

Chattanooga: State of the Arts & Culture

With the expansion of three museums, the development of new performance venues, the establishment of a new public art program, and the creation of a bold outdoor initiative, Chattanooga is seeking to grow its creative class and the \$41 million impact that arts and cultural institutions have on the local economy.

Chattanooga Department of Parks, Recreation, Arts & Culture



The Role of the City

- Venue Owner and Operator
- Organizational Supporter
- Advocate, Coordinator and Catalyst
- Funder

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Venues

The City owns and operates:

- The Tivoli Theater
- Memorial Auditorium
- Coolidge Park
- Ross's Landing Park
- Warner Park
- Neighborhood Parks and Recreation Centers

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Parks

- Avondale
- Benham Williams
- Benton
- Boulevard
- Boynton
- Brainerd
- Caruthers
- Carver
- Church Street
- Dog Park
- Dupont
- East Chattanooga
- Eastdale
- East Lake
- Frances B. Wyatt
- Glenwood
- Greenway
- Harris Johnson
- Heritage
- Hill City
- Jefferson Street
- John A. Patten
- Lake Hills
- Lakeside
- Lookout Valley
- Miller Park & Plaza
- Mountain Creek
- North Chattanooga
- Overlook
- Park City
- Park place
- Patten Parkway
- Perkins
- Phillips
- Portland
- Pringle
- Ridgedale
- Rivermont
- Riverside
- Riverview
- Riverview Brd Sanctry
- Shepherd
- Roy Nelms
- Skatepark
- South Chattanooga
- Sylvan
- Taccoa
- Tatum
- Tennessee Riverpark
 - Coolidge
 - Renaissance
 - Ross's Landing Park & Plaza
 - Walnut St. Bridge
- Tyner
- Warner
- Washington Hills
- Westside

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Recreation Centers

- Avondale Center
- Brainerd Complex
- Carver Complex
- East Chattanooga Center
- Eastgate Senior Center
- Eastdale Center
- East Lake Center
- First Centenary Center
- Frances B. Wyatt
- Glenwood Center
- John A. Patten Center
- North Chattanooga Center
- North River Civic Center
- Shepherd Center
- South Chattanooga Complex
- Tyner/East Brainerd Center
- Washington Hills Center

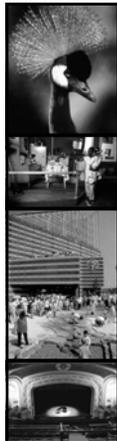
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Funding Support

- The City provides financial support to:
- Allied Arts of Greater Chattanooga
 - Association of Visual Artists
 - Chattanooga African-American History Museum/Bessie Smith Hall
 - Chattanooga Downtown Partnership
 - Chattanooga-Hamilton County Bicentennial Library

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Funding Support (cont.)

- Chattanooga Regional History Museum
- Chattanooga Zoo
- Public Art Committee
- Tennessee Riverpark
- Tivoli Theater/Memorial Auditorium
- WTCI-Channel 45

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Advocacy & In-Kind Support

The City is also advocate, catalyst and/or coordinator:

- Public Space - 21st Century Waterfront
- Public Art - Pier, Passage, 1st Street
- Public Concerts - Chattanooga Symphony & Opera Association
 - Rehearsal and performance space
 - Pops in the Park

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Advocacy & In-Kind Support

- Outdoor Chattanooga
 - 3 State 3 Mountain Bike Race
 - Chattanooga Head Race
 - Chattanooga Triathlon
- Public Events
 - Friends of the Festival
 - Riverbend Festival
 - Association for Visual Artists
 - Four Bridges Arts Festival
 - Arts & Education Council
 - Conference on Southern Literature
 - Theater Express
 - CultureFest

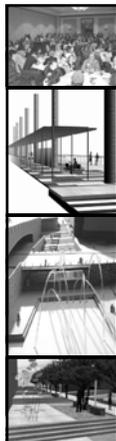
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Public Space Programming

- **Chatta. Downtown Partnership**
 - Tivoli Theater/Memorial Auditorium
 - Miller Plaza
 - 21st Century Waterfront
 - Coolidge Park
 - Walnut Street Bridge
 - Ross's Landing Park & Plaza
 - The Riverfront

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Public Art

- **The Plan**
 - Broad citizen support through community visioning sessions
 - Adopted by city council in 2003
- **Phase 1 of Implementation - 21st Century Waterfront**
 - River Pier
 - Passage
 - First Street Corridor

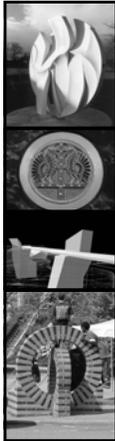
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Public Art

- **River Pier**
 - luminous light masts that illuminate the pedestrian way
- **Passage**
 - celebrates Cherokee culture, mythology and symbolism
- **First Street Corridor**
 - incline canopy and sculpture garden

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Public Art

- Implementing the plan throughout the city
 - Oversight by Mayor-appointed Public Art Committee (PAC)
- Challenges and opportunities:
 - Funding
 - Percent for Art
 - Collection maintenance and care

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Allied Arts

- Umbrella support and advocacy
- Public Funding

•City of Chattanooga	\$250,000
•Hamilton County	135,000
•State of Tennessee	100,000
Total Public	\$485,000
- Leverages \$6 to \$1 in private funding!

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Allied Arts

- Arts in Education
- Leadership Development
- Community Outreach and Audience Development
- Diversity and Inclusion
- Appeal to the 21st Century work force

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Chattanooga Zoo

- One of the fastest-growing attractions in the city
 - 128,000 visitors annually
- Unique - Only exotic mammals within 100 miles
- Helping to transform Warner Park

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Chattanooga Zoo

- Model program for diversity and inclusion:
 - AIM center
 - Orange Grove
 - Inner City Ministries
- Supported through a model private/public partnership
 - Friends of the Zoo

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Outdoor Chattanooga

- Vision
 - Citizen Participation
 - Visitor Attraction
 - Incentive to Relocation for Families and Businesses
- A Change in Culture

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Outdoor Chattanooga

- Benefits
 - Community Health & Fitness
 - Business Development
 - Tourism & Conventions
 - Environmental Stewardship

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Why Arts and Culture Matter

- \$41 million economic impact
- 778 full time jobs
- 5,326 volunteers
- 600 performances and exhibits
- 650,000 tickets sold
- 1.8 million total attendance
- Key to Economic Development

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Alive and Well !!
