

Y

YPSILANTI

YPSILANTI WORKING PLAN



*Initial steps for
implementing the
Washtenaw County
Cultural Master
Plan in the
YPSILANTI Area*

ArtsAlliance®

Arts, culture, and creativity are among the core elements that make Washtenaw County a special place. Look at any of the “best of” awards that the communities in this county regularly win and there’ll doubtlessly be listed a reference to the area’s high quality of life, with its arts and cultural assets typically highlighted.

Arts and culture have a long history in Washtenaw County. This longevity and the lively appearance of the arts and cultural community, however, mask the true fragility of this sector. Peer behind the polished facades of many arts and cultural organizations or talk to the artists practicing their craft here and you’ll find a vulnerable industry struggling to survive.

The Washtenaw County Cultural Master Plan is a response to that challenge.

Cultural Plan Background Information



The Washtenaw County Cultural Master Plan is the result of an 18-month, community-based planning effort that emphasized the participation of cultural, educational, civic, business, and government representatives from each of the county’s key population centers: Ann Arbor, Chelsea, Dexter, Manchester, Milan, Saline, and Ypsilanti.

The plan reflects the direct input of nearly 5,000 Washtenaw County residents as captured in an online survey, an artists’ census, a study of the area’s creative economy, and in 29 interviews and community forums.

From the master plan, each population center has worked to customize the plan to its own local needs and interests.

The Ypsilanti Area Working Plan is a local response to this county-wide challenge.

The overall planning process has been coordinated by the Arts Alliance, an organization serving the arts and cultural sector of Washtenaw County.

TABLE OF CONTENTS

1. LOCAL PROCESS	2
2. YPSILANTI PRIORITY ACTIONS	
Communications, Audience Development and Advocacy	3-4
Capacity Building, Funding and Investment	5
Cultural Facilities	6
Lifelong Arts and Education	7
Implementation Matrix	8-9
3. WHAT WE KNOW ABOUT ARTS AND CULTURE IN WASHTENAW COUNTY	10
4. WHAT WE KNOW ABOUT ARTS AND CULTURE IN YPSILANTI	
Online Survey	11
Artists' Census	11
Forum Meeting Groups	12-13
5. YPSILANTI COMMUNITY INPUT	14
6. ACKNOWLEDGEMENTS	15

LOCAL PROCESS

The Arts Alliance partnered with its Ypsilanti Cultural Community Leaders, Eleanor Shelton, from Washtenaw Community College and the Riverside Arts Center Board of Directors, and David Austin, owner of What Is That Gallery, to arrange three public meetings in Ypsilanti to discuss the future of arts and culture in the local community. More than 25 Ypsilanti residents attended these meetings. At the first gathering the Ypsilanti 2020 Taskforce gave a presentation about the findings of the *Economic Development from the Arts* section of the Ypsilanti Mayor's 2020 Task Force Final Report plan produced in January, 2009.

At the subsequent meetings, participants identified the key strategic areas from the Washtenaw County Cultural Master Plan that their community needed to address. They then developed and prioritized specific action steps, identified key implementation partners, discussed next steps, created a time line, and detailed measures of success for their community over the course of the next five years. This Ypsilanti Working Plan compliments the efforts of the Ypsilanti 2020 Taskforce.

The six strategic areas in the Washtenaw County Cultural Master Plan include:

- Lifelong Arts and Education
- Creative Economic Development
- Capacity Building, Funding, and Investment
- Communications, Audience Development, and Advocacy
- Cultural Facilities
- Diversity and Access

Ypsilanti area residents decided to focus on the following strategic areas in Ypsilanti:

- Communications, Audience Development and Advocacy,
- Capacity Building, Funding and Investment,
- Cultural Facilities, and
- Lifelong Arts and Education

The group identified specific recommendations to address each of these strategic areas.

Community leaders understand that the future growth and success of the county is inextricably tied to the health and well-being of arts and culture that contribute to the area's quality of place. In a true collaborative effort, these leaders along with hundreds of grassroots individuals, have played and will continue to play a critical role in identifying the challenges outlined in the Washtenaw County Cultural Master Plan and Ypsilanti Area Working Plan and will continue to help develop the recommended actions.

**Communications,
Audience Development
and Advocacy
Vision Statement**

To communicate the value of arts and culture to area residents, public officials, and visitors in a way that engages them and increases their awareness and understanding.

To foster a sense of creative community amongst cultural organizations and individual artists where communication can exist through media outlets, gathering spaces, and affinity groups.

To create an environment where all potential and current audience members feel welcome, comfortable, and invited to produce, support, and participate in arts and cultural experiences.

*-Vision statement taken from
Washtenaw County Cultural Master
Plan*

YPSILANTI PRIORITY ACTIONS

Recommendations for Communications, Audience Development and Advocacy

- **Increase communications efforts between the arts and cultural sector and community-wide entities both online and offline.**

What? Artists, arts and cultural organizations, creative businesses and residents in Ypsilanti will have increased communications about the arts and cultural programs, events, exhibitions, and activities that are happening. Increased communications will be established between the creative, civic, educational, and business communities and this information will be available both online and offline. An online web portal will exist and will help foster connections and communications between artists, institutions, and the community.

Why? A centralized method of communication does not currently exist. While there are many arts and cultural activities taking place in the Ypsilanti area, information is not always easily accessed or shared. Strong neighborhood communications systems are in place, but they do not always disseminate information about community arts and cultural activities or meet the needs of the arts and cultural sector. There is a strong need to connect the various arts and cultural organizations and artists together.

- **Partner with local media outlets to ensure consistent arts and cultural coverage.**

What? Strong arts and cultural media coverage will be present in Ypsilanti. Strong partnership and collaborative opportunities will exist between the creative sector and various media outlets; these partnerships and collaborations may include increased arts advertising and editorial presence. There will be increased awareness about the arts and cultural community.

Why? As the future of print media changes, there is a strong need to ensure that Ypsilanti's arts and cultural sector continues to receive strong coverage. Reduced arts and cultural coverage will impact the creative sector and its ability to publicize events, exhibitions, and programs. Reduced media coverage may affect attendance and the ability of artists and arts and cultural organizations to generate income.

- **Develop a campaign that brands arts and culture in Ypsilanti, based on input from the local arts and cultural sector. Share this brand message with potential community partners.**

What? A unified brand exists for arts and culture in Ypsilanti. This brand is used collectively by the arts and cultural community to increase the visibility of the arts and cultural sector in Ypsilanti. This brand is also well recognized within the community. The importance of arts and culture in Ypsilanti is

evident and visible. Ypsilanti is better able to market and position itself as being the place to go for arts and culture.

Why? Ypsilanti does not have a clearly identifiable or defined arts and cultural identity. Very few efforts are being made to cross-market the Ypsilanti area's diverse and rich arts and cultural organizations and events. Without one universal message and brand for arts and culture in Ypsilanti, the area may not be effectively communicating the value of its arts and cultural sector and, as a result, marketing efforts may be confusing or duplicated.

- **Increase networking opportunities (art salons / public meetings) for artists and 'creatives' in the community.**

What? Frequent gatherings of artists and those interested in the arts will help foster an artistic community in Ypsilanti. These networking opportunities will provide an important community platform to start a dialogue about arts and culture in the Ypsilanti area. There will be increased opportunities to share information, coordinate, and collaborate on projects, and to talk about current and future initiatives. There will be increased conversations about arts and culture and its impact on the city.

Why? Artists and those interested in the arts find it difficult to network, work together, or share ideas. There is a desire to build stronger connections amongst those in the arts and cultural sector. Artists and 'creatives' would like to be able to connect easily with people of like interests in events that are informative, insightful, provocative, purposeful, and inclusive.

- **Increase participation in local arts and cultural events and organizations by diverse groups (race, ethnicity, gender, sexual orientation, age, ability, religious affiliation and socio-economic and education status).**

What? The arts and cultural community of Ypsilanti has access to information about best practices in cultivating diversity in arts and cultural programming and management. Meaningful relationships exist between the arts and cultural sector and the various diverse populations in the area. There is a good cross section of the area's population present at local arts and cultural events and programs.

Why? Current audiences at arts and cultural events and programs are not reflective of the rich diversity that characterizes Ypsilanti. There is a need to engage and welcome new audience members to become more actively involved in the community's arts and cultural assets.

**Capacity Building,
Funding and
Investment
Vision Statement**

To envision a publicly and privately financed fund that exists in perpetuity to support a stable, vibrant arts and cultural environment that will contribute to the economic and personal well-being of Washtenaw County residents, workers, and visitors.

-Vision statement taken from
Washtenaw County Cultural Master
Plan

Recommendations for Capacity Building, Funding and Investment

- **Conduct a cultural assets inventory. Create a directory of artists, organizations, venues and services for the arts and cultural sector in Ypsilanti.**

What? A list of the community's arts and cultural assets is identified and maintained. This list is well used and distributed throughout the community and is available across various platforms. There is increased awareness of and visibility for Ypsilanti's arts and cultural assets.

Why? A method of knowing the people active in the arts and the resources that are available in Ypsilanti is not currently available. Artists often do not know where to look for information about available venues or how to connect with organizations or other artists. Likewise, arts and cultural organizations may not be aware of other organizations and artists in the Ypsilanti community.

- **Develop an arts council or group to help build a stronger arts and cultural community and to implement the recommendations in this plan.**

What? An arts council or group is formed and is charged with the responsibility of implementing these recommendations. This arts group/council helps increase the community's awareness of the importance of arts and culture and nurtures community collaborations and partnerships. This council or group may be an independent non-profit or a city entity.

Why? There is no group currently responsible for ensuring that the recommendations of the Ypsilanti working plan are implemented. Without having a designated council/group assigned to work on the plan's recommendations, there is a chance that they will not be implemented in a timely manner.

Recommendation for Cultural Facilities

Cultural Facilities Vision Statement

To provide better access to new and existing facilities (both arts and non-arts facilities and empty buildings); to enable artists to pursue their craft at all levels; and the enable arts and cultural organizations to fulfill their missions in a stable and resource-efficient environment.

*-Vision statement taken from
Washtenaw County Cultural
Master Plan*

- **Establish an arts incubator / place that artists can utilize for rehearsals, performances, and exhibitions.**

What? A gathering place for artists will exist that will include space for rehearsals, performances, and exhibitions. Under-utilized facilities will be made available and/or adapted to serve as venues for artists and arts and cultural organizations to work. Space will spark the generation of positive growth for businesses and retail development. Services will be offered to help artists strengthen their ability to sell their work and become more economically viable. Artists from outside of Ypsilanti will relocate to the area.

Why? Artists need affordable studio and rehearsal space. Artists want a facility that offers opportunities for easy interaction that can foster increased collaboration and idea-sharing. Artists have a strong interest in being able to share information, coordinate their activities, and discuss initiatives. Although the Riverside Arts Center offers performance and exhibition space, it currently lacks sufficient personnel to keep the building open extended hours as well as amenities needed for various types of rehearsals. There also is interest in providing artists with the resources to develop their marketing, sales, and management skills.



Ypsilanti, Freighthouse Museum

**Lifelong Arts and
Education
Vision Statement**

Our vision is that all residents of Washtenaw County will thrive surrounded by relevant and accessible opportunities to engage their own capacity as creators and to learn about the creative work of others in all modalities.

*-Vision statement taken from
Washtenaw County Cultural
Master Plan*

Recommendation for Lifelong Arts and Education

- **Increase partnerships and presence of arts and culture in the local K-12 and university educational systems.**

What? Increased communications, collaborations, and partnerships exist between the arts and cultural sector and the education system (K-12 & university). More robust arts and cultural programming is offered in K-12 schools and students have regular access to meaningful arts and cultural experiences.

Why? Ypsilanti is home to Eastern Michigan University, which has excellent programs in visual, performing, and literary arts. Ypsilanti is also home to a number of not-for-profit and for-profit arts and cultural organizations that offer arts and cultural programming. These resources have the potential to provide meaningful services to the local community and K-12 schools that could benefit all involved. Local artists also can also serve as a resource for local schools (K-12 and university).

Recommendation	Implementation Partners	Start Date	First Steps	Resources
Communications, Audience Development and Advocacy				
Increase communications efforts between the arts and cultural sector and community-wide entities both online and offline.	Ypsilanti 2020, Eastern Michigan University, arts and cultural organizations, Ypsilanti Area and Ann Arbor Area Convention & Visitors Bureau, Library, schools	Near term: 6 - 12 months	Develop a list of the key arts and cultural contacts; explore new methods of communicating between different groups / organizations.	Ypsilanti 2020, Arts Alliance
Partner with local media outlets to ensure consistent arts and cultural coverage.	Ypsilanti Citizen, Heritage Papers, local bloggers, Concentrate, WEMU, EMyou Magazine	Near term: 6 - 12 months	Maintain open lines of communications with Ypsilanti Citizen as they move forward with print version and arts & culture columnist; Arrange conversations with additional media outlets for potential partnerships (advertising & editorial)	Ypsilanti Citizen, Arts Alliance
Develop a campaign that brands arts and culture in Ypsilanti, based on input from the local arts and cultural sector. Share this brand message with potential community partners.	Riverside Arts Center, What Is That gallery, Ann Arbor Area & Ypsilanti Area Convention and Visitors Bureaus, Depot Town, Downtown Merchants, Ypsilanti 2020	Near/ Medium term: 6 months - 3 years	Engage key stakeholders and community members in conversation about the arts and cultural brand of Ypsilanti. Develop a unified message of Ypsilanti arts and culture; Prepare a presentation to give to area churches, schools, businesses, library...etc. on ways to collaborate and partner	Ypsilanti Area and Ann Arbor Area Convention & Visitors Bureau, chamber, Arts Alliance, Ypsilanti 2020
Increase networking opportunities (art salons / public meetings) for artists and creatives in the community.	Arts Alliance, Ypsilanti 2020	Near/ Medium term: 6 months - 3 years	Engage creative community and determine schedule, potential locations and interesting topics for monthly or quarterly events.	Arts Alliance, Creative Connections, galleries

Recommendation	Implementation Partners	Start Date	First Steps	Resources
Communications, Audience Development and Advocacy				
Increase participation in local arts and cultural events and organizations by diverse groups (race, ethnicity, gender, sexual orientation, age, ability, religious affiliation and socio-economic and education status).	Ypsilanti 2020, Chamber, Ann Arbor Area and Ypsilanti Convention and Visitors Bureaus, Eastern Michigan University	Near/ Long term: 6 months - 5 years	Identify key stakeholders / 'connectors' within the community to help develop and engage new audiences; increase communications between organizations, artists and audiences; encourage partnerships and collaborations	Eastern Michigan University, Arts Alliance
Capacity Building, Funding and Investment				
Conduct a cultural assets inventory. Create a directory of artists, organizations, venues and services for the arts and cultural sector in Ypsilanti.	Ypsilanti 2020, City, arts & cultural organizations, chamber, Arts Alliance	Near term: 6 - 12 months	Create a complete list of arts and cultural organizations and artists that are in town and identify what they do	Arts Alliance, Artists' Census data, Ann Arbor Area and Ypsilanti Convention and Visitors Bureaus
Develop an arts council or group to help build a stronger arts and cultural community and to implement the recommendations in this plan.	Ypsilanti 2020, Riverside Arts Center, What Is That, Arts Alliance	Near term: 6 - 12 months	Determine what groups/individuals should be invited to participate in the council/group. Schedule brainstorming meeting to address mission and goals.	Saline Arts Council, Dexter Arts, Culture & Heritage Commission, Arts Alliance
Cultural Facilities				
Establish an arts incubator / place that artists can utilize for rehearsals, performances, and exhibitions.	SPARK East, Eastern Michigan University, Riverside Arts Center	Long term: 4 - 5 years	Explore arts incubator models from other regions and develop a list of what spaces / buildings are available	SPARK East, Ann Arbor Area and Ypsilanti Convention and Visitors Bureaus
Lifelong Arts and Education				
Increase partnerships and presence of arts and culture in the local K-12 and university educational systems.	Schools, Eastern Michigan University, artists	Near/ Long term: 6 months - 5 years	Communicate regularly with educators and community-based organizations about arts & cultural updates & opportunities; research other existing models. Long-term: Have arts liaison with school district	Cleveland school system, WISD, Eastern Michigan University

WHAT WE KNOW ABOUT ARTS AND CULTURE IN WASHTENAW COUNTY

Arts and culture are important to the quality of life and well being of Washtenaw County. This fact was well documented in the data collected to create the Washtenaw County Cultural Master Plan.¹ The following provides highlights of what we know about arts and culture in Washtenaw County and comes from the information gathered in the cultural plan's online survey, focus groups, artists' census, and creative economy analysis.

People in Washtenaw County Value Arts and Culture

- 63% said arts and cultural programs were very important to their choice to live in Washtenaw County.
- 75% said that business support for arts and culture made a difference when they chose what businesses to patronize.

Many Businesses Recognize the Value of Arts and Culture to the Bottom Line

- 63% said that access to arts and culture was important in their decision to locate or keep their businesses in Washtenaw County.
- 57% thought access to arts and cultural programs was important in helping to recruit and retain qualified workers.

The Creative Sector Plays a Distinct Role in the County's Economy

- 4.6% of the county's total workforce works in the creative economy.
- 10% of the county's total payroll is generated by the creative economy.
- 823 students from the University of Michigan and Eastern Michigan University earned degrees related to the creative economy in 2007.

The Quality of Our Cultural Offerings is Generally High, but not Everyone has Access to Them

- 88% were satisfied with the quality of arts, heritage, and interpretive science programs in their community.
- 66% felt that good science and arts education is not equally available to students throughout the county.

Artists (visual, performing, and literary) are a Significant Force in Washtenaw County

- 2,530 individuals responded to the Artists' Census and were classified as *Washtenaw County Artists*. Of these, 1,173 individuals satisfied criteria and were identified as *Working Artists*.

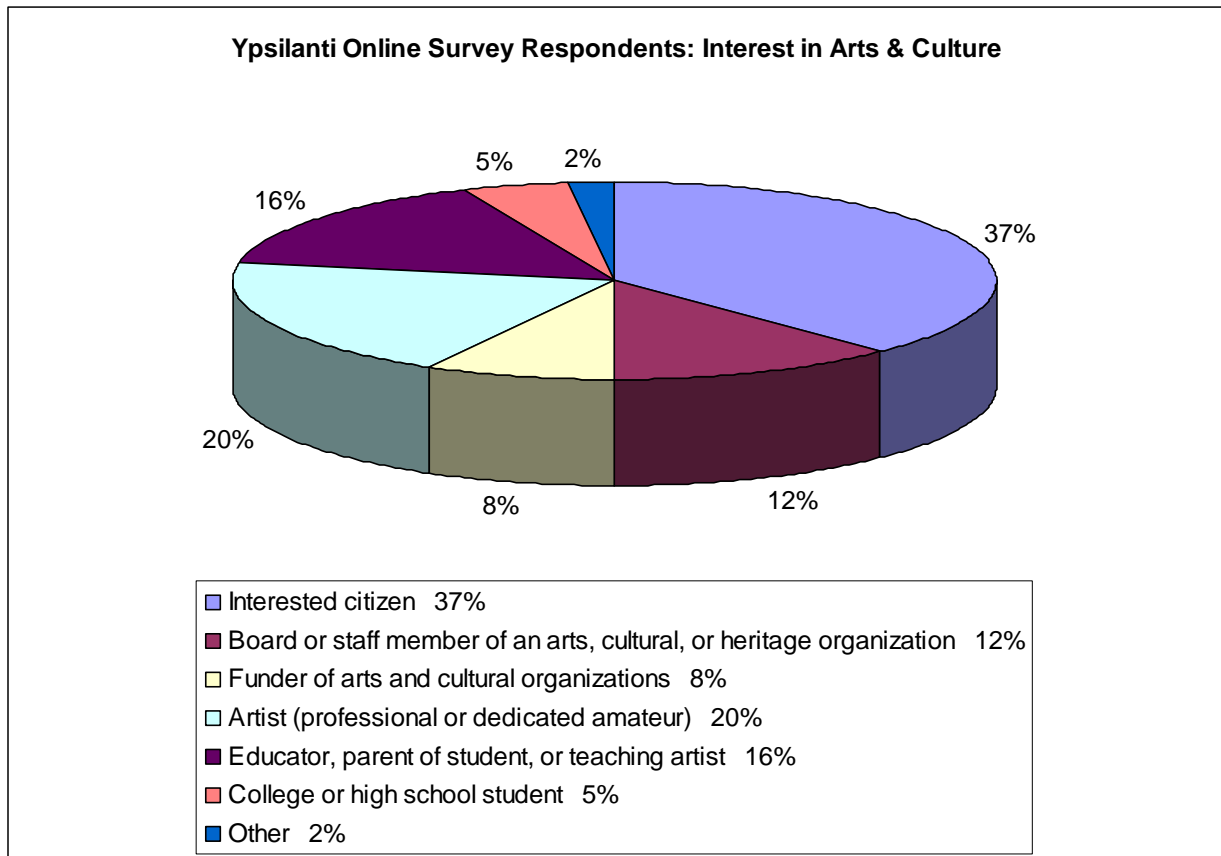
¹ This data is reported in the following documents, which can be accessed at http://a2artsalliance.org/initiatives_culturalplan.asp:

- *Washtenaw County Cultural Assessment Online Survey Report*
- *Washtenaw County Cultural Assessment Community Forums Full Archival Report*
- *2008 Artists' Census Report*
- *The Creative Economy Analysis conducted by Ann Arbor SPARK, 2008*

WHAT WE KNOW ABOUT ARTS AND CULTURE IN YPSILANTI

ONLINE SURVEY

The Arts Alliance conducted an online survey between October 2007 and January 2008 to gather information about residents' attitudes toward arts and culture in Washtenaw County. Seventy Ypsilanti residents responded to the 52-question survey, representing 4.6% of all 1,535 survey respondents. These residents identified themselves as follows:



ARTISTS' CENSUS

The Washtenaw County Artists' Census was administered by the Arts Alliance as part of the cultural plan. This census ran from April 1 through May 17, 2008. Three hundred fifty-nine artists from Ypsilanti responded to the artists' census, representing less than a .5% response rate relative to Ypsilanti's population. One hundred sixty-two Ypsilanti artists were identified as *Working Artists*.²

²*Working Artists* were classified based on meeting all of the following criteria: 1) self-defines as an artist; 2) works as a visual, performing, or literary artist; 3) spends 40 or more hours a month on his/her creative field; and 4) shares his/her artwork beyond family and friends. Criteria was adapted from *Crossover: How Artists Build Careers across Commercial, Nonprofit and Community Work*, a publication produced by Dr. Ann Markusen of the University of Minnesota.

FORUM GROUP MEETINGS

As part of its research for the Washtenaw County Cultural Plan, the Arts Alliance held three small discussion groups, or “community forums,” in Ypsilanti to gather in-depth resident input. These forums were held between October 2007 and January 2008. Some of the key issues that came up in these forums included:

Ypsilanti Cultural Assets – What’s Special About Ypsilanti?

Diverse population The city is more diverse in terms of race, ethnicity, and economic class than elsewhere in the county. “We’re the ‘Brooklyn’ to Ann Arbor.” Ypsilanti’s assets are its people.

Popular and eclectic culture People of Ypsilanti can enjoy community celebrations of popular culture, including the *Elvis Fest* and the *Heritage Festival*. Ypsilanti artists describe the arts scene as edgy and funky. *Shadow Art Fair* demonstrates an Ypsi flavor.

EMU impact Eastern Michigan University offers higher and continuing education and many cultural programs. EMU’s history as a teacher’s college lends itself to a well developed connection to the community through teacher training and academic service learning programs.

History and heritage The history of the auto industry and immigration is evident in the architecture and working class culture of the city.

Affordable housing and facilities There are opportunities for affordable housing, artists’ spaces, and facilities for cultural programming. Further development of the Riverside Arts Center could provide cultural facilities at reasonable cost.

Ypsilanti Challenges

Economy Jobs for young people are scarce. All youth interviewed planned to leave the community.

Education Ypsilanti is served by three separate school districts: Lincoln, Willow Run and Ypsilanti.

Health and safety Some forum participants felt there is too much violence. Teenage pregnancy and STD rates are some of the highest in the state. Health and safety are concerns among some populations.

Poverty Youth described a general feeling of “learned helplessness.” While Depot Town is a small attractive district, there are too many run down residential neighborhoods. School teen programs focus on drug abuse and avoiding STD, while teens want access to college fairs and other next step resources. More programs for teens are needed including a teen center.

Pride of Place Despite its challenges, some Ypsi residents have a scrappy, distinctively strong pride in their hometown. Community members are willing to donate untold numbers of hours to organizing events, festivals, and activities to celebrate their local heritage and make Ypsi a better place to live and work.

Overshadowed Ypsilanti feels that it is overlooked in a region where Ann Arbor is the brand. Young people interviewed in this assessment were all planning to leave Ypsilanti. Community leaders hope for more local opportunities in the future.

Funding Like elsewhere in the county, funding is tight.

Communications People complained in forums of not knowing when events are happening until too late.

A Vision for Ypsilanti: What Might This Community Look Like in Five Years?

Cool City By 2013, Ypsilanti uses its “Cool City” designation as a marketing tool for the region. Residents are proud of their city and enthusiastic about its future. People feel safe. Youth have safe places to congregate. More people head “back to the city.”

Economy improves An improved economy generates jobs, security, and more opportunities for youth. Funding improves for cultural programs.

Vibrant arts community By 2013, cultural programs are central to the city’s revitalization. *Riverside Art Center* is a cultural center. The *Shadow Art Fair* continues to grow. Good communications helps audiences respond to programs.



Riverside Arts Center

Stronger schools Thanks in part to better arts education, student attendance improves. The three separate school districts find ways to connect through arts and culture.

EMU Eastern Michigan University opportunities are readily accessible to the community. The arts and entertainment technology program and arts management minor gives Ypsilanti youth employment opportunities in the creative sector.

**Data drawn from the Washtenaw County Cultural Assessment Online Survey Report, Washtenaw County Cultural Assessment Community Forums Full Archival Report, 2008 Artists' Census Report, and The Creative Economy Analysis conducted by Ann Arbor SPARK, 2008.*

YPSILANTI COMMUNITY INPUT

The following individuals participated in at least one of the three public meetings held in Ypsilanti to work on the Ypsilanti Working Plan. Meetings included a public forum and two working group meetings.

These individuals have demonstrated a strong interest for arts and culture in their community. They could serve as the nucleus to oversee the implementation of this plan.

Carter Adler
Joey Albright
Chris Ando
David Austin
Leslie Austin
Kent Baumkel
Matthew Casey
Bill Diesenroth
Dan DuChene
Brad Jacobsen
Bill Knudstrup
Barry LaRue
Deb Locke-Daniel

Courtney Miller
Ayesha Moore-Pugh
Sarah Neeley
Colleen O'Brien
Bonnie Penet
Ed Penet
Charlie Penner
Jerry Robbins
Michelle Shankwiler
Eleanor Shelton
Ben Solomon
Deborah Strong
Jane Wilkinson

ACKNOWLEDGEMENTS

Special thanks to all the individuals who have helped the Ypsilanti Working Plan come to fruition and for the work done by the Ypsilanti 2020 Taskforce to address similar issues.

Every effort was made to include the names of those individuals that participated in this process. Please excuse any omissions, misspellings, or other oversights.

Photo Credits

Cover Page:

Row (from left to right)

Ypsilanti Heritage Festival - Young Girls at Ancestors Gathering: Mark J. Wanless

Depot Town Cruise Night - Lynda Hummel

Ypsilanti Church – David Austin

Column (from top to bottom)

Depot Town – Mark J. Wanless

Ypsilanti Heritage Festival Native Americans - Mark J. Wanless

Parade Downtown Ypsilanti – Mark J. Wanless

Background Information:

Ypsilanti Heritage Festival - Women in historical garments, Mark J. Wanless

Winter scene from Riverside Park overlooking Depot Town - Lynda Hummel

Contents of Plan:

Downtown Ypsilanti, Water Tower – Mark J. Wanless

Ypsilanti Freighthouse Museum – Mark J. Wanless

Riverside Arts Center – Courtesy of Riverside Arts Center

The Ypsilanti Working Plan, Initial Steps for Implementing the Washtenaw County Cultural Master Plan in the Ypsilanti Area was written in June 2009 by Angela Martín-Barcelona, Marketing Director, Arts Alliance. Susan Badger Booth, Assistant Professor, Department of Communication & Theater Arts at Eastern Michigan University wrote the summation of the Ypsilanti focus group meetings. Tamara Real, President, Arts Alliance, served as Project Manager.

INVESTORS IN THE CULTURAL PLAN

communityfoundation
FOR SOUTHEAST MICHIGAN



Leadership Committee Co-Chairs

Robert Guenzel

Washtenaw County Administrator

Dr. William C. Miller

Superintendent

Washtenaw Intermediate School District

Steering Committee Co-Chairs

Phil D'Anieri

Program Director

Ann Arbor Area Community Foundation

Debra Polich

President & CEO

Artrain

Cultural Plan Advisors

Dr. Craig Dreeszen

Dreeszen & Associates

Lead Consultant

Susan Badger Booth

Eastern Michigan University

Associate Consultant

Ypsilanti Co-Chairs

David Austin, What is That Gallery

William Kinley, Board Member, Riverside Arts Center

Eleanor Shelton, Board Member, Riverside Arts Center

Arts Alliance Board of Directors

Deb Mexicotte, Chair

Arts at Michigan, University of Michigan

Melissa Milton-Pung, Vice-Chair

Washtenaw County Office of Strategic Planning

J. Matthew A. Pollock, Treasurer

Weidmayer, Schneider, Raham, & Bennett, P.C.

Robb Woulfe, Secretary

Ann Arbor Summer Festival

David Esau, Immediate Past Chair

Cornerstone Design

Jill Ault, Fiber Artist

Wendy Correll

Ann Arbor Public Schools Education Foundation

Lynne Friman, Envisions Design, Ltd.

Deborah Greer, River Gallery

Kamilah Henderson

Arts of Citizenship, University of Michigan

Mary Kerr

Ann Arbor Area Convention & Visitors Bureau

Michael David Nisson, Hole in One, L.L.C.

Mark Palms, Riverfolk Music and Arts Festival

Elizabeth Parkinson, Ann Arbor SPARK

Roselyn Parmenter, Miller Canfield

Deb Polich, Artrain

Christina Sylvester

University of Michigan Nonprofit Management
Board Fellow

Arts Alliance Staff

Tamara Real, President

Angela Martín-Barcelona, Marketing Director

Cynthia Johnson, Special Projects Coordinator

The Arts Alliance serves all of Washtenaw County, working to create an environment where culture and creativity can flourish and the arts are accessible to all.

ArtsAlliance®

202 East Huron St., Suite 202

Ann Arbor, MI 48104

www.a2artsalliance.org