

# Medford's Arts and Culture Summit Report



On November 14th, 2015, the Medford Arts Council (MAC) brought together at City Hall more than 70 interested individuals and community stakeholders, representing more than 40 local organizations. We invited participants to consider new possibilities using four themes – what MAC calls “the 4 P’s”–

**partnerships, participation, public awareness, and public arts.**

With the focus on encouraging a “blue sky” vision for Medford, summit participants responded to the following questions:

- What would you like to see that would advance a more vibrant cultural community?
- What can you/your organization contribute to create a vibrant cultural community?
- What can be achieved together?

Sharing their stories and ideas, those gathered could sense the energy and commitment in the room. What emerged was not just the shared sense of potential for necessary change, but also the certainty that so many in our community are actively working to create that change. Participants envision a big, bold future for arts and culture in Medford, and here’s some of what you said:





# MAJOR THEMES

**As we delved deeper, important ideas emerged.**

1. **Communication** – community calendar, cultural asset map, partnerships
2. Importance of **Spaces** – library, Medford Square, galleries and artist spaces, MAC/ organizational meeting spaces, arts center, arts trail, historic Medford, performance venues
3. **Diversity** – showcase Medford's rich diversity throughout Medford, give voice to their stories
4. Use Medford's **Assets** – historical, natural, river, business, art/culture organizations, community and niche spaces, unique cultural sites (Chevalier, etc.)
5. Active **Municipal Support** – money, staff, information, vision
6. Promote the many faces of **Public Art** – city-wide festivals, music events, reimagined history, pop-up galleries, environmental installations...the possibilities are endless!

**YOUR VOICES MATTER!** In light of the conversations started at the Summit, MAC refreshed its strategy for 2016 and beyond. We reviewed our grant priorities, taking into account highlights from this Summit, our online survey, and on-going feedback from the community. We also tapped into conversations at other organizations in the area, such as the City's Cultural Affairs and Recreation Transition Committee, the Medford Community Coalition (MCC), CACHE in Medford, the Medford Arts Center, Inc., and Tufts University. Everyone is voicing excitement at the emerging vision for making Medford a vibrant place, full of art and culture. Together, we can make this happen!

## MAC PRIORITIES FOR 2017:

**Public Art** Temporary or permanent art—performing or visual—shown in public open spaces, such as a park or any business area, that creates a memorable experience for the public

**Projects that enhance the vitality of Medford's** squares and business districts

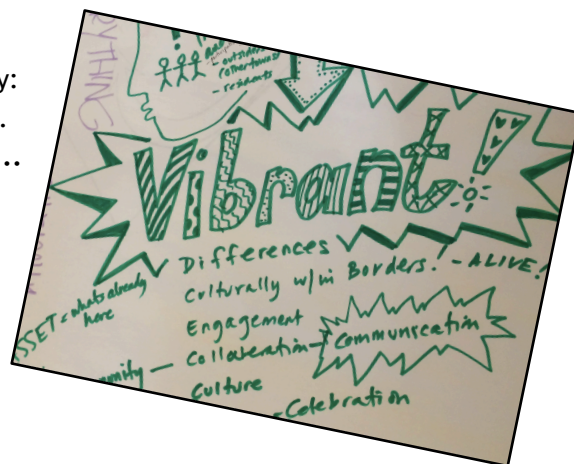
**Projects that involve innovative partnerships** such as an arts community organizations partnering with a local restaurant

**Projects that incorporate the sciences** natural resources, environmental issues, etc. **and humanities** literature, re-imagining local history, etc., including projects with interdisciplinary approaches

## CALL TO ACTION!

MAC is a local granting organization with connections throughout the city: we hope that you will reach out to us for funding, information, and help. To build a thriving arts and cultural community, MAC currently seeks...

- New artists and grant applicants (Reminder: you don't have to live in Medford to receive grant money—the proposal simply needs to benefit Medford residents)
- Novel ideas for grant proposals, especially for projects aligned with MAC's priorities
- Get on board—literally! Join our award-winning local cultural council
- Your ideas, your requests, and your help to spread the news! Connect, share, give feedback!
- Opportunities to connect with your work and hear about your strategies for the future
- Your input regarding the next MAC Summit



This Summit showcased the extraordinary talents, experiences, backgrounds and creativity available for developing a robust arts, culture and humanities community right here in Medford. **Thank you all for participating!** We encourage further explorations of collaborations and engagement with Medford's diversity! MAC can help your ideas become a reality.