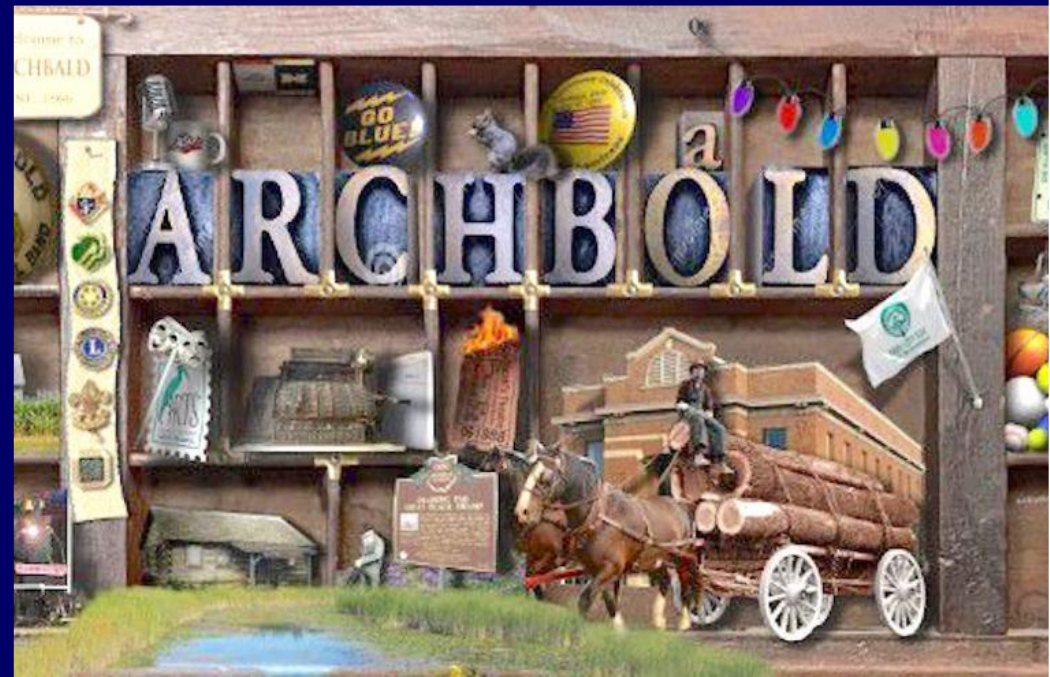


The Village of
ARCHBOLD

Arts and Culture Master Plan 2023



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FOREWORD BY MAYOR BRAD GRIME

As your Mayor of the Village of Archbold, I take great pleasure in learning that the Black Swamp Arts Council has completed their Arts and Culture Master Plan.

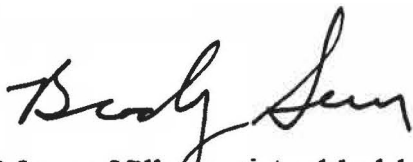
In July of 2022, the Village, along with the help of Diane Tinsman and the Black Swamp Arts Council, completed one of northwest Ohio's largest and most beautiful wall murals in downtown Archbold. This project has enlightened every resident, and the countless visitors who have made the trip here to see this magnificent project. Seeing firsthand how well this project was received is proof that "art really matters."

We're very excited that the arts council has a new home in downtown Archbold. Their presence ensures that art and culture is a most important part of our community. A place for BSAC to call home will enable them to meet, organize, and present various arts opportunities which will enhance our community.

The future of arts and culture in Archbold looks bright. Local government and the private sector are excited to be a part of their mission and provide support whenever possible. The opportunities for local artists, and the economic impact that a vibrant arts culture provides, is immeasurable.

We, the village, wish the Black Swamp Arts Council all the best, and are excited to be a part of their vision.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Grime". The signature is fluid and cursive, with the first name "Brad" and last name "Grime" clearly distinguishable.

Mayor, Village of Archbold

Introduction

In 2021, the village council created a Comprehensive Plan which focused on issues such as zoning, infrastructure, community services and public safety. While there was some mention of arts and culture, we thought it would be beneficial to dig deeper. Using a similar approach, we've attempted to gain a better understanding of the arts and culture climate in our community.

The arts play an important role in Archbold. There are numerous opportunities to become involved in, or enjoy, the arts in our schools, churches, parks, downtown, and businesses.

We hoped to learn what people enjoy, what they want more of, and how arts providers can better collaborate and coordinate to provide entertaining and enriching activities and events throughout the year. We also wanted to explore how the arts can benefit economic development and quality of life issues. From the data we've collected, we can begin to develop a long-term vision for the arts. This is our starting point. We will revisit the plan often, revise it, and add to it, as we develop a more concerted effort to bring additional arts and culture programming to the area.

Thank you to everyone who took the time to provide input.



Key Contributors

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Advisory Committee

Diane Tinsman, Black Swamp Arts Council

Doug Gilliland, Black Swamp Arts Council

Joe Delphia, Art Teacher – Pettisville Schools

Jim Wyse, Archbold Economic Development Coordinator

Jen Kidder, Director – Archbold Parks and Recreation

Melanie Nagel, Director – Archbold Chamber of Commerce

Beth Yoder, Band Director – Archbold High School

Julie Brink, Director – Fulton County Visitors Bureau

Kiersten Latham, President/CEO – Sauder Village

Andi Erbskorn, Director of Development – Sauder Village

Mari Yoder, Community Representative

Adam Grisier, Community Representative

Rhonda Leining, Community Representative



Mission and Goals

Mission Statement

The mission of the Archbold Arts and Culture Master Plan Committee is to facilitate a community-wide effort to increase arts and culture programming and participation; and to promote a creative climate which enhances quality of life and economic development.

Goals

- Utilize public spaces as venues for arts and culture purposes
- Provide opportunities for residents to create, exhibit and perform their art
- Expand public art in common spaces
- Increase awareness of Archbold as an arts and culture destination
- Develop a sustainable creative arts economy to benefit local businesses
- Implement an effective marketing plan for arts and culture events
- Develop a dialogue between all arts and culture stakeholders
- Support and promote opportunities to create among all demographics
- Advocate for arts, culture and creativity in village planning
- Develop tools for evaluating arts and culture programming and initiatives



Background

Archbold is the geographical center of a four county area of northwest Ohio. It's a manufacturing, educational and tourism hub. On a daily basis, 10,000 people come here to work or study. The Sauder Village complex draws over 300,000 people annually. We are approximately an hour from Fort Wayne and Toledo, and easily accessible via the Ohio Turnpike.

We are one of a small number of towns in Ohio to have a locally owned newspaper and radio station. Major arts and culture programmers include Black Swamp Arts Council, Archbold Community Theatre, Sauder Village, Archbold Department of Parks and Recreation, Archbold Area Schools, and numerous area churches.

Few small towns can boast such a rich and vibrant arts and culture infrastructure, the means for marketing and promotion, and a regular, significant influx of potential arts consumers.

Annual arts events and activities include the Toledo Symphony at Founders Hall, Route 66 Bash, Creative Arts Camp, Holiday Art Market, community and school theater productions, a high school art show, festivals in the parks, and live music and events at churches. Sauder Village hosts numerous yearly arts events. Several internationally recognized artists have studios on the grounds. Rug Hooking Week, held each August, is the largest event of its kind in North America.



Public Survey

Process

In February, 2023, a committee consisting of Archbold civic leaders, representatives of arts organizations, and residents, met to discuss arts and culture programming. Work began on developing a public survey which would allow people who live and/or work in Archbold to rate their level of interest and participation in the full range of arts events in the area. We looked at past and current programming, and potential future programming. There were also two open-ended questions which allowed respondents to write in answers, which provided helpful data beyond simple ratings. It was hoped the results would help us begin to develop a vision for the future.

Research Findings

Data for questions in which respondents selected a rating value consisting of one – four stars were analyzed and compiled by Survey Monkey internal tools. One star = No Interest; Two stars = Little Interest; Three stars = Lot of Interest; Four stars = High Priority. An overall weighted average was provided, as well as the number and percentage of responses for each star. This allowed us to take a deeper look at the exact breakdown of each response and identify underlying trends.

Top Ten Responses By Interest

1. Live Music and Art in the Parks
2. Annual Festival or Street Fair
3. Monthly Downtown Event with Music/Art/Food
4. Quarterly Concert Series Featuring Well-Known Artists
5. Summer Arts Camps for Elementary-age Students
6. Downtown Concerts
7. Designating Depot Street as a Dedicated Arts Plaza
8. Public Art
9. Art Classes for Children and Youth
10. Downtown Community Arts Center

Public Survey

Research Findings Continued

In addition to the starred rating questions discussed above, there were two open-ended entries in the survey.

- 1. If you could make one improvement in arts and culture programming in Archbold, what would it be?*
- 2. Please indicate your thoughts regarding any other arts and culture related issues in Archbold.*

Committee members reviewed each open-ended response, and created a corresponding category, to which it was assigned. Respondents overwhelmingly indicated they wanted more programming. While some responses were general, such as “More offerings throughout the year,” or “More events,” there were also numerous responses which indicated what types of programming they wanted more of.

Among those who expressed a preference for a specific type of programming, more concerts/live music was the most common response. People would like to see additional family events, and classes for all ages. More public art around town was also a common response, as was a desire for a dedicated venue/facility for arts programming. Several comments indicated events should be well-rounded and appeal to different demographics, as well as be affordable and accessible.



Public Survey

Research Findings Continued – Additional Data Highlights

- The majority of respondents (63%) attend arts events a few times a year
- 49% attend events mostly in Archbold; 42% mostly in Toledo or Bryan
- In the past two years, 71% have attended a concert; 60% a festival; 56% an event where art and crafts were sold
- The main reasons people don't attend events are schedule conflicts (61%) and lack of awareness (54%)
- 76% have streamed a concert, dance performance or theatrical production; 56% have viewed paintings; photographs; sculptures or other visual art online
- 69% would like to see more food festivals; 66% more live performances in parks/outdoor venues; 50% more arts and culture activities for youth/families
- The most evenly distributed answers were for the question “What can the village of Archbold do to meet the arts and culture needs of residents?”
Responses were *Expand arts and cultural activities in parks* (56%); *Additional downtown arts and cultural events* (54%); *More art in public spaces* (46%); *Coordinate with Sauder Village to maximize arts opportunities for Sauder Village guests and [Archbold] residents* (45%); *Have a facility or outdoor space dedicated to the arts* (42%)
- 86% would like to see more instruction for children in the visual arts; 55% a musical instrument; 53% theater/drama
- 47% rated arts and culture offerings in Archbold as good or excellent; 53% as needs improvement or poor
- An overwhelming majority (90%) agree the arts enhance the quality of life in Archbold



Next Steps

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The master plan survey provided a wealth of beneficial information. The challenge lies in how to translate the data into achievable strategies to implement events that best serve our community. The items below were identified as starting points for the discussion on how to expand arts and culture opportunities that will enhance economic development and quality of life. From those discussions - involving all arts and culture stakeholders – more definitive goals and objectives will be established.

1. Programming:

- A. What current offerings can and should be expanded?
- B. What new opportunities should be explored?
- C. How can collaboration make programming more successful?

2. Venues

- A. Are currently utilized venues adequate, convenient and accessible?
- B. Are new venues, and/or renovations to existing venues necessary?

3. Marketing

- A. Where are the gaps; why do they exist?
- B. How can awareness and advertising be improved and more effective?

5. Public art

- A. What are the best projects and locations?
- B. Who is responsible for implementation?

6. Funding

- A. How can programming remain affordable and sustainable?
- B. How can public/private partnerships be established, expanded and sustained?
- C. Should an arts and culture capital campaign be considered?



Venues

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A concerted effort will be made to better utilize existing indoor venue space, such as Founders Hall at Sauder Village, Archbold High School Auditorium and George Voinovich Auditorium at Northwest State Community College; and outdoor spaces like the Woodland Park Amphitheater and Farmers and Merchants Village Green



Toledo Symphony Orchestra performing at Founders Hall at Sauder Village

Venues

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Sauder Village 1920s Main Street



Concert, Sauder Village 1920s Main Street



Sauder Village Theater



Interior, Sauder Village Theater

Venues

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Archbold High School Auditorium



Woodland Park Amphitheater



Voinovich Auditorium - NSCC



Farmers & Merchants Village Green

Potential Downtown Archbold Arts and Culture Venues



- | | |
|---------------------------------------|--|
| 1 Ruihley Park Pavilion | 6 Ickey's |
| 2 Ruihley Park Scout Cabin | 7 Pennycrest |
| 3 Farmers and Merchants Village Green | 8 Black Swamp Arts Center |
| 4 Downtown Restaurant | 9 Depot Street Arts Plaza |
| 5 Village Offices Terrace | Green Space for Public Art/Festival Events |

Black Swamp Arts Center

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In August, 2023, the Edward and Mildred Roth family donated the historic building at 210 N. Defiance Street, in downtown Archbold, to create a permanent community arts center. The Roths' gift will allow Black Swamp Arts Council to expand its presence and impact on the artistic development and cultural engagement in the region.

The Black Swamp Arts Center will provide a creative space where the community comes together to explore, learn, and celebrate the arts. The center will become a vibrant hub, fostering artistic expression, nurturing talent, and creating a sense of community connection and pride. It will enrich the cultural landscape of Archbold and the surrounding area.

The creation of the arts center will further enhance the mission to expand our outreach, serve more individuals, and provide a dedicated location for people to discover additional arts offerings. A dynamic floor plan will house gallery space, offer a wide range of classes and workshops, host art parties and private art events, and accommodate after school art clubs.

From visual arts and crafts to music, theater, and literary arts, the new facility will offer opportunities for budding artists and crafters, seasoned professionals, and enthusiasts alike to come together in the spirit of creativity and collaboration.



The Power of Art

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I always knew that I was drawn to art, but I've always been a terrible artist. I can't draw to save my life. Eventually, I found a camera and realized there are many ways to create. Now, as an adult - and a parent of an aspiring artist - I've really come to realize that being an artist is about so much more than painting and getting messy in the studio. It's about finding people who view life the same way that you do; it's about finding a community that helps you bloom and grow.

I found that community while in photography school, but afterwards, spent many years feeling like I was missing something. That feeling grew more concerning for me, particularly because of my daughter. She lives off of creativity and all forms of art. She is home-schooled, and I'm limited on what I can teach her. An art community is so necessary, not only for the educational purposes, but because we all need to find "our people." We all deserve to feel like we have a place we fit in. Our community grows strongest when everyone feels supported.

In the last year, we discovered a pottery class being offered at the 5060 Studio. I could not have been more excited, because we'd been looking for a very long time for a pottery class. We'd even traveled to Toledo in order to take a class, and that one took us a long time to find. The options are few and far between, so having a class in our hometown was not only unexpected, but felt like a gift. At the same time, my daughter was able to join the art club in conjunction with Black Swamp Arts. It was amazing to see the similarities between our experiences - creating new relationships, learning new things, getting excited about all the potential.

We always knew these things were important, but we didn't realize how life-changing they were until we found our community. Now, I don't know what we'd do if we lost it.

~ Ashley Short, Archbold

What People Are Saying

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• *From our beautiful downtown mural, which illustrates our history, to Sauder Village where all ages can participate in a variety of events and classes, there is much to do in the Archbold area! Summer concerts hosted by the Parks & Rec., the Holiday Parade of Lights by Archbold Chamber of Commerce, and Creative Arts Camps through Black Swamp Arts Council are a few examples of how the culture in our community is promoting fun activities for our residents and visitors.*

~ Karla Ball: President, Archbold Village Council

• *My daughter loves this camp and looks forward to it every year! This camp helped her realize her interest in theater and drama. Thank you for another creative and fun experience. She'll be back next year!*

~ Megan Nafziger: Parent of a CAC Camper

• *The Archbold community is very fortunate to have people with passion leading the efforts for arts and music programming. The Black Swamp Arts Council demonstrated outstanding teamwork in caring for us and the audience. We were at Sauder Village in 2021, and enjoyed a fantastic audience from Ohio, Indiana and Michigan.*

~ Joe Mullins: Joe Mullins and The Radio Ramblers

• *I had an extremely positive experience working with the Black Swamp Arts Council as a judge for the high school invitational art show. They were well organized and professional. The students' work was exceptional, and I enjoyed the difficult task of choosing the award recipients.*

~ Professor Julio Suarez: Hillsdale College

• *It was a pleasure working with the Black Swamp Arts Council. They made the process of presenting a live performance concert effortless. They went above and beyond to ensure my ensemble needs were met. I highly recommend the Black Swamp Arts Council when looking for an arts presenting organization in Ohio."*

~ Sergeant First Class Jonathan Milburn: The U.S. Army Field Band

- *Having been one of the first musicians to perform at the Austin to Archbold Concert Series, I can report wholeheartedly, it was a blast! We truly felt the welcoming community of Archbold.*

~ Sharon Bourbonnais: Austin to Archbold Concert Series Artist

- *The Toledo Symphony has been performing at Founders Hall for nearly thirty-five years. Every year, we craft a family-friendly program that's unique to our Archbold concert. It's truly a cornerstone of our regional programming, and we look forward every year to connecting with our appreciative Archbold audience members.*

~ Merwin Siu: Toledo Symphony Orchestra

- *Diane Tinsman and Bonnie McMullen developed and have been leading the Music and Movement program at Fairlawn since 2017 through the Black Swamp Arts Council. Our residents are genuinely excited for and look forward to this program every time it is offered! It has had such a positive impact on our residents' physical and mental health. We are so grateful for this connection that has grown throughout the years!*

~ Sarah Smith: Fairlawn Retirement Community

- *I had an extremely positive experience working with the Black Swamp Arts Council as a judge for the high school invitational art show. They were well organized and professional. The students' work was exceptional, and I enjoyed the difficult task of choosing the award recipients.*

~ Professor Julio Suarez: Hillsdale College

- *I appreciated how the people of Archbold took care of me while I was painting. I would get drinks, meals, and personal stories about what I had already painted on the wall. I felt like I was part of a great group of people. I hope all the stories are still being told as they are viewing the mural.*

~ Dave Rickerd: Archbold Mural Artist

