

**Your Invitation: Be Part of the
“20/20 Vision” Planning Process for _____**

7/2 /10

In the last four years, enormous progress has been made across Stark County in developing our “Cultural Industry” which today consists of 100 cultural organizations and 500 artists with an annual economic impact of \$18 million. In addition, the 2009 blockbuster show KIMONO with its audience of 100,000 people, brought another \$6 million. All this very good news has been called the “arts explosion” that is happening in Stark County.

We believe that it needs to be seen as an “innovation explosion,” and as part of the effort to make sure that Stark County comes out of this recession repositioned for a stronger future. The last four years have shown that the development of cultural and creative industries here is absolutely critical to this process. Now we need a plan, county-wide and for individual cities and towns --- as our road map. ArtsinStark, the County Arts Council wants to create that ten-year plan, and we are calling **The 20/20 Vision Plan**.

The areas we were proposing to study are: 1) Arts Facilities, 2) Marketing for New Audiences, 3) Downtown Revitalization, 4) Integrating Arts into Education, 5) Private and Public Funding, 6) Nurturing Individual Artists, 7) Strengthening Cultural Organizations, 8) Public Art Planning, 9) Bringing Corporate and Community Innovation Together, and 10) Cultural Tourism. The 18 month process to complete the 20/20 Vision will begin in the summer and fall of 2010.

We’re asking you to be one of the eight to ten people who serve on the **Minerva 20/20 Vision Task Force**. The chair of that task force is _____. Your job will be to create the ten-year cultural plan for your community. We will do that in six meetings over a period of 18 months in 2010 and 2011. We are asking only for **nine hours** of your valuable time. Our promise to you is that each session will be extremely well organized, and will always start and end on time. We also promise that the results you come up with will not sit on a shelf --- they will be implemented. Below is the job description. We sincerely hope you will join us.

20/20 Vision Task Force 9-hour Job Description:

- Meeting One: Identifying the Issues and Reviewing Current Research – 1 ½ hours
- Meeting Two: Hearing Presentations by Cultural Organizations and Artists – 1 ½ hours
- Meeting Three: Setting Your Priority Areas – 1 ½ hours
- Meeting Four: Reviewing the Results of our Public Surveys – 1 ½ hours
- Meeting Five: Crafting Your Recommendations – 1 ½ hours
- Meeting Six: Attending the Countywide Unveiling of 20/20 Vision – 1 ½ hours

Name Printed

Best Email

Best Address

Best Phone Number