



# Jay County

## Arts & Culture Master Plan

2025 - 2035



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## About

This plan is one-third of a regional arts and cultural planning project that includes Blackford and Jay Counties in Indiana and Auglaize County in Ohio.

Funded by the National Endowment for the Arts (NEA) through their “Our Town” grant and fiscally managed by Arts Place, Inc., the consultant team facilitated a community-driven planning process for each county providing opportunity to coordinate strategic efforts beyond individual boundaries.

Blackford and Jay County plans will also feed into a larger East Central Indiana regional Arts & Cultural plan to be completed fall 2025. That work is part of Indiana’s READI Arts Initiative as funded by the Lilly Endowment.

# Our Town — National Endowment for the Arts

Our Town project seeks to:

“Provide opportunities for the arts to be integrated into the fabric of community life — **Strengthening Communities.**”

Our Town project outcomes may include:

## Economic Change:

Economic improvements of individuals, institutions, or the community including local business growth, job creation/labor force participation, professional development/training, prevention of displacement, in-migration, and tourism.

## Physical Change:

Physical improvements that occur to the built and natural environment including beautification and/or enhancement of physical environment, new construction, and redevelopment (including arts, culture, and public space).

## Social Change:

Improvements to social relationships, civic engagement and community empowerment, and/or amplifying community identity including civic engagement, collective efficacy, social capital, social cohesion, and community attachment.

## System Change:

Improvements to community capacity to sustain the integration of arts, culture, and design into strategies for advancing local economic, physical, and/or social outcomes including, for example: establishment of new and lasting cross-sector partnerships; shifts in institutional structure, practices or policies; replication or scaling of innovative project models; establishment of training programs; or dissemination of informational resources to support the creative placemaking field.



<https://www.arts.gov/grants/our-town/strengthening-communities>



## READI Arts Initiative Goals

Engage residents and communities across boundaries of creative disciplines, geography and demographics.

Unleash regional creative transformation through investment in public art and cultural amenities that are accessible to the entire community.

Elevate READI's quality of place impact on Indiana's cities and towns.

Build a critical mass of authentic, yet bold, artistic and cultural assets with a long-term plan for their maintenance and expansion.



<https://indianareadi.com/resources>



# Welcome

## Why Have an Arts Plan

**The purpose of this plan is to enhance quality of life, strengthen the local economy, and provide an important — often missing — piece to community planning in Jay County. It provides a long-term, strategic roadmap of goals, strategies, and resources to guide action throughout the county.**

# How to Use the Arts Plan

## Start with Priorities.

Readers should view goals and strategies as a matrix in which many things can be happening at once as opposed to a linear plan of attack (Goal 1, then 2, etc.). That said, the document “stars” goals and strategies prioritized by county residents.



- Start with priorities and small, visible projects to capture attention.
- Follow the momentum to gain more support and identify next steps.

## Follow the Timeline AND Opportunities.

Funding is much easier to secure when tied to a plan, and opportunities come in a variety of forms, from newly formed partnerships to an enthusiastic community member.

- Focus on prioritized areas within the first 2 years to maximize community interest and engagement.
- Early success will be crucial to drive early buy-in, build momentum, enthusiasm, and demonstrate the plan’s potential.
- Take advantage of opportunities as they arise, even if they are out of sync with action plans. Opportunities missed may not return.

## Use the Resources.

Use the resources included in the appendix to work smarter not harder. The asset inventory is also a helpful way to find potential partners and opportunities.

## Implement Collaboratively & Thoughtfully.

Successful implementation will require a thoughtful leadership structure, including:


- An Arts Plan Implementation Team of key stakeholders (beginning with planning participants) not to execute every aspect of the plan, but instead to foster awareness, build partnerships, inspire, and maintain steady forward motion;
- A designated individual or entity to coordinate the team’s efforts and track implementation; and
- Funding to support the process.

“Arts bind people to place and each other.”

Alberto Ibarguen, President | The John S. and James L. Knight Foundation, 2018



# Concepts We Use

This process brought together arts organizations and professionals, civic and elected leaders, economic development, and community. This was a new combination for most participants – one that lead each to share new concepts with the others. We carried the following into this plan: 

**Placemaking** is a collaborative process that strengthens the bond between people and shared spaces. It goes beyond urban design by fostering creative uses of public spaces and honoring their physical and cultural identities.

**Creative Placemaking** focuses on strengthening communities with arts at the core.

**Creative Economy** is the crossroads of creativity, culture, and commerce – workers in arts occupations, creative industries, and places. Creative economies thrive when a wide array of industries and workers are treated as active participants in it.

**Philanthropy** is the voluntary giving by individuals or groups to promote the common good, often through financial donations or time, with the aim of benefiting others and fostering a more civil and just society.

**Quality of Place** the characteristics of a community or region that make it attractive and desirable to live, work, and visit, including both tangible and intangible factors like environment, culture, and social connections.

**Stakeholders** are those who may benefit or be affected by a project. They may or may not take part directly in the decision-making process of that project.



Definitions adapted from:

<https://www.pps.org>

<https://www.creativeplacemaking.us>

<https://patternindy.com>

<https://rural.indiana.edu/>

<https://artsandplanning.mapc.org/glossary-of-terms/>





# Placemaking Tool: Portable Art Studios

The NEA Our Town grant that funded this plan, also funded creation of portable “art studios.” Why? Jay Counties rural geography demands that organizations and artist facilitators practice creative placemaking by bringing the arts directly into the neighborhoods and communities they serve.

Over time, these colorful, adaptable (kid height or adult height) studios will become recognizable visual cues for events and organizations throughout the county that ART IS HAPPENING HERE! Available for organizations and organizers to “check out” they will support public engagement in the arts as a:

- Portable art installation and place to create
- Landing spot for information and recognizable brand for plan activities



For More Information Contact

Arts Place: Jay County Campus (260) 726-4809 or [jcc@myartsplace.org](mailto:jcc@myartsplace.org)



# Executive Summary

Rural communities thrive when they celebrate their unique character, build strong connections, and create opportunities for people to live, work, and engage. Placemaking — **using arts and culture to shape public spaces and community life** — is a powerful tool for strengthening local identity, fostering economic growth, and attracting and retaining residents.

This plan provides a roadmap for integrating creativity into broader community development efforts, ensuring that arts and culture are —not just valued, but — essential to long-term success. By aligning cultural initiatives with economic, social, and infrastructure goals, communities can revitalize downtowns, create engaging public spaces, and preserve their heritage — making them more vibrant, welcoming, and resilient.

**With a foundation of successful initiatives and a shared vision for the future, Jay County is well-positioned to harness the power of arts and culture to drive community growth and connection.**

When it comes to rural arts access and creative development, economic growth and sustainability are not only about recruiting businesses to establish and bring jobs.

Rural economic resiliency is aided by strong local leadership combined with community vision and branding.

Rural economies succeed when communities understand themselves—who they are and what they have to offer.

Not only does a strong creative identity engender local community pride, it creates a brand that attracts visitors and future residents.

Cross Sector Strategies for Creative Rural Development

National Association of State Arts Agencies, 2025



# What We Learned

Jay County is home to local and regional arts and cultural assets including Arts Place, Jay County Civic Theatre, The Glass Museum, active county and locally based history organizations, myriad signature festivals, public art, trails, and enviable fairgrounds. Portland, Redkey, Dunkirk, Pennville, Bryant, and Salamonia are dedicated to community revitalization, have a groundswell of successful efforts to build upon (public art, placemaking, beautification projects, façade improvement, historic restoration), and others in the works that align well with goals and strategies within this plan.

Plan goals and strategies directly support Jay County's solid foundation in arts and culture by advancing placemaking, community engagement, and sustainability:



**Creative Placemaking Downtown** builds on existing revitalization efforts through public art, beautification, and programming.

**Creative Economy & Entrepreneurs** drive arts, cultural, and economic vitality through creativity, enterprise, and community investment.

**Youth Engagement In & Through the Arts** ensures the next generation engages in and benefits from the arts.

**Cultural Identity & Heritage** strengthens local traditions, history, and festivals.

**Sustained Commitment & Implementation** secures long-term investment, leadership, and collaboration to keep arts initiatives thriving.

Together, these efforts enhance Jay County's vibrancy, economic growth, and community pride.

# Goals & Strategies



## 1 CREATIVE PLACEMAKING DOWNTOWN

Jay County's downtowns are thriving — revitalized through arts initiatives, beautification, and programming.

**STRATEGY 1.1** — Beautify all the “small” stuff for civic pride and engagement.

**STRATEGY 1.2** — Activate with public art, partnerships, events, and opportunities to create.

**STRATEGY 1.3** — Connect activities, places, and people.

## 2 CREATIVE ECONOMY & ENTREPRENEURS

All benefit from a thriving creative economy with increasing numbers of successful creative entrepreneurs and groups.

**STRATEGY 2.1** — Build support systems and training opportunities.

**STRATEGY 2.2** — Create spaces for creatives.

## 3 YOUTH ENGAGEMENT IN & THROUGH THE ARTS

Jay County's youth are thriving through the arts and civic participation.

**STRATEGY 3.1** — Increase opportunities for youth arts engagement.

**STRATEGY 3.2** — Increase youth access to arts.

**STRATEGY 3.3** — Increase youth stake in the arts.

## 4 CULTURAL IDENTITY & HERITAGE

Jay County's identity has been strengthened through the arts, history, and community engagement.

**STRATEGY 4.1** — Reimagine and strengthen signature festival traditions.

**STRATEGY 4.2** — Lean into Blackford County's history and heritage.


## 5 SUSTAINED COMMITMENT & IMPLEMENTATION

Arts initiatives and programming are sustained through collaboration, leadership, and long-term funding.

**STRATEGY 5.1** — Increase support for arts and culture.

**STRATEGY 5.2** — Solidify long-term investment pathways for arts and culture.

**STRATEGY 5.3** — Include arts elements and arts stakeholders when implementing related existing plan strategies.

 Stars highlight goals and strategies prioritized by county residents.



"Portland" Mural, Zach Medler, 2023



"Glass Capital" Mural, Dunkirk, 2020

# The Plan: A Vibrant Arts & Culture Future for Jay

The purpose of this plan is to enhance quality of life, strengthen the local economy, and provide an important — often missing — piece to community planning.

It provides a long-term, strategic roadmap of goals, strategies, and appendices with details and resources to strengthen local identity, foster economic growth, and attract and retain residents.

As leaders implement the plan, there are some basic placemaking principles to serve as a guide.

- 1 **Start with Petunias.** In other words, keep it small, simple, and visible through a “Lighter, Quicker, Cheaper” approach for early, obvious wins.
- 2 **They Always Say, “It Can’t Be Done.”**
- 3 **Community Engagement.** Involve residents in planning and decision-making to ensure that projects reflect local values and needs. This participation fosters a sense of ownership and strengthens community bonds.
- 4 **Cross-Sector Collaboration.** Partner with various sectors—such as local businesses, government agencies, and nonprofits—to pool resources and expertise, amplifying the impact of placemaking efforts.
- 5 **Asset-Based Development.** Identify and utilize local talents, traditions, and resources. This approach builds on what the community already has, leading to sustainable development.
- 6 **Flexibility and Adaptability.** Be open to evolving ideas and feedback. This adaptability allows projects to remain relevant and responsive to changing community dynamics.
- 7 **Focus on Quality of Place.** Enhance public spaces to make them more inviting and functional. Improvements like parks, community centers, and public art can boost residents’ pride and attract newcomers.

## Sources:

[Eleven Principles for Creating Great Community Places](#)

[Rural Placemaking and the Thrive Rural Framework](#)

[Creative Placemaking Resources](#)

[Placemaking, Wikipedia](#)

“Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.”

National Endowment for the Arts. *Creative Placemaking*. 2010



Arts Place, Portland



# Jay County Arts & Culture

The process identified key strengths, needs, and opportunities.

## Community Assets & Strengths

Jay County has strong **cultural assets** from which to draw upon.

- **Arts and Cultural Organizations** (Arts Place, Jay County Civic Theater, Harmony Players, The Glass Museum)
- **Festivals** (Fiber Arts Festival, Great Lakes Nation Powwow, Dunkirk Glass Days)
- **Historical Groups** (Jay County Historical Society, Dunkirk Historical Society)
- **Public Libraries** (Pennville Township, Dunkirk, and Jay County Public Libraries)
- **Places & Spaces** (Hall-Moser Theatre, Gas Boom Trail, Bowstring Truss Bridge, formal and informal galleries, Jay County Fairgrounds)
- **Creative Industry, Groups, and People** (Grandma & Me Quiltin', Redkey Blacksmiths, Bulldog Books; The Alcove; painters, musicians, fiber artists, actors, jewelers)

Jay County has a **strong heritage** from which to draw upon.

- **Foundational History** (The Miami People, railroads, The Underground Railroad, round barns, natural gas, cars, glass production)
- **Key Assets** (The Glass Museum, Jay County Courthouse, Balbec Underground Railroad, Museum of the Soldier, Redkey Historic District, Rankin Round Barn)

Jay County has **strong leadership** from public, nonprofit, and community sectors.

- **Government** (Jay County Board of Commissioners, City Councils, Mayors)
- **Centers** (John Jay Learning Center; Jay County, Pennville, West Jay, Bryant Community Centers)
- **Civic** (Jay County Development Corporation, Jay County Visitor & Tourism Bureau, City of Dunkirk Improvement Committee, Portland Main Street Connect)
- **Funders and Friends** (The Portland Foundation, Purdue Extension, Jay County Schools, Rotary)

Jay County is **driven**.

## “Advancing Creative Economy embedded in local history, heritage, and people”

emerged as a guidepost early in the engagement process revealing a core strength of drive and ambition continuously reemphasized through ongoing input. Anchored in committed leaders of all levels, from all communities, each have the drive to create lasting cultural, community, and economic impact for their communities and county.



Historic Redkey



## Capacity & Sustainability Needs

### Jay needs volunteers and leaders.

Turnover in key positions compounded by both a need for leadership development and larger pool of volunteers has stalled momentum toward progress and implementation of existing county and community-based plans and efforts.

### Jay needs to attract and retain population, particularly families.

- The population of 20,000 is declining.
- Nearly half (44%) of the population is age 45+.
- More cultural opportunities and beautification efforts are needed to increase attachment and attract new families.

### Jay needs to foster economic growth.

- Median household income ranks 70th in the state.

## Current Opportunities

### Jay County has momentum.

It is dedicated to downtown revitalization, has a groundswell of successful efforts to build upon (public art, placemaking, beautification projects, façade improvement,), committed leaders, an indelible entrepreneurial spirit, and both plans and projects in the works that align well with goals and strategies within this plan.

### Jay County has new and emerging resources that could be leveraged for this effort.

\$35,000,000	READI 2.0 Regional Award (ECIRP: Blackford, Delaware, Fayette, Grant, Henry, Jay, Randolph, and Wayne Counties)
\$3,900,000	Jay County Council and Board of Commissioners approved investment to expand broadband access (various sources)
\$1,250,000	Indiana Department of Transportation Community Crossings grants

### Jay County also has

- **Potential resources** coming through the READI 2.0 Lilly Endowment Initiative.
- **Myriad arts, community, and civic assets** from which to build upon, and
- **Committed leaders** driven to get results.
- **Strong local and regional plans** to drive efforts (Jay County Strategic Investment Plan, Portland Downtown Economic Plan, Portland Park Plan)





The Glass Museum, Dunkirk



# Goals & Strategies

## GOAL 1 CREATIVE PLACEMAKING DOWNTOWN

Jay County's downtowns are thriving — revitalized through arts initiatives, beautification, and programming.



### STRATEGY 1.1 — Beautify all the “small” stuff for civic pride and engagement.

#### 1a Façades

**Restore and activate downtown facades (including windows).**

- Provide façade grants (and help applicants throughout process).
- Partner with youth and artists to activate storefronts and vacant business with murals, seasonal art, illuminated displays, or rotating exhibits.
- Develop design guidelines to ensure an enhanced, cohesive, and attractive downtown while preserving its character (example).



#### 1b Streets

**Develop sidewalk, streetscape, and beautification programs that create a safe, inviting, and walkable environment for pedestrians and cars alike.**

- Maintain planters, and greenspace enhancements.
- Develop alley gathering places with stringed lights, benches, murals (example).





## STRATEGY 1.2 — Activate with public art, partnerships, events, and opportunities to create.

### 2a Public Art **Restore and expand murals and sculptures downtown and in parks.**

- Develop public art guidelines (i.e., policies/procedures for selecting, installing, maintenance).
- Install community murals that reflect the community and for which the community participates in design and creation.
- Include murals in crosswalks (known as “asphalt art”) and alleys.
- Include fun add-ons such as selfie spots, art trails, scavenger hunt competitions.
- Cultivate project sponsors and matching grants in addition to percent for art policies to support this work.

### 2b Events **Develop community events in partnership with business, youth, and artists.**

- Explore and expand monthly and seasonal events (e.g., concerts, outdoor movies).
- Deepen value of events – encourage businesses to stay open late, create specials, etc.
- Bring 4th Friday and markets back downtown from fairgrounds.
- Develop program sponsorships (identify sponsors, create sponsor packages with benefits e.g., visibility, VIP access).

### 2c Programs **Expand spaces and opportunities for the community to create (programming).**

- Identify local partners to inform “Arts in the Parks” activities and increase participation.
- Develop programs through parks and recreation (e.g., arts activities alongside T-Ball).
- Structure “open mic” ideas (music or poetry slams, writer rounds, vinyl nights).
- Ensure a place to create exists for every community, in every community.
- Increase and better leverage existing physical spaces for visual and music activities (e.g., Program alley activated spaces like the proposed “Social Park”, jam spaces designed to fit identified needs in underutilized churches).

## STRATEGY 1.3 — Connect activities, places, and people.

### 3a Activities **Collaborate in order to leverage and cross promote activities, events, and programs.**

- Encourage businesses and nonprofits to add programming during community events.
- Coordinate marketing and promotional efforts with key stakeholders (e.g., parks, arts, recreation, libraries) to cross promote, identify new strategies.

### 3b People **Develop messaging strategies to amplify and connect opportunities with local and regional audiences.**

- Include target audience in planning efforts, community calendars.
- Partner efforts with existing county marketing and branding efforts (e.g., branding and marketing is part of the Jay County Strategic Investment Plan).

### 3c Engage **Extend trails, create walking tours, and similar place-based initiatives that increase community engagement and tourism.**

- Tie local history themes, leverage youth input and involvement, and communicate county-wide to identify opportunities for broader, intentional impact.

## GOAL 2 CREATIVE ECONOMY & ENTREPRENEURS

All benefit from a thriving creative economy with increasing numbers of successful creative entrepreneurs and groups.

### STRATEGY 2.1 — Build support SYSTEMS & TRAINING opportunities.

#### 1a Empower **Develop a creative entrepreneur collective to cross boundaries, forge innovation and partnerships, and identify and address training needs**

- Partner with John Jay Learning Center, regional efforts, and those in Blackford County to explore synergies and existing opportunities, identify champion, research similar collectives (e.g., Purdue Extension).

#### 1b Equip **Develop intentional partnerships to meet creative entrepreneurs' education, skill-building, and infrastructure needs.**

- Coalition to bridge the gap between creative industries and traditional business training, ensure robust broadband access county-wide, evaluate potential for online stores.

#### 1c Connect **Support and develop county creative entrepreneurs and businesses through increased participation in key networks and opportunities.**

- Connect creatives with business mentors, increase creative entrepreneur participation in pitch competition, increase participation in Chamber of Commerce.

### STRATEGY 2.2 — Create SPACES for creatives.

#### 2a Create **Support and expand opportunities for creatives to engage directly with the community, share their work, and expand the reach of their businesses.**

- Increase and better leverage existing physical spaces for visual and music activities. (See Goal 1, Strategy 2).
- Provide creatives opportunity to engage with community in public spaces (e.g., performances and artist demonstrations).
- Partner with local businesses to display and sell local art.



#### 2a Engage **Support and expand physical spaces for creatives to work (studios) and build their businesses (storefronts) individually and in groups.**

- Identify and develop affordable studio/workshop and/or micro-manufacturing spaces in underutilized and/or empty buildings.

## GOAL 3 YOUTH ENGAGEMENT IN & THROUGH THE ARTS

Jay County's youth are thriving through the arts and civic participation.

### STRATEGY 3.1 — Increase opportunities for youth arts engagement.

#### 1a Invite In **Actively and intentionally include youth in arts projects, especially downtown.**

- Embed youth opportunities in public art, community events, beautification, parks/trails, and history activities.
- Work with schools to develop strategies to incentivize student participation in arts opportunities that benefits both schools and youth.
- Make it easy and meaningful for youth to participate, whatever the project.

#### 1b Planning **Plan activities/events at least a year out for schools/partners to meaningfully integrate them (e.g., curriculum).**

- Focus efforts so that one event has multiple reinforcing components rather than multiple separate events.

#### 1c Partners **Develop new, diverse partnerships that expand arts capacity, programming, and collaboration opportunities.**

### STRATEGY 3.2 — Increase youth access to arts.

#### 2a Info **Develop key resources to increase access to arts instruction.**

- Working jointly (Jay and Blackford Counties), create an educator inventory of local and regional arts educators who provide private and/or group instruction for youth of all ages in multiple disciplines (focusing on visual and performing arts).

#### 2b Outreach **Coordinate marketing effort to increase awareness of available opportunities.**

- Strengthen communications by evaluating current practices and testing new ones.
- Leverage existing and identify potential marketing opportunities (e.g., library newsletter, city event calendars, platforms such as [Yodel](#)).
- Leverage Portable Art Studios to both increase and promote opportunities.

### STRATEGY 3.3 — Increase youth stake in the arts.

#### 3a Empower **Create formal avenues for youth to inform and engage in civic and arts planning.**

- Develop youth councils (e.g., Mayor's Youth Council); appoint them to committees, and invite them to public meetings.
- Actively gather and use youth feedback when looking for strategies to engage them or they are the intended audience (e.g., focus group, surveys).





"Elf", Jay County Civic Theatre at Arts Place

## GOAL 4 CULTURAL IDENTITY & HERITAGE

Jay County's identity has been strengthened through the arts, history, and community engagement.

**STRATEGY 4.1** — Reimagine and strengthen signature festival traditions – engaging the community to:

### 1a Leverage **Leverage signature festival traditions to bolster creative economy and tourism.**

- Add arts to existing opportunities (e.g., artist booths, demonstrations, workshops, performances) – ARTify them!
- Work with artists and arts organizations to focus and increase the mutual benefits of festivals – for the arts and from the arts.

### 1b Sustain **Develop creative solutions to sustain key events/activities.**

- Transition to new volunteers, partners, approaches (e.g., merging two similar festivals into one).
- Ensure sustainable locations for events to occur

**STRATEGY 4.2** — Lean into Jay County's history and heritage.

### 2a Tie-Ins **Tie local history themes and content into Downtown and youth projects.**

- Preserve/renovate architectural details.
- Use banners, wayfinding, murals to reinforce history.
- Look ahead to America 250 opportunities, identify curriculum tie ins.

### 2b Specific **Develop specific history programming and amenities (e.g., downtown historic walking tours).**

- Gamify activities to increase involvement and tourism opportunities (Scavenger hunts, “passports”, etc.)



**Gathering of Great Lakes Nations**

National Center for Great Lakes Native American Culture, Portland



## GOAL 5 SUSTAINED COMMITMENT & IMPLEMENTATION

Arts initiatives and programming are sustained through collaboration, leadership, and long-term funding.



### STRATEGY 5.1 — Increase support for arts and culture.

- |                    |  |
|--------------------|--|
| <b>1a Councils</b> | <b>Establish or reestablish local mayoral appointed arts councils</b> to focus efforts on specific Arts Plan goals and strategies aligned with city goals.   |
| <b>1b New</b>      | <b>Integrate arts and culture into county/community promotional efforts</b> , adapting to changing interests and styles. <ul style="list-style-type: none"><li>● Leverage Portable Art Studios to both increase and promote opportunities.</li></ul>   |
| <b>1c Unify</b>    | <b>Cultivate leadership and intentional cross-county collaboration</b> to address shared needs (e.g., cross promotion, event scheduling). <ul style="list-style-type: none"><li>● Begin with the mayors as standard bearers, then expand through the libraries, Purdue Extension, schools, 4H, etc.</li><li>● Engage new business owners and individuals outside traditional networks (e.g., feature creative businesses in community promotional video).</li><li>● Encourage local businesses to incorporate arts like hanging local artwork and hosting live performances.</li></ul> |
| <b>1d Leverage</b> | <b>Expand the pool of community champions, leaders, and volunteers.</b> <ul style="list-style-type: none"><li>● Engage local and county government leaders as advocates to publicly endorse, present, or co-present the plan to constituents.</li><li>● Use the momentum of visible progress to engage a new cohort of business and community leaders.</li></ul>   |

### STRATEGY 5.2 — Solidify long-term investment pathways for arts and culture.

- |                      |   |
|----------------------|---|
| <b>2a Affordable</b> | <b>Make them affordable to both the providers and participants</b> , embedding <u>“lighter, quicker, cheaper”</u> strategies and mindset throughout.  |
| <b>2b Public</b>     | <b>Adopt public funding strategies that demonstrate local government commitment to arts and culture while leveraging private in the same.</b> <ul style="list-style-type: none"><li>● Specifically, develop “Percent for Art” policies, designate public funds (e.g., portion of energy revenues), and pursue public grants for arts initiatives.</li></ul> |
| <b>2c Private</b>    | <b>Cultivate a culture of philanthropy across the county</b> in partnership with The Portland Foundation.   |

**Key Plans and Planning Processes Include:**

- Economic development and strategic investment plans
- Comprehensive plans for cities and the county
- Downtown development and revitalization plans
- Master plans for parks, trails, and recreation
- Quality of life and quality of place plans
- County and regional plans for Purdue Extension
- Plans for public libraries, community and senior centers
- Community foundation, Main Street, Chamber of Commerce, and tourism plans

**Example Below:** Including local artists and/or arts organizations in the planning and implementation of Phase 1 Projects from the Portland Downtown Economic Development Plan.



**Phase 1**

The first phase focuses on programming, the use of existing spaces, and establishing or revising existing ordinances and regulations to support the long-term goals of the plan and eliminate any existing barriers to new development.

# Recommended: Action Planning

## First Steps for Sustained Commitment & Implementation

### 1 IMPLEMENTATION STRUCTURE

- Reconvene participants from the leadership focus group as agreed to form the base of an implementation team. ✨
- Invite in leaders from other arts and culture assets who participated in this planning process. ✍️
- Use this group to identify an individual or lead entity to coordinate its meetings and plan implementation. We recommend Arts Place and/or Purdue Extension whose work naturally aligns with this effort.

### 2 COMMUNITY PRESENTATIONS & ENDORSEMENTS

- Present the plan to arts and culture boards of directors (beginning with boards connected to the individuals who helped to develop this plan) for input and endorsements.
- Present the plan with endorsements to the Jay County Board of Commissioners, Development Corporation, Redevelopment Commission as well as City Councils for endorsement.
- Then publicize it as endorsed. This should include presentations to civic organizations (e.g., Rotary) and relevant convenings that build awareness, support, and participation for plan implementation.

### 3 ACTION PLANNING

- Use regional group to convert this document and supporting materials into an action plan.
- Focus first on plans to implement:
  - i. Small, attention-getting starter projects in each of the county's cities and villages.
  - ii. Propose local Percent for Art ordinances.

### 4 SUPPORT FOR EARLY ACTION

- Secure start-up funding for early coordination and small starter projects
- Use the endorsed plan and actions as a basis to pursue financial support from the Jay County Commission, the cities and towns of Jay County, and your local community foundation for initial implementation and coordination.



Portland Rotary Mural, Zach Medler, 2021

✨ This included representatives from The Portland Foundation, Purdue Extension, Arts Place, Portland Main Street Connect, Jay County Board of Commissioners, The Alcove Artists, and the John Jay Learning Center

✍️ **For Example:** Visit Jay County, Enario Studio, Jay County Schools, Reclaiming Design, Jay School Corporation, City of Dunkirk, Grandma-N-Me Quiltin, Redkey Blacksmiths

# Next Steps Across All Goals

	2026-28 NEAR TERM	2028-30 MID-TERM	2030-35 LONG-TERM
<b>Creative Placemaking Downtown</b> <ul style="list-style-type: none"> <li>● Small, attention-getting starter projects in each city and town</li> <li>● Annual big splash initiative</li> </ul>	Begin Identify initiative / Plan	Repeat, bigger Begin	Sustain, bigger Repeat
<b>Creative Economy &amp; Entrepreneurs</b> <ul style="list-style-type: none"> <li>● Partner with Blackford County to form regional collective</li> <li>● TBD from action planning (e.g., support needs identified by collective)</li> </ul>	Complete	Revise, recruit new	
<b>Youth Engagement In &amp; Through The Arts</b> <ul style="list-style-type: none"> <li>● Educator inventory of local and regional arts educators</li> <li>● TBD from action planning</li> </ul>	Complete	Revise, recruit new	
<b>Cultural Identity &amp; Heritage</b> <ul style="list-style-type: none"> <li>● Tie local history themes and content into downtown projects.</li> <li>● Local arts and culture assets to develop plans aligned with this one.</li> </ul>	Build from 2025 Encourage, begin	Revise this plan Expand in number	Plans revised
<b>Sustained Commitment &amp; Implementation</b> <ul style="list-style-type: none"> <li>● Local government financial commitments to arts and culture</li> <li>● Percent for Art ordinances</li> </ul>	Pursue, confirm Pursue, adopt	Repeat, grow Fund use	Sustain, grow Fund use



# Appendix 1: Methodology

## Engagement Summary

**Guided by a Steering Committee representing each county, the consultant team led a broad, countywide, public input process that included:**

- A comprehensive review of existing plans from each community as available (e.g., county, city, park),
- Desk-researched and crowd-sourced compilation of a county cultural asset inventory,
- An in-person community input session for envisioning 2035 supplemented with follow up focus groups and 1:1 interviews coverings, and
- A public survey to prioritize goals and strategies.



## Community Visioning Sessions

### Auglaize, OH

December 5, 4:30–6:30  
Auglaize County Administration Building  
14 attended

### Blackford, IN

November 14, 4:30–6:30pm  
City Hall, Hartford City  
22 attended

### Jay, IN

November 13, 4:30–6:30pm  
John Jay Learning Center, Portland  
21 attended

## Focus Groups & Interviews

### Groups (8)

- **Arts Place Staff (Jay & Blackford)**  
21-Jan | virtual | 7 attended
- **Creative Industry & Entrepreneurs (Jay)**  
21-Jan | virtual | 7 attended
- **Activating Youth (Blackford)**  
22-Jan | virtual | 4 attended
- **Activating Downtown (Blackford)**  
23-Jan | Hartford City Public Library | 8 attended
- **Expanded Dialogue (Auglaize)**  
24-Jan | The Grand | 14 attended
- **Leaders (One per county)**  
10-Feb - Blackford - (6 attended)  
12-Feb - Jay - (3 attended)  
14-Feb - Auglaize (2 attended)

### 1:1 Interviews (3) with representatives from

- Community foundations
- Local economic development
- Civic leadership (mayors and county commissioners)
- Downtown revitalization efforts
- Creative and community development

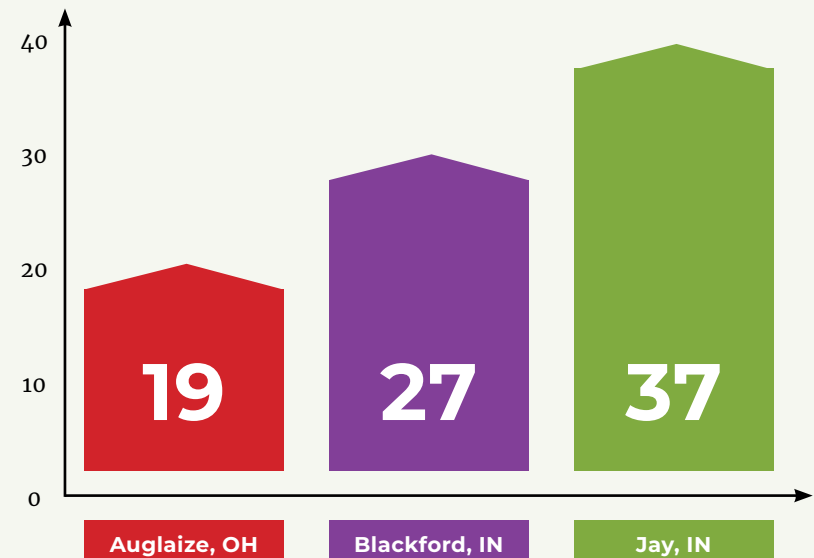
## Plans Reviewed

In addition to asset mapping and public engagement, existing plans in the community informed goals and strategies, including:

- Jay County Strategic Investment Plan
- Jay County Economic Development Plan
- Portland, IN Downtown Economic Development Plan
- Portland Park Plan
- Pennville Comprehensive Plan

## Prioritization Survey

Residents from each county completed surveys (83)



# Goal Prioritization Survey Results

Please arrange each set in priority order, top = most important to you.

OVERALL GOALS	1st	2nd	3rd	4th	TOTAL	SCORE
CREATIVE PLACEMAKING DOWNTOWN	9   25%	11   31%	11   31%	5   14%	36	2.67
CREATIVE ECONOMY & ENTREPRENEURS	12   33%	8   22%	8   22%	8   22%	36	2.67
SUSTAINED COMMITMENT & IMPLEMENTATION	11   31%	10   28%	6   17%	9   25%	36	2.64
CULTURAL IDENTITY & HERITAGE	4   11%	7   19%	11   31%	14   39%	36	2.03
					36	= N

STRATEGIES — CREATIVE PLACEMAKING DOWNTOWN	1st	2nd	3rd	TOTAL	SCORE
Activate with public art, partnerships, events, and opportunities to create	10   31%	12   38%	10   31%	32	2.00
Beautify all of the “small” stuff for civic pride and engagement	10   31%	12   38%	10   31%	32	2.00
Connect activities, places, and people	12   38%	8   25%	12   38%	32	2.00
				32	= N

STRATEGIES — CREATIVE ECONOMY & ENTREPRENEURS	1st	2nd	TOTAL	SCORE
Create SPACES for creatives by supporting and expanding	13   59%	9   41%	22	1.59
Build support SYSTEMS & TRAINING opportunities by developing	9   41%	13   59%	22	1.41
			22	= N

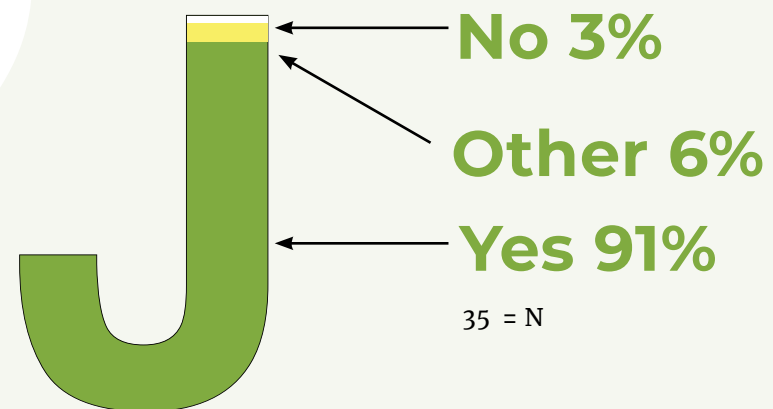
STRATEGIES — SUSTAINED COMMITMENT & IMPLEMENTATION	1st	2nd	3rd	TOTAL	SCORE
Increase SUPPORT for arts and culture	16   53%	9   30%	5   17%	30	2.37
Solidify long-term investment pathways for arts & culture	11   37%	13   43%	6   20%	30	2.17
Include arts elements and arts stakeholders in civic planning and when implementing existing strategies	3   10%	8   27%	19   63%	30	1.47
				30	= N

STRATEGIES — CULTURAL IDENTITY & HERITAGE	1st	2nd	TOTAL	SCORE
Reimagine and strengthen signature festivals	17   89%	2   11%	19	1.89
Lean into Jay County's history and heritage	2   11%	17   89%	19	1.11
			19	= N

## SHOULD THE PLAN INCLUDE: YOUTH ENGAGEMENT

County youth are thriving through the arts and civic participation.

- Increase youth ACCESS to arts
- Increase youth STAKE in arts and culture
- Increase OPPORTUNITIES for youth arts engagement though



Items were randomized in the survey to increase the quality of response.

## Other Comments

Yes, on items 1 - 3 on last question.

Youth arts opportunities are in abundance in Jay County and is a strength for Jay County. In other words, we shouldn't decrease their number or intensity, but this is not an area that needs great reinforcement. So, perhaps in the plan, but stated as 'keep up the good work.' keeG

## General Comments

Exciting to be looking at all of this!

Good job being done.

You are doing a great job!

Communication between entities is key.

Knowing who to communicate with is key.

Commitment is key.

The arts need to be more inclusive to attract more of the community that feel unserved by the local arts leaders, that control the direction and perceived perceptions.

We love the Arts Place and all of these ideas are wonderful. What you do bringing all forms of art into the community is the beating heart of our town and makes it so special.

All is good, hard to prioritize. The goals are interrelated-chicken and egg concept-which comes first? I do think cross county involvement is imperative. I so appreciated when arts leadership was involved in strategic planning for the county. I think that tourism dollars should be invested into arts initiatives and marketed outside of the county. Would love to see our empty store fronts dedicated to artists and their products. Love the community concerts, local events, and from the past the annual calendars. Mine are up every year and I so enjoy them. I fondly remember the art offering for parents with their children. Family bonding is important.

# Appendix 2: Cultural Asset Inventory

Name	Type	2nd Type / Discipline	City	Notes
First Merchants Bank	Art in Non-Art Spaces	Local art, in business	Portland	Features local artists, curated by The Alcove
Wheel & Spoke Antique Mall	Art in Non-Art Spaces	Local art, in business	Portland	Antique Mall Booths for visual artists to sell their work
Valhalla's Axe Hall	Art in Non-Art Spaces	Local art, in business	Redkey	Hand-forged axes/knives, themed hall, league, festival
IU Health Jay	Art in Non-Art Spaces	Local art, in healthcare	Portland	Features local artists, curated by The Alcove
John Jay Center for Learning	Art in Non-Art Spaces	Local art, in nonprofit	Portland	Features local artists, curated by The Alcove
First Presbyterian Church of Portland, Indiana	Art in Non-Art Spaces	Programs, in church	Portland	Active music program and physical art assets
Portland Church of Christ	Art in Non-Art Spaces	Programs, in church	Portland	
Pennville Community Center	Art in Non-Art Spaces	Programs, in community ctr	Pennville	
Redkey Fun for Kidz	Art in Non-Art Spaces	Programs, in non-art NPO	Redkey	
Dunkirk Public Library	Art in Non-Art Spaces	Programs, in public library	Dunkirk	
Penn Township Public Library	Art in Non-Art Spaces	Programs, in public library	Pennville	
Jay County Public Library	Art in Non-Art Spaces	Programs, in public library	Portland	
Greazy Pickle	Art in Non-Art Spaces	Venue, in business	Portland	Live music
Asbury United Methodist Church	Art in Non-Art Spaces	Venue, in church	Portland	
Brick Alley	Art in Non-Art Spaces	Venue, in local gov	Portland	Refurbished/preserved alley for events and public art
Hudson Family Park Amphitheatre	Art in Non-Art Spaces	Venue, in local gov	Portland	Amphitheater
Redkey Blacksmiths LLC	Artist / Creative Industry	Craft/Traditional Artist	Redkey	Leroy Brown, Artist/Owner: blacksmith
T-Flyerz	Artist / Creative Industry	Design, Graphic/Print	Portland	Chase Ainsworth, Artist/Owner (creates t shirt designs)
The Graphic Printing Co.	Artist / Creative Industry	Design, Graphic/Print	Portland	Owens The Commercial Review, newspaper
Reclaiming Design	Artist / Creative Industry	Design, Interior	Portland	LeeAnn Miller, Artist/Owner
Display Craft Signs	Artist / Creative Industry	Design, Signs	Portland	Kyle Teeter, Artist/Owner
The Glass Bonsai	Artist / Creative Industry	Retail, Art/Coffee	Portland	Steve Zelinski, Artist/Owner: art in coffee shop
Bulldog Books	Artist / Creative Industry	Retail, Books	Portland	Jeremy Boyd, Owner



Name	Type	2nd Type / Discipline	City	Notes
Grandma-N-Me Quiltin (2018)	Artist / Creative Industry	Retail, Fiber	Portland	Viola Cline, Artist/Owners (supplies, classes, services)
Harmony Movement Studio, Portland (Restarting)	Artist / Creative Industry	Studio, Dance	Dunkirk	David Fennig, Artist/Owner (dance club and lessons)
Steve McClung Art Studio	Artist / Creative Industry	Studio, Visual Art	Pennville	Alcove hosts exhibits and artist meet ups in his space
The 615	Artist / Creative Industry	Venue, Music	Portland	
The Venue of Portland (Not Yet Open)	Artist / Creative Industry	Venue, Music	Portland	Smutstock Entertainment LLC, Owner
Key Palace Theatre (Temporarily Closed)	Artist / Creative Industry	Venue, Theater	Redkey	
Pyramid Connections	Artist / Creative Industry	Visual Artist, Jewelry	Dunkirk	Mary Backer, Artist/Owner
James Brewster Jewelry	Artist / Creative Industry	Visual Artist, Jewelry	Portland	James Brewster, Artist/Owner
Flatline Ink Tattoo & Body Piercing	Artist / Creative Industry	Visual Artist, Tattoo	Portland	
Arts Place, Jay County Campus	Artist / Creative Industry	Community Art Ctr/School	Portland	Hall-Moser Theatre, Goodrich Hall, Hugh N. Ronald Gallery, Weaver Community Gallery, programs
The Glass Museum	Arts Organization	Museum, Other	Dunkirk	Glass, Art, and Industry (in the Dunkirk Library)
Harmony Players	Arts Organization	Performing Arts, Theater	Portland	Performs at Vera Mae's Bistro, Muncie
Jay County Civic Theatre	Arts Organization	Performing Arts, Theater	Portland	Performs at Art Place, Portland
Bryant Area Community Center	Arts Organization	Community/Sr Center	Bryant	
West Jay Community Center	Civic Asset	Community/Sr Center	Dunkirk	
Jay County Community Center	Civic Asset	Community/Sr Center	Portland	
Loblolly Marsh	Civic Asset	Park / Trail	Bryant	
Dunkirk City Park	Civic Asset	Park / Trail	Dunkirk	
Webster Depot Park	Civic Asset	Park / Trail	Dunkirk	
Pennville Community Park	Civic Asset	Park / Trail	Pennville	
Freedom Park	Civic Asset	Park / Trail	Portland	
Haynes Park	Civic Asset	Park / Trail	Portland	
Hudson Family Park	Civic Asset	Park / Trail	Portland	

Name	Type	2nd Type / Discipline	City	Notes
Jay County Fairgrounds	Civic Asset	Park / Trail	Portland	
Redkey Park	Civic Asset	Park / Trail	Redkey	Redkey Park Cabin
Gas Boom Trail	Civic Asset	Park / Trail	Z Multiple	
Purdue Extension – Jay County	Civic Asset	Purdue Extension	Portland	
Bloomfield Elementary School	Civic Asset	School, K-12	Bryant	
West Jay Elementary	Civic Asset	School, K-12	Dunkirk	
East Elementary School	Civic Asset	School, K-12	Portland	
East Jay Elementary	Civic Asset	School, K-12	Portland	
Jay County Jr/Sr High School	Civic Asset	School, K-12	Portland	
Redkey Elementary School	Civic Asset	School, K-12	Redkey	
Balbec Days	Events & Traditions	Annual (festival, fair)	Bryant	Aug, at the Balbec Cabin
Dunkirk Glass Days	Events & Traditions	Annual (festival, fair)	Dunkirk	Aug,
Pennville Pumpkin Festival & Car Show	Events & Traditions	Annual (festival, fair)	Pennville	Oct,
4th July Parade	Events & Traditions	Annual (festival, fair)	Portland	Jul, Jay County Fair (Site), 4th of July Committee (Host)
Annual Quilt Show	Events & Traditions	Annual (festival, fair)	Portland	Aug,
Delts’ Holiday Crafts & Gifts Show	Events & Traditions	Annual (festival, fair)	Portland	Nov, Jay HS (Site)
East Central Indiana Hamfest	Events & Traditions	Annual (festival, fair)	Portland	July,
Gathering of the Great Lakes Nation Powwow	Events & Traditions	Annual (festival, fair)	Portland	Summer, National Center for GLNAC
Halloween Costume Party	Events & Traditions	Annual (festival, fair)	Portland	Oct, Jay County Conservation Club
Jay County Chainsaw Carving Invitational	Events & Traditions	Annual (festival, fair)	Portland	Sep, Jay County Fairgrounds (Host)
Jay County Fair	Events & Traditions	Annual (festival, fair)	Portland	Summer,
Jay County Farm Toy Show	Events & Traditions	Annual (festival, fair)	Portland	Dec, Hosted by Ronnie & Cindy Rudrow.
Jay County Fiber Art Festival	Events & Traditions	Annual (festival, fair)	Portland	Mar,
Jay County Heritage Festival	Events & Traditions	Annual (festival, fair)	Portland	Oct, Jay County Historical Society (Operator)
Jay County Homecoming Parade	Events & Traditions	Annual (festival, fair)	Portland	Fall,

Name	Type	2nd Type / Discipline	City	Notes
Portland Main Street Festival	Events & Traditions	Annual (festival, fair)	Portland	Sep,
Tri State Gas Engine & Tractor show	Events & Traditions	Annual (festival, fair)	Portland	Aug,
Tri-State Swap & Sell Meet	Events & Traditions	Annual (festival, fair)	Portland	Oct,
Vintage Bike Show	Events & Traditions	Annual (festival, fair)	Portland	Summer, Vintage Motor Bike Club
Winterfest Parade of Lights	Events & Traditions	Annual (festival, fair)	Portland	Nov, Jay County Chamber of Commerce
Redkey Gas Boom Days, Portland	Events & Traditions	Annual (festival, fair)	Portland	Aug, Downtown
Redkey Gas Boom Days, Redkey	Events & Traditions	Annual (festival, fair)	Redkey	Aug,
Arts in the Parks, Dunkirk	Events & Traditions	Recurring Series	Dunkirk	Summer, Arts Place (Provider)
Arts in the Parks, Pennville	Events & Traditions	Recurring Series	Pennville	Summer, Arts Place (Provider)
Arby's Cruise-in	Events & Traditions	Recurring Series	Portland	Mult, Jay County Visitors & Tourism
Arts in the Parks, Portland	Events & Traditions	Recurring Series	Portland	Summer, Arts Place (Provider)
Arts in the Parks, Redkey	Events & Traditions	Recurring Series	Redkey	Summer, Arts Place (Provider)
Farmers Market	Events & Traditions	Regular (1st F, market)	Portland	Mult,
Jay County Chamber of Commerce	Funders & Friends	Chamber	Portland	
The Portland Foundation	Funders & Friends	Community Foundation	Portland	
Friends of the Dunkirk Public Library & Glass Museum	Funders & Friends	Friends	Dunkirk	
Friends of the Jay County Library	Funders & Friends	Friends	Portland	
City of Dunkirk Improvement Committee	Funders & Friends	Improvement / Economic	Dunkirk	
Portland Main Street Connect	Funders & Friends	Improvement / Economic	Portland	
Jay County Visitor & Tourism Bureau	Funders & Friends	Tourism	Portland	
Jay County 4th of July Committee	Funders & Friends	Volunteers	Portland	
Jay County Trails Club	Funders & Friends	Volunteers	Portland	
Crown City Cruisers	History & Heritage	Club, Cars	Dunkirk	
Pennville Elementary History Room	History & Heritage	Community Hub	Pennville	
Portland Commercial Historic District	History & Heritage	Historic, District	Portland	
Redkey Historic District	History & Heritage	Historic, District	Redkey	

Name	Type	2nd Type / Discipline	City	Notes
Historic Redkey LLC	History & Heritage	Historic, Preservation	Redkey	
Ardagh Glass Factory	History & Heritage	Historic, Site	Dunkirk	
Rebecca Rankin Round Barn	History & Heritage	Historic, Site	Poling	
Bowstring Truss Bridge	History & Heritage	Historic, Site	Portland	
Floral Hall	History & Heritage	Historic, Site	Portland	Historic Octagonal Barn
Grouping of Religious Buildings at Trinity	History & Heritage	Historic, Site	Portland	
James Haines Farm	History & Heritage	Historic, Site	Portland	
Jay Country Living (The County Home)	History & Heritage	Historic, Site	Portland	
Jay County Courthouse	History & Heritage	Historic, Site	Portland	
Jonas Votaw House	History & Heritage	Historic, Site	Portland	
Mt. Vernon Pioneer Cemetery	History & Heritage	Historic, Site	Redkey	
Shambarger's Restaurant	History & Heritage	Historic, Site	Redkey	
Dunkirk Indiana Historical Society & Museum	History & Heritage	Museum, History	Dunkirk	
Underground Railroad / Pioneer Home	History & Heritage	Museum, History	Pennville	
Jay County Historical Society & Museum	History & Heritage	Museum, History	Portland	Genealogy access
Museum of the Soldier	History & Heritage	Museum, History	Portland	Privately owned/operated gallery of military artifacts
National Ctr for Great Lakes Native American Culture	History & Heritage	Preservation, Culture	Portland	
Stitch N Chatter Quilt Club	Informal Group	Club, Craft, Fiber	Portland	
Jay County Woodcarvers	Informal Group	Club, Craft, Wood	Portland	Meet at Senior Center, Jay Community Center
Jay County Amateur Radio Club	Informal Group	Club, Media	Portland	Amateur Radio
The Alcove Artists	Informal Group	Club, Visual Artists	Portland	
Antiville	Public Art	Mural	Antiville	unk, Marie McKinley, Paint
Glass Capital	Public Art	Mural	Dunkirk	2020, Pam Bliss, Paint
Preparations for Dunkirk Autumn Festival	Public Art	Mural	Dunkirk	1941, Francis Foy, Paint
The Three Schools	Public Art	Mural	Dunkirk	unk, Pam Bliss, Paint

Name	Type	2nd Type / Discipline	City	Notes
Ceiling Mural	Public Art	Mural	Portland	unk, Unknown, Paint
Elwood Haynes	Public Art	Mural	Portland	2013, Pam Bliss, Paint
Landscape's Legacy	Public Art	Mural	Portland	unk, Rhonda Franklin, Tile Relief
One Nation Under God	Public Art	Mural	Portland	unk, Marie McKinley, Paint
Portland	Public Art	Mural	Portland	2023, Zach Medler, Paint
Portland Rockets	Public Art	Mural	Portland	2019, Pam Bliss, Paint
Portland Rotary	Public Art	Mural	Portland	2021, Zach Medler, Paint
Welcome My Chains are Gone	Public Art	Mural	Portland	unk, Marie McKinley, Paint
Autumn Tuck	Public Art	Sculpture	Portland	unk, Unknown, Metal
Haynes Automobile	Public Art	Sculpture	Portland	unk, Unknown,
Portland Rockets Baseball	Misc. Opportunity	Attraction	Portland	Sport
Westlawn Business Center	Misc. Opportunity	Community Hub	Dunkirk	
Tipsy Glass Winery	Misc. Opportunity	Craft Product	Bryant	
Pennville General Store	Misc. Opportunity	Craft Product	Pennville	
Around the World Market	Misc. Opportunity	Craft Product	Portland	
Bizy Dips Bakery and Coffee Shop	Misc. Opportunity	Craft Product	Portland	
Flower Nook, The	Misc. Opportunity	Craft Product	Portland	
Good-Rich Brewery	Misc. Opportunity	Craft Product	Portland	
Axe & Anvil Meadery	Misc. Opportunity	Craft Product	Redkey	Leroy Brown, Artist/Owner (small batch Meadery
Redkey Junktion	Misc. Opportunity	Craft Product	Redkey	
Ren's Heaven Scent	Misc. Opportunity	Craft Product	Redkey	
Sweet T's Creations	Misc. Opportunity	Craft Product	Redkey	
Jayland Radio Inc	Misc. Opportunity	Media	Redkey	Radio
WPGW Radio	Misc. Opportunity	Media	Portland	Radio
Jay County 4-H	Misc. Opportunity	Youth Opportunity	Portland	Purdue Extension
Backer's Tae Kwon Do	Misc. Opportunity	Youth Opportunity	Redkey	
K.I.C. (Karate Is Cure)	Misc. Opportunity	Youth Opportunity	Redkey	



# Appendix 3: Resources

## Implementation Guides & Ideas

### Arts Impact Data Sources

- Americans for the Arts: [Arts & Economic Prosperity](#), [Impact Explorer](#)
- US Bureau of Economic Analysis: [Arts & Culture Data](#)
- A [treasure trove of resources](#) from the National Endowment for the Arts
- Pattern & Pathways Strategies: [Embracing A Culture of Creativity: Indiana's Overlooked Economic Engine](#)
- [Indiana Communities Institute](#): How Indiana Municipalities Are Utilizing Local Arts & Culture in Their Community & Ec. Dev. Strategies
- Indiana Arts Commission: [Impact Points for Indiana's Cultural Districts](#)
- SMU DataArts: [Arts Vibrancy 2024](#) (includes county-level detail)

### Grant Programs

- Bloomberg Philanthropies [Asphalt Art Grant Program](#)
- National Endowment for the Arts [Our Town](#)
- Indiana Arts Commission [Project Support](#) and [Creative Convergence](#)
- Indiana Humanities [Action, INcommon, Historic Preservation Education](#)
- IHCD [CreatING Places Crowdgranting Program](#)
- Indiana Destination Development Corporation [Placemaking Grants](#)

### Public Art Guides, Templates & Networks

- Putnam County Mural Project: [Strategies for Public Art: A Guide to Creating Engaging Public Art with your Indiana Community](#)
- [Asphalt Art Guide & Safety Study](#) (Bloomberg) and [Baltimore Toolkit](#)
- Sample Guidelines from [Madison](#) and [Fort Wayne](#)
- Sample Plans from [Bloomington](#) and [Plainfield](#)
- [Resources](#) gathered by the Indiana Arts Commission
- [Templates](#) from the Public Art Archive
- ABA: [1st Amendment Limitations on Government Regulation of Artwork](#)
- Online collections and artist connections: [CODAworx](#), [PublicArtArchive](#)
- Americans for the Arts [Public Art Network](#): professional development, tools resources, and listserv

### Creative Placemaking Guides & Ideas

- Project for Public Spaces [definition](#) and [deeper resources](#)
- Creative placemaking is [strengthening communities with arts as the core](#)
- USDA: ["Rural America Placemaking Toolkit"](#)
- NACo: [Creative County Placemaking Initiative](#) with resources
- Where can I find implementation ideas?
  - [Ideas from the Indiana Arts Commission](#)
  - Lighter, Quicker, Cheaper [explained and explore examples](#)
  - Better Blocks [free open-source designs](#)
  - Our Town [treasure trove](#) from past NEA projects
  - Americans for the Arts [database of projects](#) from across the country

# Case Study Samples

Rushville, IN; Population, 6,187

## Sample Percent for Art Ordinance

Excerpted from the City of Rushville Zoning Ordinance (edited for space) *ARTICLE IV OVERLAY DISTRICTS A. CORRIDOR OVERLAY 9. Site Design Standards.*

### d. Public spaces and community art

- i. For the purposes on this section construction costs are expenses incurred by a contractor for labor, material, equipment, financing, services, utilities, etc., plus overhead and contractor profit. Construction costs do not include cost of land, architectural design, consultant, and engineering fees.
- ii. This section is not applicable to façade renovations, or interior remodel/renovations confined to the existing building footprint.
- iii. **New Construction.** (1) Proposed developments or projects where the lot area is greater than 40,000 sf shall contribute to the enhancement of the community and its public spaces by providing enhancements that are aesthetically consistent with the development standards set out in the corridor overlay district.
- iv. Each proposed development or project shall contribute to the establishment or enhancement of the community and public spaces by providing at a minimum two (2) of the following: (1) Landscaped patio/seating area; or, (2) Pedestrian plaza with benches; or, (3) Window shopping walkway; or, (4) Outdoor playground area; or, (5) Water feature, not related to required detention or retention ponds; or, (6) Architectural elements as part of the primary entrance; or, (7) Another deliberating shaped area or focal feature or amenity that, in the Planning Office Staff, or Rushville Board of Public Works adequately enhances the environment, public spaces or aesthetic quality of the development.
- v. If the developer of the proposed project wishes in lieu of providing any item listed in (iv) above, may choose to contribute to the City of Rushville's Art Commission as follows: (1) Based on  $\frac{1}{2}\%$  of the total construction cost of the project, but not less or greater than (A) or (B): A. If  $\frac{1}{2}\%$  of total construction cost is less than \$1,000 the total contribution shall not be less than \$1,000 B. If  $\frac{1}{2}\%$  of total construction is greater than 10,000, total contribution shall not exceed \$10,000.
- vi. **Additions to existing buildings.** (1) Proposed addition(s) equal to or greater than 5,000 sf shall contribute to the enhancement of the community and its public spaces by providing enhancements that are aesthetically consistent with the development standards set out in the corridor overlay and are useable by the public. (2) Each proposed development or project shall contribute to the establishment or enhancement of the community and public spaces by providing at a minimum one (1) of the following  
*[repeat of language from section iv. Above]*
- vii. If a developer of a proposed projects wishes in lieu of providing any item listed in (vi) above, may choose to contribute the City of Rushville's Art Commission as follows: (1) Based on  $\frac{1}{2}\%$  of the total construction cost of the project, but not less or greater than (A) or (B): A. If  $\frac{1}{2}\%$  of total construction cost is less than \$500 the total contribution shall not be less than \$500; B. If  $\frac{1}{2}\%$  of total construction is greater than \$1,000, total contribution shall not exceed \$5,000.
- viii. In lieu of (iv) or (vi) above the proposed development or project for new construction or additions may wish to contribute to the purchase of art on behalf of the City of Rushville's Art Commission. (1) The estimated value of proposed art to be purchased is to have an estimated value of: A. New Construction: lot area equal to or greater than 40,000 sf: \$10,000. B. Addition(s): equal to or greater than 5,000 sf: \$5,000. (2) Proposed art to be purchased shall be as follows: A. Develop a design; B. Present proposed design, including estimated value to the City of Rushville's Art Commission; C. Present City of Rushville's Art Commission approved design and estimated value to the Planning Office Staff.
- ix. A plaque will be affixed to the art purchased by the developer or designated person(s) in recognition of their contribution. (1) Public art shall be displayed in a location that is visible from U.S. Highway 52, State Road 3 or State Road 44 or other crossing streets or a public plaza.

## Sample Design Standards

Excerpted from Winchester's (Randolph County) Comprehensive & Strategic Investment Plan

Originated from City of Rushville Zoning Ordinance, *ARTICLE IV OVERLAY DISTRICTS A. CORRIDOR OVERLAY*

Some cities, like Rushville, incorporate design guidelines directly in their zoning ordinances. Rushville's design guidelines appear in their section regarding its Corridor Overlay District, which consists of land visible and accessible from several high traffic roads (State Road 3, State Road 44, and U.S. 52). This is done to encourage "efficient land use, promote coordinated development, permit innovative site designs, establish development standards and preserve the integrity of the roadways within the corridors," (Rushville, IN., Municipal Code § K(2)(a)). The code includes general design standards some including:

v.

**Architectural design standards.** (b) Entry features. Entryway features shall be required at the primary entrance to the structure and shall include at least three (3) of the following design elements:

- i.) Raised corniced parapets over the door, peaked roof forms having an average slope greater than or equal to a minimum 5:12 pitch, arches, or architectural details such as tile work and moldings that are integrated into the building structure and design;
- ii.) Integral planters or wing walls that incorporate landscaped areas and/or places for sitting;
- iii.) Enhanced exterior lighting such as wall sconces, building mounted accent lights, or decorative pedestal lights. (1)  
Pedestrian facilities.
  - a.) A continuous, delineated pedestrian route network no less than six (6) feet wide, that continues from the perimeter public sidewalk to the primary customer entrance of all primary buildings on the site shall be provided.

Another provision is that of materials used on non-residential front facades in the district.

Permissible materials in Rushville's Corridor Overlay District are:

Brick or face tile; Wood; Native stone; Glass, provided that reflective glass is limited to a maximum of 50% of the area of any façade wall on which the glass is used; Tinted and/or textured concrete masonry units such as split face block and burnished block; Tilt-up concrete panels that are adorned or textured; Architectural pre-cast concrete; Architectural metal; Exterior insulation and finishing system; or, Fiber cement board.

Rushville's approach to Design Guidelines is one that is metered; affecting no other district but its Mainstreet Overlay. This means that the weight of impact the guidelines carry on quality of place is more so determined by location within the city than on the overall design of the city. Winchester may draw from the specificity of requirements or the broadness of rationale for adoption of guidelines such as Rushville's.

# THANK YOU!

Finally, thanks to the many community members who participated in the planning process. You made the plan happen!



## Acknowledgements

### Jay County Board of Commissioners

**Chad Aker, President** | Middle District

**Duane Monroe** | South District

**Doug Horn** | North District

### Project

#### Coordinator & Fiscal Sponsor

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Dan Hammond, Blackford County

Doug Horn, Jay County

Mike Medler, Jay County

Chris Noble, Auglaize County

Doug Spencer, Auglaize County

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Sharp Visionarts

#### Funders

Thanks to the National Endowment for the Arts (NEA) for funding this project as a part of the Our Town Program, and to the community leaders who matched those funds:

- Auglaize County Board of Commissioners
- Blackford County Board of Commissioners
- Jay County Board of Commissioners
- City of Montpelier
- The Portland Foundation
- St. Marys Community Foundation

#### Supporters

Thanks to the community leaders who supported the grant proposal:

- Travis C. Richards, Jay County Economic Development Corporation
- Jeremy W. Gulley, Jay School Corporation
- Patrick J. McGowan, Mayor, City of St. Marys
- John Boggs, Mayor, City of Portland
- Dan Eckstein, Mayor, Hartford City
- Mike Medler, Arts Place Corporate Board

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