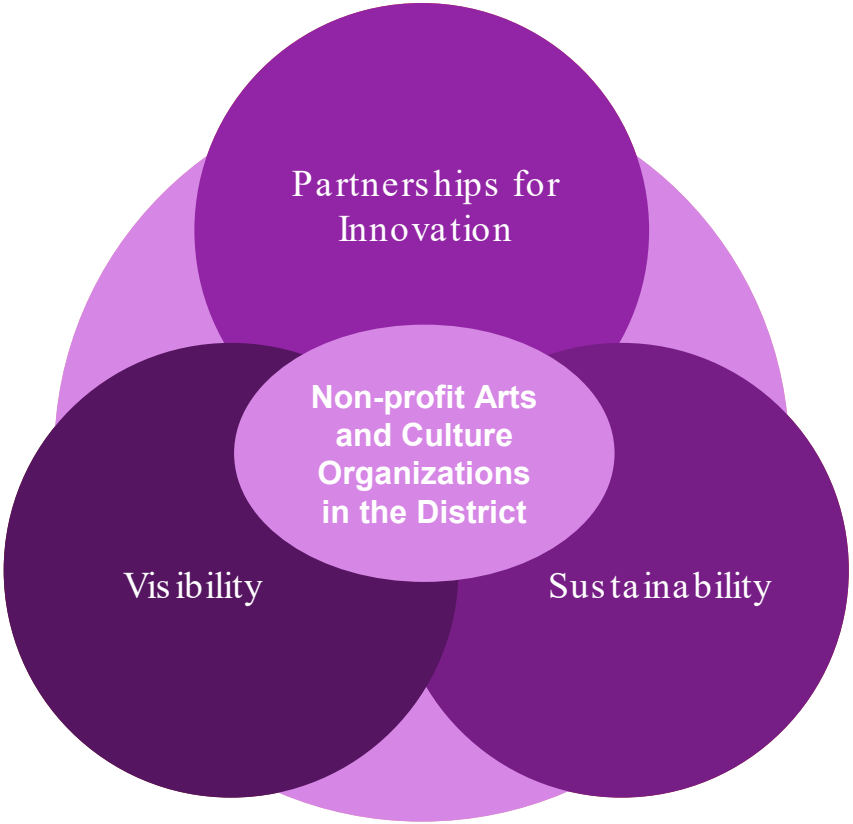


# New Vision Statement

The James River Arts and Culture District consortium will drive investment in Lynchburg's arts and culture community through partnership, awareness, public engagement, and advocacy.



# Partnerships for Innovation

- Supporting entrepreneurship
  - Incubating new organizations
  - Providing advice and guidance to emerging artists
- Launching and supporting new and high -quality existing projects and events
- Driving diversity and inclusion
- Advocating as a group for the needs of the district (ecosystem health)

# Sustainability

- Building the capacity of organizations within the district
- Investing in the infrastructure and maintenance of arts and culture facilities within the district
- Expanding sources of funds for the district

# Visibility

- Developing signage for the district
- Supporting the activation of public spaces (e.g. the Bluffwalk, Riverfront Park, Community Market, etc.)
- Providing high -quality content for marketing of the district
- Optimizing the district guide (distribution, updates)
- Engaging with property owners to create art events in their spaces