



Our Cultural Corridor: North and South of Springfield, Along US 68, Why It Can Work

- 1. This is a unique project in the United States.**
- 2. Unites communities in an identifiable corridor which allows for branding and easy identification.**
- 3. Sparks interest and builds economic development in the corridor because of the branding and marketing. Lets cultural businesses know where we are and that we value culture as a resource.**
- 4. Builds tourism. Links several communities for people to explore and enjoy the cultural treasures.**
- 5. Can build large events that attract large audiences while one community may not be able to attract large attendance.**
- 6. Communities in the corridor maintain their own identities or sense of place while belonging to a major corridor of regional and national prominence.**
- 7. The corridor has a director in place to keep the drive of the project on track.**
- 8. Projects that involve more groups of people and provide the arts/culture to more people attract more funding.**

What Each Community Can Do:

- 1. Identify your area's cultural assets and make those involved aware of the cultural corridor project.**
- 2. Hold meetings to discuss the corridor project and produce "buy-in" in each community.**
- 3. Develop a local (your city) cultural corridor committee with a representative assigned to attend the overall corridor committee meetings.**
- 4. Lynda Collins-Cultural Corridor Director can help with your community's committee development. Lynda will develop committees for Springfield/Clark County.**

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What Can Be Included In A Cultural Corridor?

Art galleries and dealers (commercial art galleries, art dealers, art distributors and publishers).

Art instruction and education (music, drama, art teachers, music schools, art, dance and acting schools)

Commercial arts (commercial artists, graphic designers, photographer and high tech arts)

Performing arts (musicians, musical ensembles, bands, orchestras, comedy groups, theatre companies, touring entertainers)

Visual arts (painters, sculptors, ceramic artists, crafts persons)

Literary arts (creative writers)

Events & festivals (coordinators, administrators, featured performers)

Cultural facilities (public art galleries, museums, libraries, theatre venues)

Service & material providers (artists' suppliers, picture framers, craft retailers and suppliers, dance, masquerade and theatrical suppliers, musical instrument retailers, audio/video service and equipment providers, arts consultants, ticket outlets, live music venues)

Societies & associations (cultural service organizations, recreational arts groups)

Architectural assets (restored neighborhoods, historic and new buildings, sculpture, murals)

Antique stores and venues

On-line sources for review:

www.okanaganculturalcorridor.com

www.provenanceproject.org

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