

**CREATING
CONNECTION**

Northwest Michigan

Arts Summit

May 9, 2019

willkommen dobrodosli
wemukelekile BEM-VINDA

VENTI *Hos geldiniz*

welcome
mieluinen
indiridwa
obrodosli

wemukelekile BEM-VINDA

VENTI *Hos geldiniz*

benvido mieluinen
welkam mwalandiridwa

exspectata bienvenida chroesawa willkommen
dobrodosli

welcome

bun nazmukelekile willkommen privitani

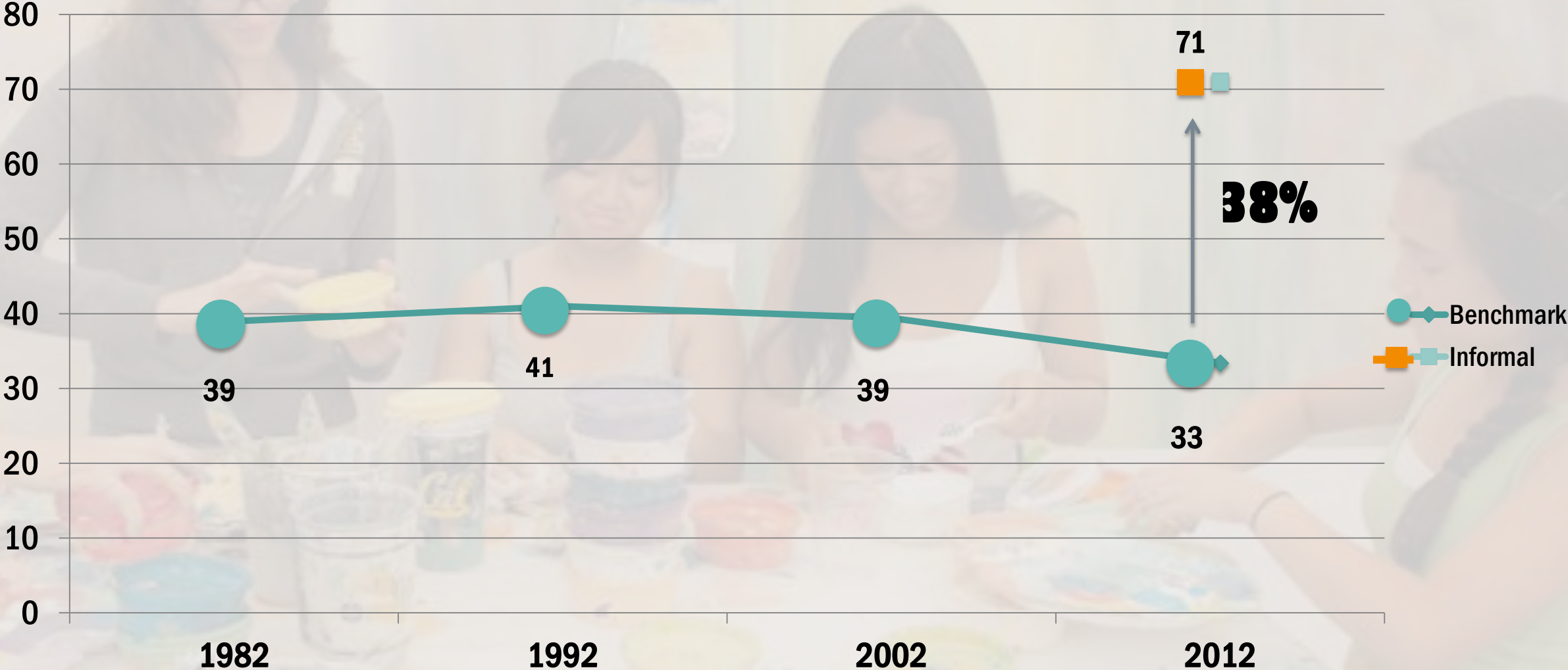
SZIVESEN LAT **welkom** VENTI *Hos*

geldiniz velkominn *byenvini* vitany
taggapin benvido mieluinen benvenuto



CHANGING TRENDS IN ARTS PARTICIPATION

THE OPPORTUNITY



Source: *A Decade of Arts Engagement: Findings from the Survey of Public Participation in the Arts, 2002-2012*.
National Endowment for the Arts: January 2015.

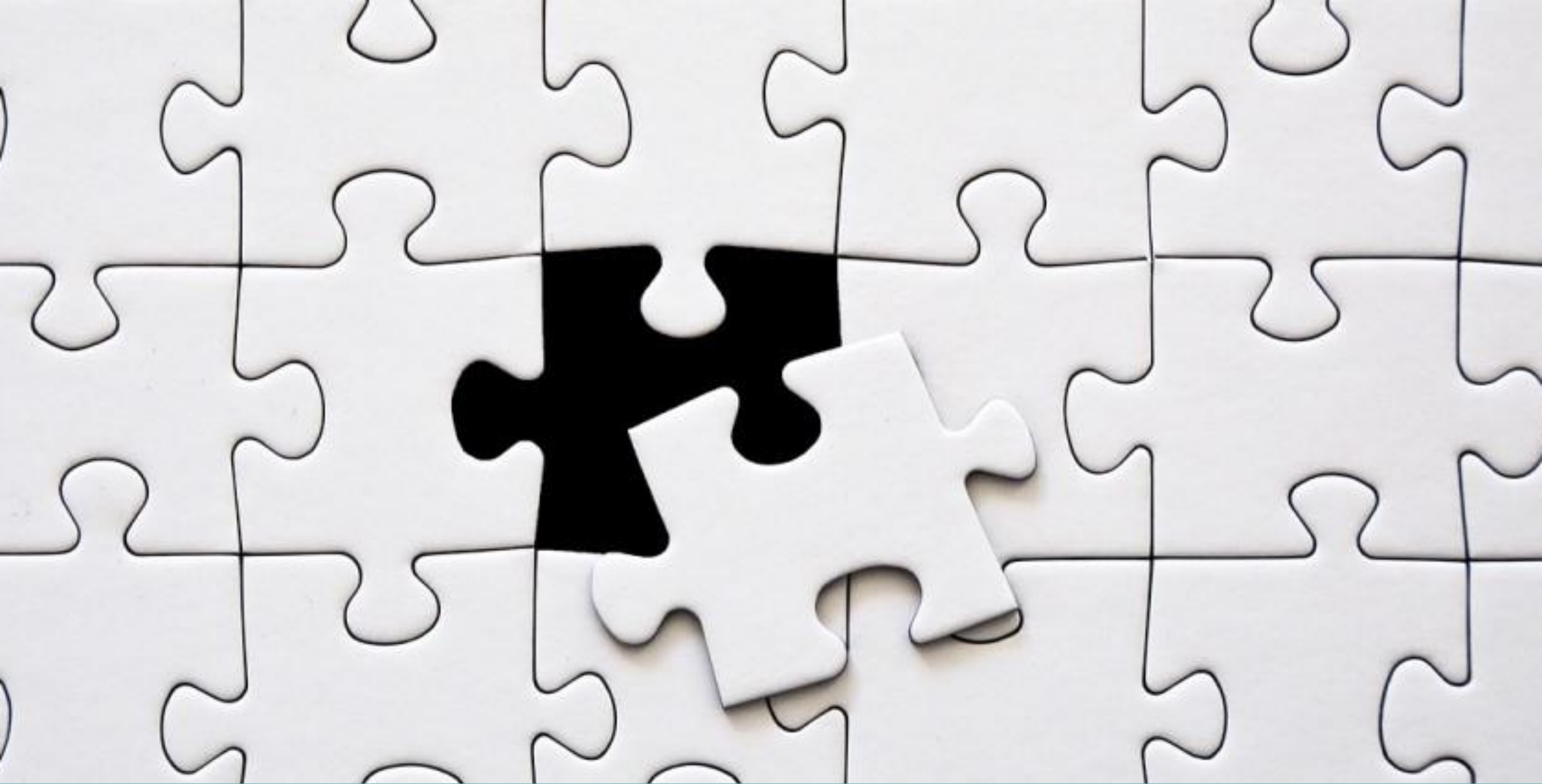


**PERENNIAL
CHALLENGE OF
MAKING OUR
CASE**



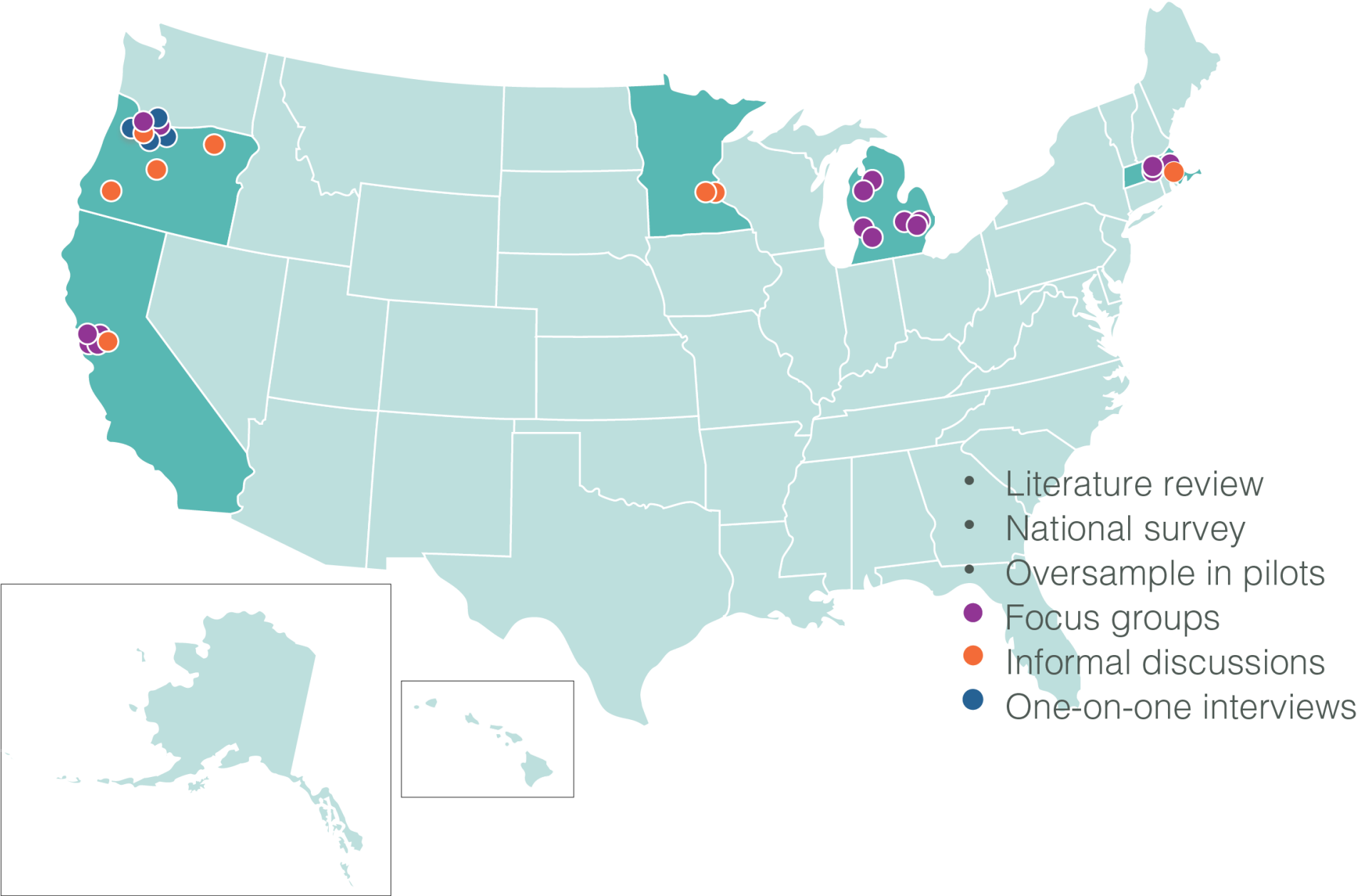
**Let's make arts and
culture a recognized,
valued, and expected
part of everyday
life.**



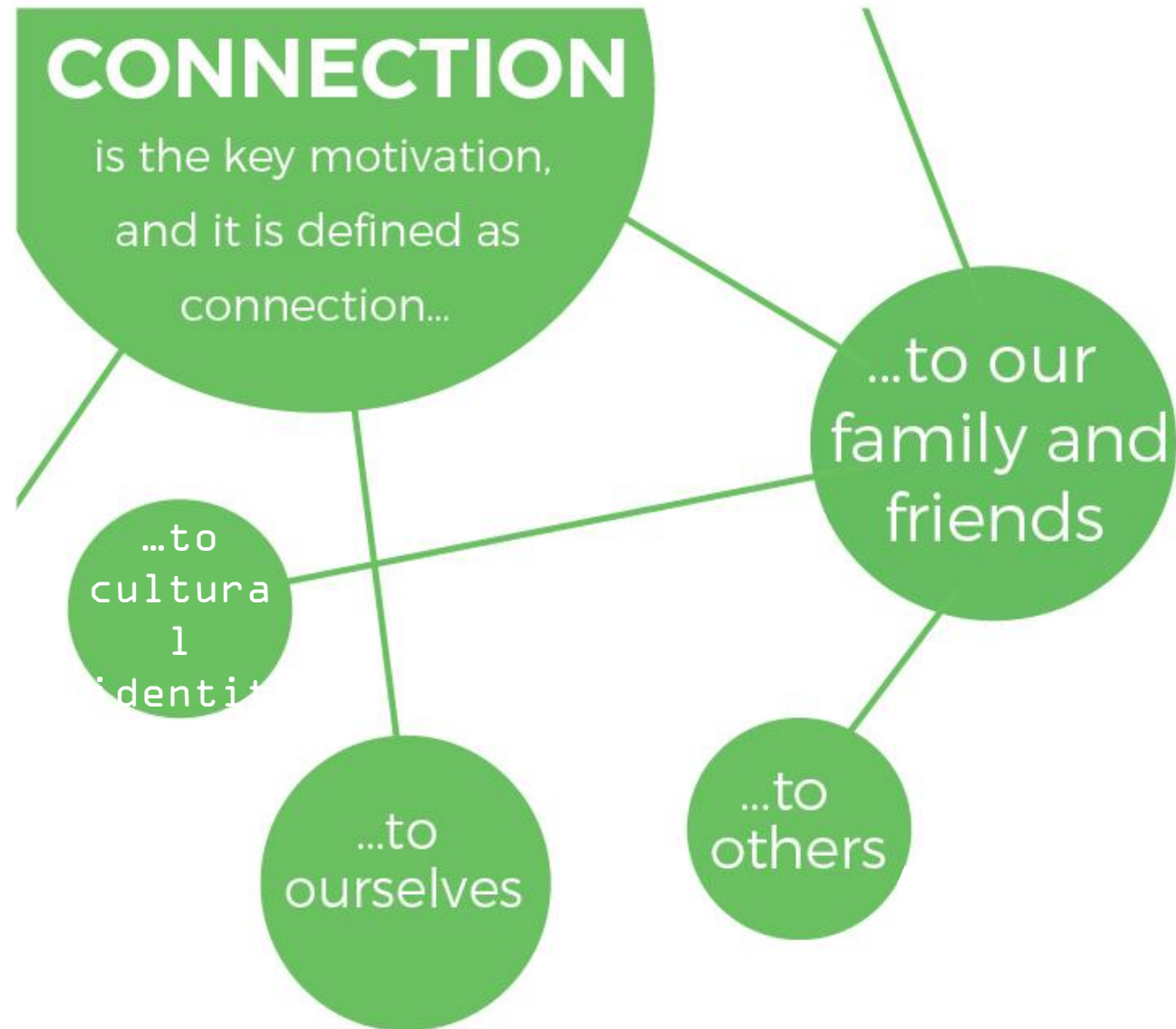


CONNECT TO DEEPLY HELD VALUES

RESEARCH METHODOLOGY

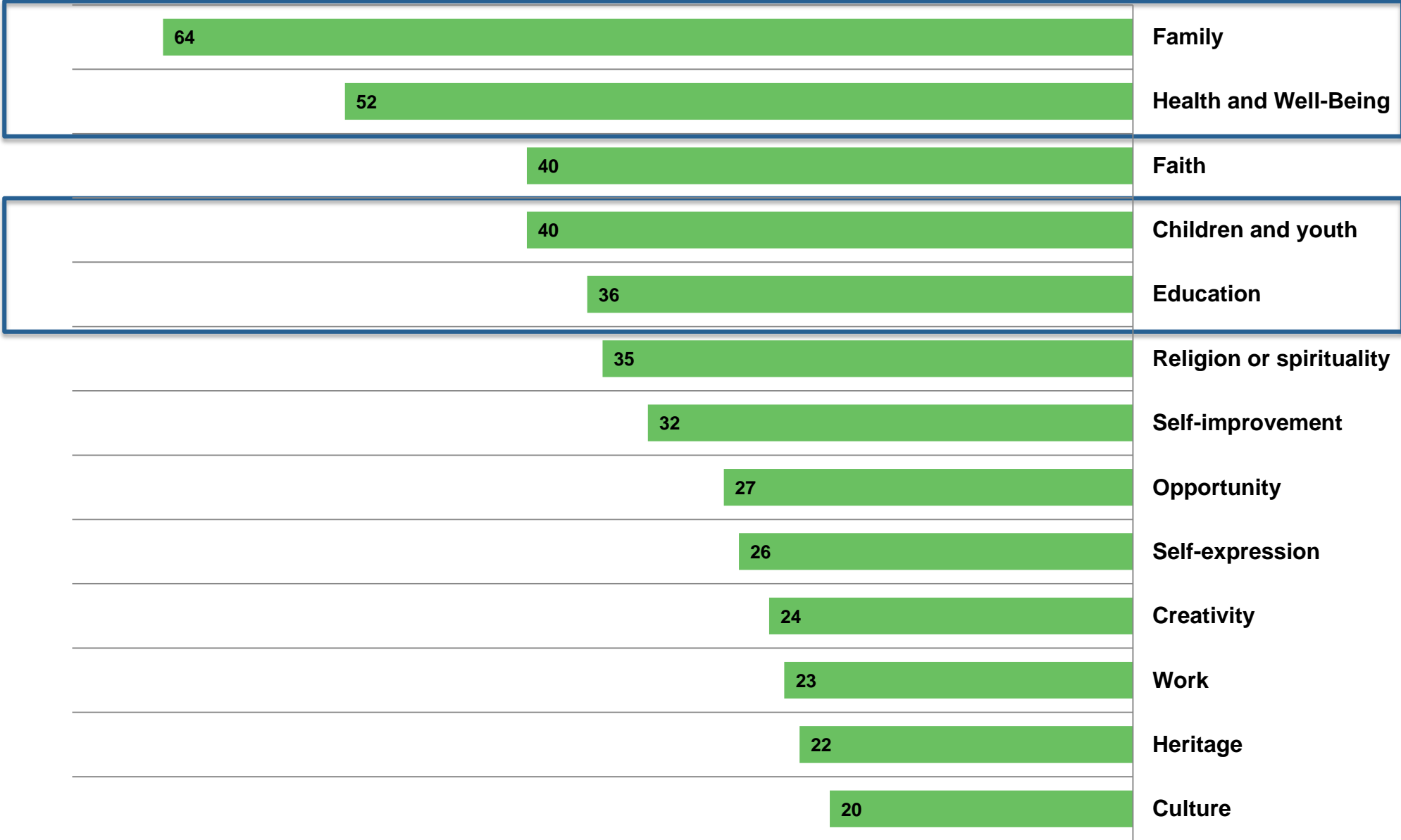


FACTS AND FIGURES



HOW IMPORTANT IS THIS TO YOU PERSONALLY?

% saying 10, extremely important




FACTS AND FIGURES

CREATIVE EXPRESSION

...is a more engaging and powerful frame than “arts & culture” for most audiences.

...brings more people into a conversation about arts & culture.

FACTS AND FIGURES



Most people say they would be happier, healthier, and less stressed if they were more active creatively.

BENEFITS

Benefits of arts & culture to children & youth are valued most highly.

FACTS AND FIGURES

AUDIENCES

Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.



FACTS AND FIGURES

BARRIERS
ARTS ARE
VIEWED
AS A “NICETY”
OR LUXURY.



People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.



Time & money are the biggest barriers to both formal and informal engagement.



FACTS AND FIGURES (ALL AT ONCE)



CREATIVE EXPRESSION ...is a more engaging and powerful frame than "arts & culture" for most audiences. ...brings more people into a conversation about arts & culture.

"Just part of who I am."



ART is a product of creativity, like a painting or piece of music.



CULTURE is art, but also part of lifestyle connected to heritage and tradition.



Most people say they would be happier, healthier, and less stressed if they were more active creatively.

Deriving meaning in life from creative expression is valued by fewer people.

BENEFITS

Benefits of arts & culture to children & youth are valued most highly.

AUDIENCES Younger people, women, parents of children under 18, and people of color are more likely to say that creative expression and creativity are important in their lives.

- People under 40 value arts & culture, creativity, and creative expression more than older people by about 10 points.
- Arts & culture community—and enthusiasts—are other important audiences.

BARRIERS

ARTS ARE VIEWED AS A "NICETY" OR LUXURY.

People want to engage with arts & culture, but are still finding mostly opportunities to passively observe.



Some existing constituencies push back against defining arts & culture more broadly as "creative expression."



Time & money are the biggest barriers to both formal and informal engagement.



CORE MESSAGE

CONNECTION

THROUGH CREATIVE EXPRESSION

Sharing creative experiences and expressing our own creativity builds powerful connections with people...with the community and world around us...with ourselves...and with our cultural heritage.

GROWTH

VOICE

WELL-BEING

HAPPINESS

BENEFITS

Connecting through creative expression...

- ... inspires, teaches and challenges us
- ... helps us understand, appreciate, and empathize with other people, perspectives, and cultures
- ... enlarges our emotional capacity
- ... promotes cognitive development and fosters critical thinking, problem-solving, and collaboration skills

- ... expresses our unique identity, creativity and ideas
- ... honors and shares cultural heritage across generations and communities
- ... engages and elevates diverse voices and perspectives
- ... provides opportunities for us to experience and be inspired by the creative expression of others

- ... reduces stress and helps us find balance
- ... boosts resilience, recovery and healing
- ... fosters lifelong brain health
- ... energizes and recharges us
- ... reconnects us with ourselves and what's most important in our lives

- ... creates lasting memories
- ... promotes interaction with people, reduces social isolation, and builds stronger relationships
- ... provides opportunities for us to experience the full range of human emotion, and makes us more present in everyday moments
- ... is fun

VALUES

Family & Relationships | Health & Well-being | Learning & Self-Improvement

CONNECTION

SO WHAT MIGHT THIS ACTUALLY LOOK LIKE?

GAF VIEW - MASTER

16 Robin launched
himself at a
catman--ZAP!

OPERATIONAL SUPPORT GUIDELINES

BEFORE

The Michigan Council for Arts and Cultural Affairs (MCACA) is pleased to offer a grant program for Operational Support. This program provides specific support for the operation of arts and cultural organizations throughout Michigan that are promoting public engagement, diverse and excellent art, lifelong learning in the arts, and the strengthening or livability of communities through the arts.

AFTER

The Operational Support Program provides support exclusively to arts and cultural organizations throughout Michigan. These organizations **connect with people and the world around them by exploring, sharing and supporting creative expression.** In doing so, they **promote the health and well-being** of communities and citizens throughout our state. We believe that by sharing creative experiences and expressing our creativity, we build powerful connections with the people we are closest to, with our community, the world around us and with ourselves. Creativity is in everyone and all around us, by exploring and experiencing creative expression our lives are better. Organizations supported by this program provide this service to us all.



KALAMAZOO
SYMPHONY
ORCHESTRA

JULIAN KUERTI
MUSIC DIRECTOR

Create *memories* with your *KSO!*

BUY NOW



ART
IN THE
LOFT



create.



A place for friends





YOU MAKE ART WORK: Create Connection

The Saginaw Art Museum, is a place to inspire creativity, make connections with the community, and develop wonder through the use of our permanent collection, exhibitions, and educational programs. Our goal is to use creativity as a vehicle for enhancing the quality of life in our region and beyond. You can make art work with your financial support. Donate today.

Please visit : www.saginawartmuseum.org/makeartwork to donate online or use the enclosed envelope to contribute with a check or credit card.

1126 N. Michigan Ave. Saginaw, MI | www.saginawartmuseum.org | (989) 754-2491





Creating Connection MI

Creating Connection MI is a series of intimate, personal stories that demonstrate how sharing creative experiences and expressing our own creativity helps us connect with others, our community, the world around us and with ourselves.


Creative expression enriches lives and communities by helping us grow and find personal fulfillment; find and share our voice; promote our health and well-being; and contributes to our happiness. All of which is critical to the work of MCACA here in Michigan. We encourage you to connect with people and the world around by exploring, sharing and supporting creative expression.





**IT GAVE ME A PURPOSE.
IT TAUGHT ME TO BE A
BETTER PERSON.**

**OTIS CORNELIUS
WATER STREET GLASSWORKS**



*I feel a lot more wanted
when I'm here. People
care about me. So I
definitely have a lot
more self-worth.*

KAT - CULTURE WORKS



**CREATING HELPS YOU GET
ON WITH THINGS**

Dawn - Kalamazoo Institute of Arts

*I definitely feel like I
found my community*



MADDIE - GIRLS ROCK DETROIT

**IT MAKES ME FEEL POWERFUL.
AND ANGRY SOMETIMES BUT,
STRONG,
THAT I COULD DO THAT.**



PENNY
GIRLS ROCK DETROIT





www.michigan.gov/arts