

ARTS & CULTURE



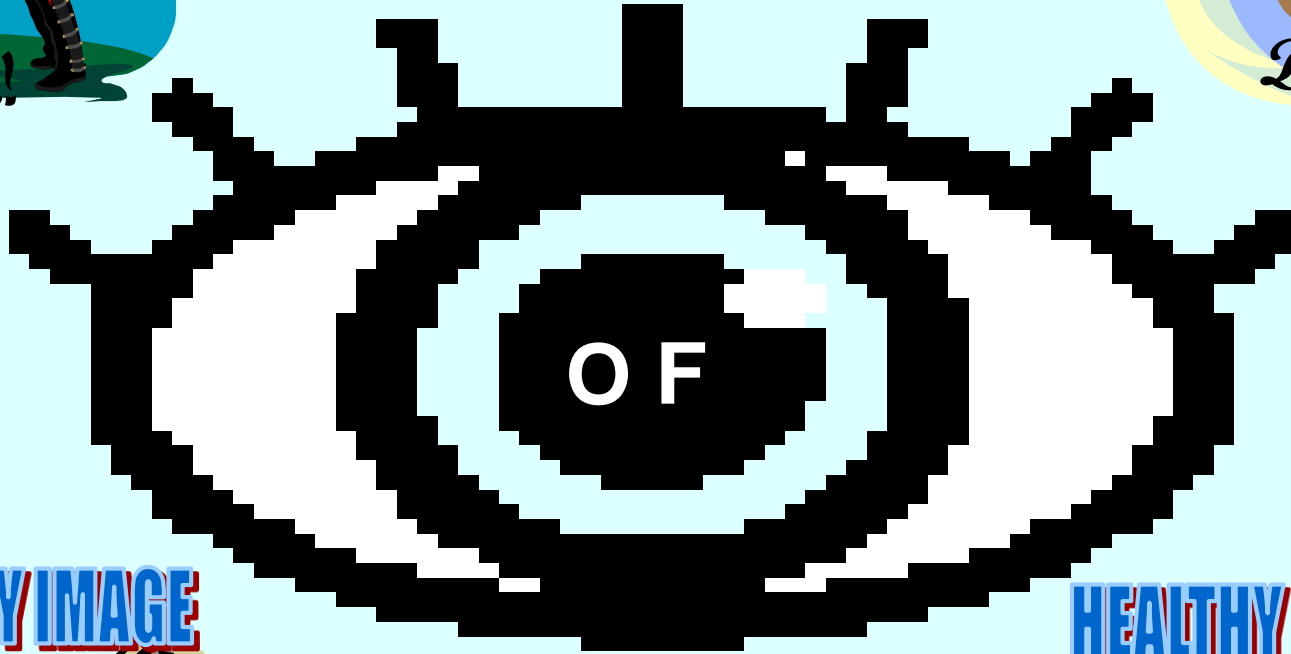
Picture it!

DIVERSITY



Dream it!

QUALITY



OF

COMMUNITY IMAGE



Plan it!

HEALTHY LIFESTYLES



Do it!

LIFE

Live it!



QUALITY OF LIFE VISION STATEMENT

Acclaimed as the ideal safe place to live, learn, work and play, Lee's Summit embodies healthy living, excellence in the arts, recreation, learning and multi-generational leisure opportunities combined with a respect for the environment and its diverse population.



ARTS & CULTURE GOALS



1. **Commit to a cultural arts identity as an economic and community development strategy**

Rationale: There is compelling new evidence that the non-profit arts industry successfully attracts visitors, spurs business development, supports jobs, and generates government revenue

Action Steps:

- A. Fund and complete a study of the impact of cultural arts on the economic development in Lee's Summit
- B. Commit to funding and hiring a full-time Arts Coordinator staff person as recommended in the Cultural Arts Plan to assist with oversight, advocacy, action and future planning
- C. Establish sources for cultural arts funding
- D. Continue to support the work of the Arts Council



ARTS & CULTURE GOALS

1. Commit to a cultural arts identity as an economic and community development strategy

Implementers:

City, EDC, Arts Council, Chamber of Commerce, Parks and Recreation

Timeline:

6-12 months (A, B); ongoing (C, D)

Resources:

Truman Heartland Community Foundation, Eastland Community Foundation, City, User fees, tax, grants, Parks and Recreation, EDC

ARTS & CULTURE GOALS



2. Work to create a network of successful, sustainable, multidisciplinary cultural art spaces, museums, performance venues, and cultural districts that reflect our City's diversity, creativity, and history

Rationale: Since the 1993 strategic planning session, the residents of Lee's Summit have consistently requested that the City strengthen its support of the arts. Lee's Summit will benefit from a culture of creativity and innovation, with a foundation in public/private collaboration and community-wide implementation

Action Steps:

- A. Fund and complete a Cultural Center Feasibility Study, to determine the best approach to increase the number of quality cultural art venues, with special attention to the need for performance and exhibition space
- B. Establish a cultural district downtown, and evaluate expanding to define additional cultural districts throughout the city



ARTS & CULTURE GOALS

- 2. Work to create a network of successful, sustainable, multidisciplinary cultural art spaces, museums, performance venues, and cultural districts that reflect our City's diversity, creativity, and history**

Action Steps Continued:

C. Working with community partners, search for innovative locations for cultural arts programs and events, including temporary sites, parks and lakes, adaptive re-use, etc.

D. Considering results of a Cultural Center Feasibility Study, create a Cultural Arts Facilities Task Force, with special attention to finding a home for the Lee's Summit Symphony



ARTS & CULTURE GOALS

- 2. Work to create a network of successful, sustainable, multidisciplinary cultural art spaces, museums, performance venues, and cultural districts that reflect our City's diversity, creativity, and history**

Implementers:

City, Truman Heartland Community Foundation, Eastland Community Foundation, Planning Commission, Downtown Lee's Summit, Chamber of Commerce, School District, EDC, Arts Council, Parks & Rec, Churches, Unity Village, Jackson County Parks, John Knox, LS Symphony, MCC Longview, Gale Communities, Summit Arts



ARTS & CULTURE GOALS

2. Work to create a network of successful, sustainable, multidisciplinary cultural art spaces, museums, performance venues, and cultural districts that reflect our City's diversity, creativity, and history

Timeline:

6-12 months (A)

Ongoing 1-2 years (B)

Ongoing (C)

1-2 years (D)

Resources:

Truman Heartland Community Foundation, Eastland Community Foundation, City, User fees, tax, grants, Parks and Recreation, EDC

Benefactor to be identified

ARTS & CULTURE GOALS



3. Increase the quantity, variety, and quality of arts programming that is affordable and accessible

Rationale: The 2007 Cultural Arts Plan states, "The research reveals the city's citizens are hungry for more arts opportunities: only 20% of respondents to a public survey rate the availability of arts programs as 'excellent' or 'good'..."

Action Steps:

- A. Help arts organizations grow, build sustainability, promote their value to our community and region, increase audiences of all ages, and build private sector support, including support of the Lee's Summit Art Council's website and calendar initiatives
- B. Attract and support professional artists through incentives, live-work spaces, affordable and accessible studio and exhibition space, and resources for professional development

ARTS & CULTURE GOALS



- 3. Increase the quantity, variety, and quality of arts programming that is affordable and accessible**

Action Steps Continued:

C. Develop relationships with Metropolitan KC arts organizations, import arts programming, network and build partnerships, and initiate creative transportation solutions to local and regional cultural art opportunities

D. Support the continuation and expansion of the Parks and Recreation Department's cultural arts programming and increase opportunities for community fairs, festivals, concert series, etc.



ARTS & CULTURE GOALS

3. Increase the quantity, variety, and quality of arts programming that is affordable and accessible

Implementers:

Arts, Parks & Recreation, Summit Arts & other arts groups, MCC Longview, City, Downtown Lee's Summit, Chamber of Commerce

Timeline:

ongoing (A-D)

Resources:

Parks & Recreation, Downtown Lee's Summit, Chamber of Commerce, Summit Arts & other arts groups, MCC Longview, exhibitor fees, grants, sponsorships



COMMUNITY IMAGE GOALS

1. Determine desired image of Lee's Summit

Rationale: Lee's Summit needs brand consistent with its vision to define and market the city as the ideal place to live, learn, work and play

Action Steps:

- A. Commission and authorize an appropriate group to identify criteria and definition of a destination city
- B. Determine why the most recent branding initiative was not embraced and implement strategies to ensure success



COMMUNITY IMAGE GOALS

1. Determine desired image of Lee's Summit

Implementers:

A cross-section group representing, among others, city government, school district, citizens, John Knox Village, business leaders, Chamber of Commerce, EDC, Downtown Lee's Summit and a consultant or marketing team

Timeline:

12-18 months or less

Resources:

Resources are not yet identified; known costs to include consultant fees, administrative support, conference facilities and incidentals.



COMMUNITY IMAGE GOALS

2. Identify and address multi-generational interests and needs

Rationale: Our community should meet the needs of all age groups

Action Steps:

- A.** Survey Lee's Summit citizens by establishing focus groups, taking inventory of facilities and current activities already located in Lee's Summit to determine which interests and needs are already satisfied and which interests and needs require additional attention

- B.** Develop and implement programs and opportunities to address the identified gaps

- C.** Continue to support and enhance desired existing programs and implement new programs as identified in step B above



COMMUNITY IMAGE GOALS

2. Identify and address multi-generational interests and needs

Implementers:

A cross-section group representing, among others, the school district, Lee's Summit citizens representing all age groups (middle school to senior adults), the health industry, Chamber of commerce, Downtown Lee's Summit Main Street, EDC and city government representatives

Timeline:

12-18 months or less

Resources:

Resources are not yet identified; known costs to include consultant fees, survey costs, administrative support, conference facilities and incidentals. Implementation costs to be determined based on results of survey.



COMMUNITY IMAGE GOALS

3. Implement and promote the Lee's Summit brand

Rationale: Implementation of the Lee's Summit brand facilitates economic development, broadens the tax base and promotes a strong sense of community and civic pride

Action Steps:

- A.** Establish a Convention and Visitors Bureau to attract convention business and promote Lee's Summit as a destination city
- B.** Implement existing monument signage plan at designated entries into the city
- C.** Collaborate with City and State to improve aesthetics of public thoroughfares, common ground, and green space
- D.** Create and publicize a comprehensive community calendar of events to all citizens, including information about facilities, activities, attractions, festivals, and volunteer opportunities in Lee's Summit



COMMUNITY IMAGE GOALS

3. Implement and promote the Lee's Summit brand

Action Steps Continued:

E. Develop multi-use facilities/hotel to accommodate convention business

F. Explore feasibility of purchasing land in the downtown corridor, including the church property at 2nd and Douglas, for the purpose of a possible multi-use facility



COMMUNITY IMAGE GOALS

3. Implement and promote the Lee's Summit brand

Implementers:

A cross-section group representing, among others, city government, school district, citizens, Parks and Recreation, Public Works, business leaders, Chamber of Commerce, EDC, Downtown Lee's Summit, developers and a consultant or marketing team

Timeline:

5-7 years

Resources:

To be determined by implementation team



DIVERSITY GOALS

- 1. Identify, educate and implement civic standards for diversity within the community in order to promote mutual understanding and respect among all social, racial, religious, cultural and ethnic groups**

Rationale: Establish qualities of life that allow all residents to enjoy equal opportunity, personal safety, accept responsibility and build character to benefit themselves and the community of Lee's Summit

Action Steps:

A. Promote diversity and inclusion through education and community involvement in activities that provide programs of learning and understanding of issues of diversity and inclusion, positive relationship building, and community history



DIVERSITY GOALS

1. Identify, educate and implement civic standards for diversity within the community in order to promote mutual understanding and respect among all social, racial, religious, cultural and ethnic groups

Implementation:

- A. Create a task force to identify issues of diversity and inclusion, and opportunities for interested citizens to participate in preventing discrimination, bias and hate crimes.
- B. Develop an on-going delivery system to educate the community on important issues and trends related to diversity, and opportunities to lessen tensions and promote dignity for all citizens, and respect for all cultures.



DIVERSITY GOALS

- 1. Identify, educate and implement civic standards for diversity within the community in order to promote mutual understanding and respect among all social, racial, religious, cultural and ethnic groups**

Implementation continued:

C. Offer educational programs to provide individuals with the background and framework on the benefits to them and the community when they participate and take responsibility in/for their actions on issues.

Timeline:

Within the next two years

Resources:

Existing Human Relations Commission, R-7 School District, private consultants



HEALTHY LIFESTYLES GOALS

1. Continued commitment to park preservation and expansion

Rationale: Lee's Summit residents should have affordable, accessible recreation

Action Steps:

- A. Require developers to dedicate green space in their developments or provide funding in lieu of dedicating land that can be used for the purchase and maintenance of parks and trails.
- B. Continue to acquire land for and build parks and trails so that parks are located within one half mile of each residence, recreational facilities serve all parts of the community and the trails system is complete.



HEALTHY LIFESTYLES GOALS

1. Continued commitment to park preservation and expansion

Implementers:

Create recreational task force to work with Planning Commission and City Council to review zoning code and Comprehensive Plan to recommend revisions.

Timeline:

Revisions to be adopted by January 1, 2011 and the trails system to be complete by January 2014.

Resources:

Funding and/or dedication of greenspace by developers for new park land and city funding for long-term development and maintenance.



HEALTHY LIFESTYLES GOALS

2. Create and promote awareness of community wellness initiatives so that residents increasingly choose healthy lifestyles

Rationale: By becoming more active, residents can reduce their health problems and healthcare costs

Action Steps:

- A. Encourage private/public partnerships, particularly between healthcare providers, the recreation department and the insurance industry, to provide healthy lifestyle programs which might include a universal pass to recreation facilities or a reduced fee fitness analysis.
- B. Through this coalition of stakeholders, promote all recreational activities occurring in Lee's Summit and available recreational resources, specifically the interconnected trails system.



HEALTHY LIFESTYLES GOALS

2. Create and promote awareness of community wellness initiatives so that residents increasingly choose healthy lifestyles

Implementers:

Create Healthy Lifestyles Task Force which includes representatives from the recreation, healthcare and insurance areas.

Timeline:

Task force to be formed by January 1, 2010, with recommendations by January 1, 2011.

Resources:

Availability and willingness of stakeholders to work collaboratively



HEALTHY LIFESTYLES GOALS

3. Shared community commitment to environmental sustainability

Rationale: Preserving the future of our city is important

Action Steps:

- A. Create citywide options for curbside recycling services.
- B. Provide incentives for developers and residents to 'go green' (building codes, water-saving landscapes, efficient energy sources, recycling, environmentally safe materials).
- C. Evaluate and incorporate, when feasible, green features in all city facilities such as alternative energy, low energy light bulbs, use of untreated water for irrigation or fire hydrants, etc.



HEALTHY LIFESTYLES GOALS

3. Shared community commitment to environmental sustainability

Implementers:

Expand existing Green Solutions Task force to include research and implementation.

Timeline:

Task force to be expanded by January 1, 2010, with recommendations by January 1, 2011.

Resources:

City funding to implement recommendations.