



# Office of Arts, Culture & Entrepreneurship

## #DetroitNeverLeft

When others were counting Detroit out, the sun continued to rise on our city every day. Now we are asking for your help to continue to grow our thriving creative community.



**Here in Detroit**, we sometimes forget how great we are!

Detroit is a mecca with music, murals and magnificence. Detroit is a repository for art, design and architecture. We are the birthplace of Motown Records and techno (thank you Juan Atkins, Kevin Saunderson and Derrick May). And we helped elevate hip-hop, rap, rock and jazz. We offer the world the **Detroit International Jazz Festival**, which brought 320,000 music-lovers downtown last year and the three-day **Movement Electronic Music Festival**, where 25,000 fans a day celebrate the Motor City as the birthplace of techno. Detroit was the first U.S. city to be named a “**City of Design**” by UNESCO.

**And you ain't seen nothing yet.** Mayor Mike Duggan appointed me to create the Office of Arts, Culture and Entrepreneurship to give shape and focus to Detroit's investments in arts and culture; advocate for opportunities for one of the most inventive and resourceful creative communities in the world; expand our creative economy; and increase educational and entrepreneurial opportunities for children and adults alike. Our job is to help artists reach their goals and children reach their dreams. And I did a Listening Tour across the city, visiting all seven districts to talk with artists, residents and children about what they have and what they want to craft a plan for what is possible.

It has been more than two decades since the city focused on arts and culture. But in that time, creativity did not stop; it grew and bloomed. Still, with all of our successes, growth in the city's creative

community has been uneven. While some artists have soared, others have desperately needed help. Some artists cannot make a living in the city, and we lose them to other places such as Los Angeles and New York.

### **We will focus on neighborhoods—and people.**

Mayor Duggan is rebuilding our city one neighborhood at a time. His goals have been steadfast: to build population, increase employment and improve residents' lives. We cannot separate the growth in our city from the growth we want in our arts and culture industry. So, our arts and culture strategy is simple. We have three priorities:

#### **Space**

Using the arts as a catalyst for neighborhood growth. We will establish Neighborhood Art Houses that provide a space for residents and artists to experience culture where they live.

#### **Training & Entrepreneurship**

Offer skills and job training to increase creatives' opportunities for entrepreneurship. We will help them increase their income and marketability, including training on social media.

#### **Promotion & Branding**

We will market and promote the city's world-class creative industry by encouraging artists from around the world to make Detroit their base while providing support for the artists already here.

# Our Plan

- 1 Conduct an artist's census** to determine how many creatives the city needs to support.
- 2 Launch a massive media campaign**, to promote our creative community.
- 3 Host Detroit Talks**, which will give artists and creatives of all genres a chance to share their vision in intimate settings.
- 4 Promote and support our City Treasures**, the long-standing community cultural centers and museums.
- 5 Recommend members for the Detroit Council of the Arts and the Detroit Youth Council of the Arts.**
- 6 Honor the rich history of lost neighborhoods**, such as Black Bottom, Paradise Valley and the Dexter Avenue business corridor. We would use standing historical markers to define those historic communities and tell the story of those who once lived there.
- 7 Host the Detroit Black Theatre Festival.** Currently, the National Black Theatre Festival is hosted biannually in Winston-Salem, N.C. That festival occurs in odd years. What if Detroit hosted a black theatre festival in even years? With your help,

**WE CAN.**

Your support will help not only artists and cultural organizations; it will help ensure that our children grow up with an artistic and cultural education. We want everyone to pitch in because supporting the arts means supporting Detroit. So please join us in transforming how Detroit supports arts and culture! Make your tax-deductible contribution to the City of Detroit Arts Fund today! You can send checks to the Office of Arts, Culture and Entrepreneurship, Planning & Development Department, Coleman A. Young Municipal Center, 2 Woodward Ave, Suite 808, Detroit, MI 48226

## How Can We Achieve This Mission? **Only With Your Support.**

We are seeking support for the first-of-its-kind **City of Detroit Arts Fund**, which will accept tax-deductible donations for artistic and cultural endeavors across the Greatest City in the World. Our staff budget will come from the city's General Fund, but the **Arts Fund** will accept donations large and small from individuals, corporations, foundations and businesses because when we celebrate our world-class talent, we celebrate the city where they excel! We also will use the reliable every-person-counts method and seek donations from everyone who loves our city: Current Detroiters, expatriate Detroiters, suburbanites who grew up in Detroit and those who love Detroit's music and culture from afar.

