

I AMESBURY
2030
MASSACHUSETTS

ARTS & CULTURE



I AMesbury 2030

Mayor Kassandra Gove created the I AMesbury 2030 Task Force to help our community plan for the future. This group is spending two years (2021-2022) gathering community feedback, evaluating our strengths and weaknesses and helping to determine where we collectively want Amesbury to be in the next 10 years.

I AMesbury 2030 is looking at every aspect of our community to make sure that we're moving forward with one vision. They are looking at eight elements: open space and recreation, learning, arts and culture, mobility, infrastructure, economic development, housing, and operations. They are considering each of these elements with three lenses top of mind: equity, health, and resilience / sustainability. These three key areas are an important consideration to incorporate into every aspect of the 2030 plan.

As the Task Force completes an element, they release a short document to share some background, research and goals. These short documents reflect the work and findings that will be found in the complete, comprehensive document, which will be released at the end of this process in 2023.

We hope this document sheds light on the work of the Task Force, with the understanding that this document will not have all the answers. We look forward to sharing the full, comprehensive plan with you in 2023!



I AMesbury 2030 Task Force

Mary Chatigny, Co-Chair

Brittany Steingesser, Co-Chair

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We know that arts and culture are an important aspect of Amesbury's identity. Residents and visitors alike have communicated that access to arts and culture is important for quality of life and have a positive economic impact.

What is arts and culture? Human experience, creative expression of people's backgrounds and experiences, visual and performing (arts), traditions and celebrations (culture). It's a big way that people connect with one another, through shared backgrounds and experiences or through new encounters and learning opportunities. Amesbury has a wealth of artists from all disciplines, yet we know that we can improve how we promote artists and cultural opportunities. Coordinating existing organizations and resources, we can highlight Amesbury as a cultural destination and attract additional artists, visitors, residents and businesses.

When a community attracts nonlocal arts attendees and cultural tourists, it harnesses significant economic rewards. In a 2017 Americans for the Arts survey, the national sample of 212,691 respondents revealed that nonlocal attendees (outside of the county that the event / arts organizations is located) had twice as much event-related spending as their local counterparts (\$47.57 vs. \$23.44).



Attracting visitors to Amesbury for arts and culture activity is good for business!

www.americansforthearts.org; Arts & Economic Prosperity



79%

of people believe arts benefit their personal wellbeing.

72%

of people believe the arts unify us, regardless of age, race, and ethnicity

60%

cite the arts as a key factor in their decision to locate to an area.

Cities with high concentrations of art have increased civic engagement, social cohesion, and child welfare, as well as less crime and poverty. Arts advance equitable outcomes, especially when it comes to youth and the opportunity gap. Investment in the arts is a proactive, strategic investment in community.



Our Vision for Arts & Culture

Arts and culture have the power to make a community a better place for people to live, work, and thrive; building connections and reducing barriers between diverse groups. Amesbury recognizes the presence of creators, consumers, critics and supporters within the community and its neighboring cities and towns. To foster these natural, historic, artistic, and cultural resources as an integral part of the city's identity we will support arts and culture in our public spaces, downtown, natural and built environments, and in our neighborhoods.

GOAL: Establish a network of regional arts and culture creators and venues.

Arts are a key driver of our economy and an engine of job creation. Roughly 3 million Americans earn a living working directly in the creation of distribution of art. In Essex County, there were 5.4 establishments in the Arts, Entertainment and Recreation sector per 10,000 residents (2018); slightly higher than the state rate of 5.1 and higher than the U.S. rate of 4.5.



www.thecreativecoalition.org/issues/arts; Advocating for the Arts
www.impactessexcounty.org; Community Life Data

Some action items to help us achieve this goal will include:

- Elevate the role of the Local Cultural Council as a central resource for stakeholders in arts and culture.
- Engage the Chamber of Commerce in establishing business opportunities for creators.
- Support stakeholders by holding an annual summit of creators.

GOAL: Increase and improve promotion of regional arts and culture creators.



At a December 2021 Arts & Culture Summit with regional arts organizations and venues, we heard loud and clear that they need support with "Communication, having a central place where people can find out how to participate in arts and culture" and ensure that the "individuals who create and craft art collaborate with those who promote content and support the production of art".

Some action items to help us achieve this goal will include:

- Include arts and culture section and/or announcements in City newsletters (including Council on Aging, Library, and Amesbury Insider).
- Expand public galleries in municipal buildings and access to municipally held historic and cultural resources.
- Foster a reverence for craft, craftsmanship, and artistic expression in all its forms through programming and continued collaboration with the local schools and local artists.
- Create or utilize existing public calendars for arts and culture events.

GOAL: Identify and prepare public spaces for use by consumers and creators of the arts.

Did you know? City Hall has an art gallery called Art @ City Hall, run by a small group of volunteers with the support of the Amesbury Cultural Council. The exhibit changes quarterly and features artists from our community and the region! Visit www.amesburyculturalcouncil.com for details on upcoming shows and how you can submit art to their call for artists!



Some action items to help us achieve this goal will include:

- Conduct appropriate assessment of all local spaces available for events and programming.
- Centralize, to the extent possible, reservation information and systems.
- Improve municipal spaces to meet the needs of creators and optimize utilization.

GOAL: Promote membership and participation opportunities with our Local Cultural Council and partner with volunteers to enable programs and activities that respond to cultural needs in the community.

Get Involved!

The Amesbury Cultural Council is a City-appointed board of volunteers who are always looking for more people who love arts and culture to get involved. Learn more about the Cultural Council at www.amesburyculturalcouncil.com and apply to volunteer on the City's website at www.amesburyma.gov.



Some action items to help us achieve this goal will include:

- Support the Local Cultural Council initiatives to define and promote membership.
- Continue active engagement of Mayor and staff liaison with Local Cultural Council for developing programs based on community needs.

GOAL: Actively bridge generations within our community through encouraging varied programming and participation modes.



By 2030, there will be more than 72 million people over the age of 65 and the number of children will increase to 80 million. Intergenerational programming increases cooperation, interaction and exchange between people of different generations, allowing for the sharing of talents, knowledge and resources, and supporting each other, benefitting those individuals and the community.

www.gu.org; Generations United Intergenerational Programs

Some action items to help us achieve this goal will include:

- An increasing percentage of annual programs led by the Public Library, Recreation, and Council on Aging will be dedicated to multi-generational participants.
- Incorporate successful intergenerational programming on a regular recurring basis.
- Create and foster space and participation platforms that brings all generations in our community together.
- Include school leadership in planning and programming initiatives to incorporate youth across the community.

Resources and Existing Plans

- [2004 Master Plan](#)
- [2017 Americans for the Arts - Arts & Economic Prosperity 5](#)
- [2018 Impact Essex County Community Life Data](#)
- [2018 ArtsFund Social Impact of the Arts Study](#)

Community Input

- [2021 Community Survey on Amesbury's Identity](#) - 413 respondents
- [Arts & Culture Summit](#) - 14 participants / 7 organizations
- Amesbury Cultural Council Community Input Surveys from 2013, 2016, 2019 and 2021

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