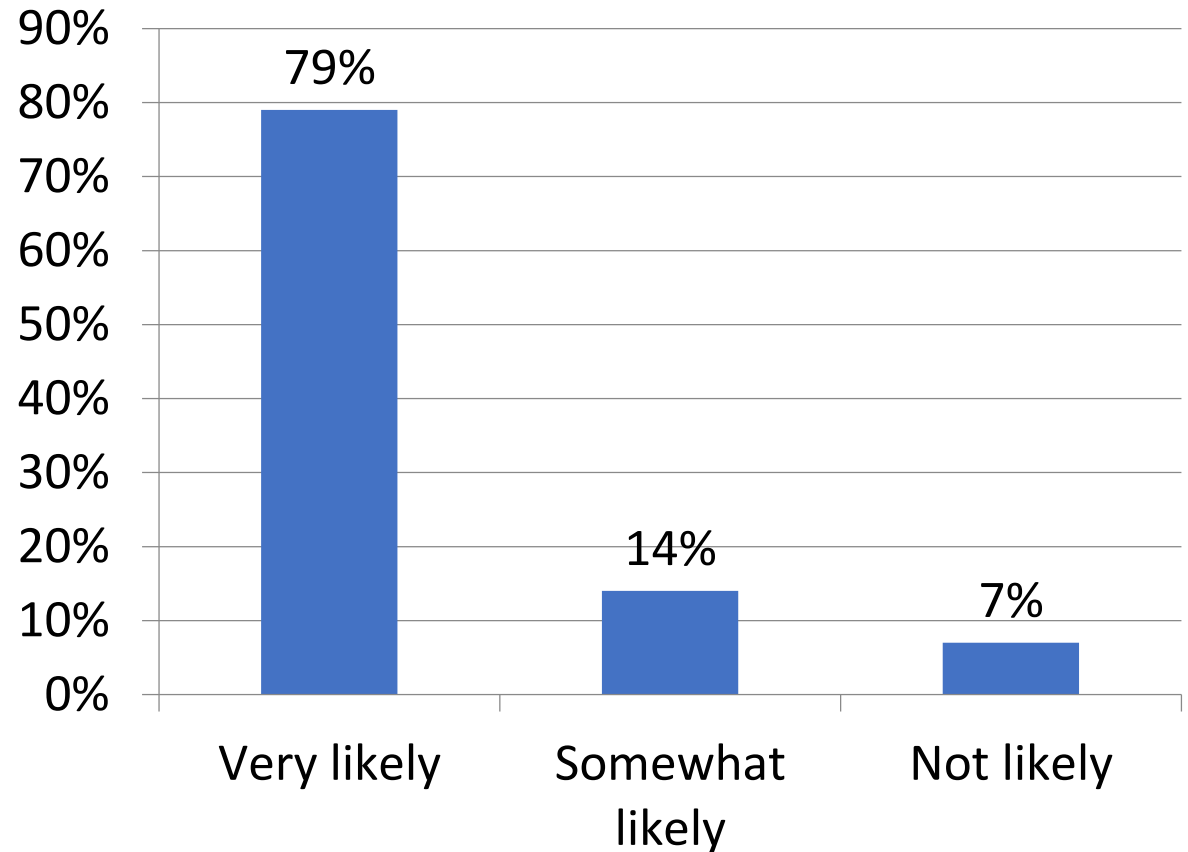
1. Arts incubators
2. Funding for more school programs
3. Tax subsidies for new arts and culture centers and venues
4. Sponsoring art themed events
5. Creating community art days
6. All the above
7. Other





# How likely are you to participate in a community arts program?

1. Very likely
2. Somewhat likely
3. Not likely



# Great Job!

*We will now collect “clickers”*



# Case Studies in Arts and Culture as Economic Drivers





# Canton, OH Arts District

- Canton, Ohio was suffering in the 1990's as many businesses moved away due to crime and economic and social unrest.
- The City of Canton shifted its focus to arts in 2006 through the creation of a county-wide arts council “ArtsinStark” to program its arts venue, the Cultural Center for the Arts.



# The Cultural Center for the Arts and ArtsinStark

- At first, programming and management was limited and the center was mainly unused except for large scale events
- 2005 Fund for the Arts Campaign – collective fundraising for all artists big and small as a protected unit through the Council
- Collective fundraising from the council of public art, art classes, SmArts programs, and development of the Arts District





# Development of Canton Arts District

- The Downtown Canton Land Bank and Downtown Canton Special Improvement collaborated to place local artists in downtown buildings that were otherwise vacant which led to the creation of successful art galleries leased to artists at lower rates
- Arts District was created in collaboration with the Downtown Canton Special Improvement District
- The Canton Arts District boasts 30 art galleries, studios, and specialty shops plus a wide range of public artwork on display around the streets of Downtown Canton! There are also five live music venues, and over 20 restaurants and bars for you to enjoy.





# Effects of the Arts District

- Properties were made available from the Land Bank for affordable housing for artists and young professionals
- Presence of artists increases attractiveness of living in an urban setting – artists are seen as urban pioneers
- Downtown Arts District is outshining the Football Hall of Fame as the star of the city's entertainment value
- Changing perception that Downtown Canton is unsafe as the revitalization spills out from the Arts District to neighboring streets and blocks – people have started living downtown again!



# Creating a Community Culture

- A survey of more than 1,200 high-technology workers looked at the factors that determined a city's appeal when considering a new job. The study found that “community quality of life” was the second most important factor, just below salary.
- How can Bridgeport utilize arts and culture to create a livable, artistic, and energized community?





## Break Out Sessions

Break into groups of 10 or less people





# Break Out Sessions



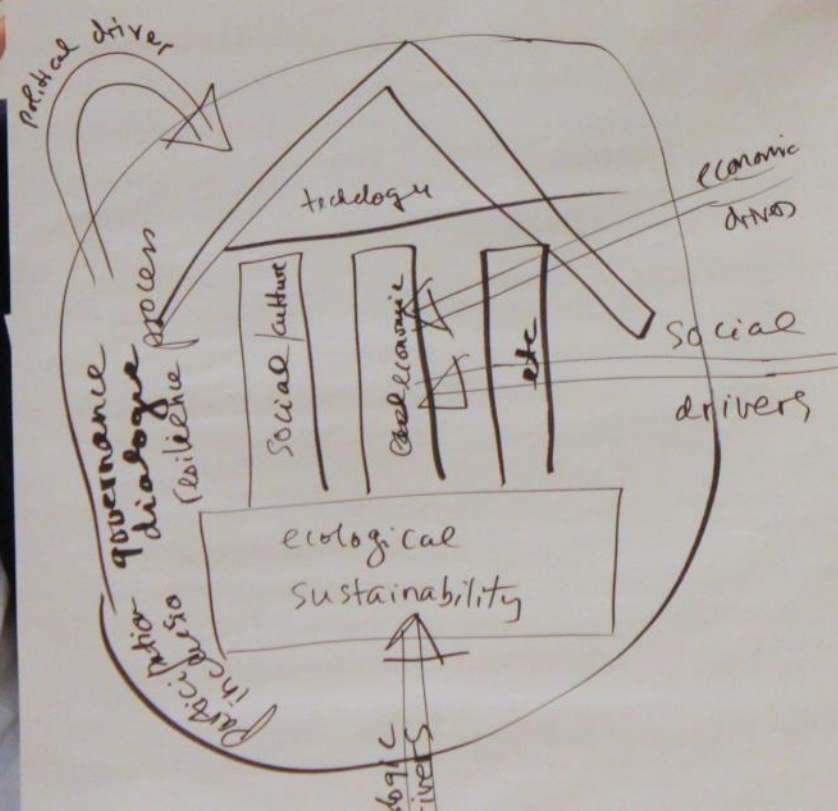
Strengths



Issues



Ideas



**Please report  
your findings**





OUR VISION FOR THE  
OF BRIDGEPORT?

# Upcoming Events





# Upcoming Thematic Meetings

▲ THEME	📅 WHEN	📍 WHERE
Housing Meeting	6PM, Wednesday, September 19	Johnson School

# CONTACT INFORMATION

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