

Why arts and creativity belong in every community





"In communities across the Midwest, we found quality of life matters more for population growth, employment growth, and lower poverty rates than quality of business environment."



Michael Hicks - George and Frances Ball Distinguished Professor of Economics and Director of the Center for Business and Economic Research, Ball State University as published in Brookings

What Do We Mean by Quality of Life?

- Recreation opportunities
- Cultural activities, and;
- Excellent services (e.g., good schools, transportation options)





Arts & Culture Drive Quality of Life

Quality of life matters in people's decisions to move or stay, and it drives how attached they feel to where they live.







"Stickiness" = Attachment

People with access to arts and cultural activities are more attached to their communities — in both feelings and action.



Knight Foundation and Urban Institutes Community Ties: Understanding What Attaches People to the Place Where they Live

When people are more attached to a community:

- They are more likely to stay
- They are more likely to volunteer
- They are more civically engaged
- They are more philanthropic



Knight Foundation and Urban Institutes Community Ties: Understanding What Attaches People to the Place Where they Live



Older adults who engage in arts activities experience less loneliness and depression, and better wellbeing.



Arts activities positively impact the mental health of older adults to a statistically significant degree.



Indiana Arts Commission's Lifelong Arts Indiana Final Report – Center for Aging & Community, University of Indianapolis, 2024



2X as likely to graduate college.

5X less likely to drop out.

\$1 spent on the arts per child saves \$9 on other costs.





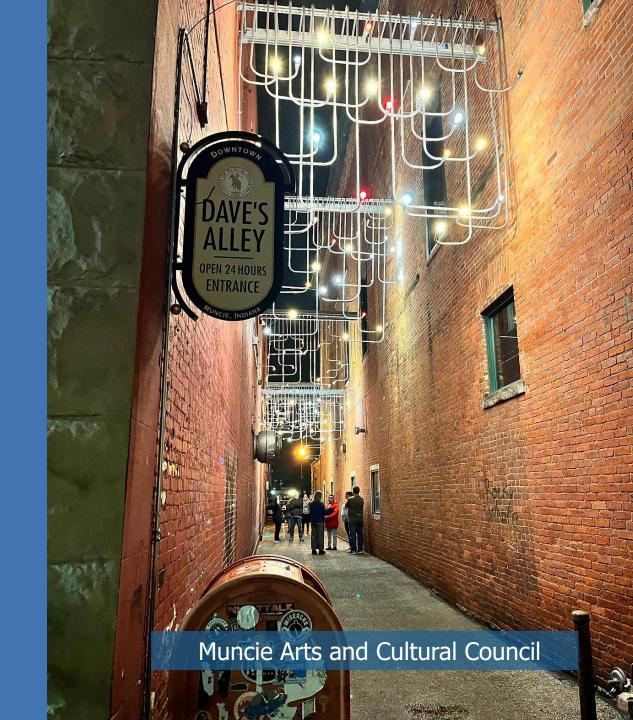
68% of tourism is driven by arts, heritage and history.

Project for Public Spaces





Arts and Creativity in Indiana Communities





















- Committing resources for initiatives such as:
 - Arts in your parks, greenspaces, farmers markets
 - Grants to support the development of arts organizations and arts events
 - A city arts commission
 - Cultural planning
 - Out of school arts programs for youth
 - Creative aging programs for older adults
- Actively connecting with arts organizations and creatives in your community
- Including creative-based businesses to your economic development recruitment and retention strategies



 Establishing ordinances that support creative efforts such as murals and outdoor performances

• Establishing clear and straightforward right-of-way guidelines and processes to support community events such as artist markets, concerts or festivals

 Putting creatives on city boards and commissions and asking them to serve on task forces or be a part of other local solution-seeking groups





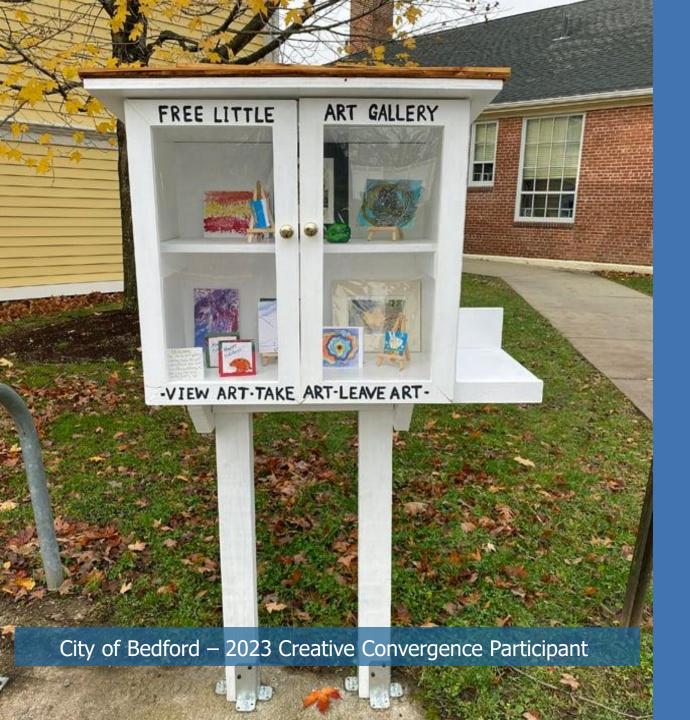
Fort Wayne Museum of Art

Arts Project Support

- Support for a community-based arts project
- Schools, libraries, units of government, nonprofit organizations of any type eligible to apply
- Awards up to \$4,000. No matching funds required.

Two application cycles in 2025

- Spring Deadline March 4
- Fall Deadline September 9



Creative Convergence Workshop and Early Action Grant Program

- Training for community teams on incorporating arts in community development at in-person workshop in November
- \$10,000 early action grant for participating communities
- Mentoring throughout project planning and execution
- FREE

Application opens in 2025



Funds will support investments in communities throughout the state focused on blight remediation and redevelopment, public arts and cultural initiatives

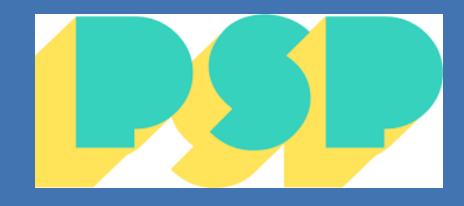
Governor Eric J. Holcomb announced at tonight's State of the State address that Lilly Endowment Inc. has awarded a \$250 million grant to help bolster quality of place efforts throughout the state. The grant to the Indiana Economic Development Corporation (IEDC), which is the single largest award given in Lilly Endowment's 86-year history, will be administered in conjunction with the nationally recognized Regional Economic Acceleration and Development Initiative (READI).

Transformative entire arts & Culture

to foster more vibrant and livable communities across Indiana for generations to























Call on us to help strengthen your community through arts and creativity.



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