



### **WWPN Association meeting**

March 27, 2018 – 7:00pm

Simpson Getsemani Church

- I. Introductions
  - a. *Everyone introduces themselves and says where they live*
- II. Guest speaker- Dan Swartz with Wunderkammer (WK)
  - a. *Proper pronunciation: vunder-khamer*
  - b. *501 ( c ) 3 contemporary art center*
  - c. *Mission: revitalizing community through contemporary art*
  - d. *Be a place for any kind of creative activity*
  - e. *Started in 2007*
  - f. *Building on Fairfield occupied in 2013*
  - g. *Neighbor Nancy Fritz has been a WK Board member since 2016*
  - h. *Creative Census was spear headed by WK to understand more about what kinds of creatives are around and where they are*
    - i. *See attached*
  - i. *Designweek Fort Wayne*
    - i. <http://www.designweekfw.com/>
    - ii. *Annual event*
    - iii. *Started in 2016*
    - iv. *2018: May 7<sup>th</sup> – 11<sup>th</sup> @ Arts United Center downtown (formerly the Civic Theater)*
- III. Business Meeting
  - a. Approval of minutes
    - i. Association meeting February 27, 2018
    - ii. All 'ayes', no 'Nays'
  - b. Finance update
    - i. Balance: \$ 22,395.92
    - ii. *You can pay the dues online, or drop a check off at Paul's house*
    - iii. Dues paying members = 37  
Our goal is 55 households, more than halfway there! Remind neighbors about dues
  - c. Standing Committees update
    - i. Water Warriors- if you would be interested in serving in this role this year please sign up! Watering starts mid-May
      1. *We need volunteers! Signup sheet is available*
    - ii. Fort4Fitness- no update
    - iii. Holiday Home Tour- no update

1. *Any volunteers for their homes?*
- iv. Harrison Corridor Development committee- we will set our first meeting in April, stay tuned!
  1. *Last years cleanup day on Harrison was just the beginning*
- d. Other business
  - i. Newsletter changes- please be patient with us!
    1. *Ron Muckway: 3<sup>rd</sup> World Shop has discounted printing for non-profits*
    2. *Dan Swartz: I&M does free printing for non-profits*
  - ii. HIP grant, Justin can you talk to this?
    1. *In the past the WWPN Beautification grant was for street-view items. Now, this grant will also allow for anything that helps you park in the alley*
    2. *50% matching, up to \$300*
  - iii. Garage Sale Committee- looking for a couple more organizers, any volunteers?
    1. *So far, the only person is Ron Muckway*
    2. *Wants help with signs, balloons, and other things (carriage?)*
      - a. *Carriage is \$500 from 8am – 4pm*
      - b. *Ron has offered to cover half*
  - iv. Cleanup- April 21 @ 8 am, meet corner of Taber and Hoagland, go over route and remind neighbors to put trash out the night before
    1. *This is also the same day as the Great American Cleanup, which is different than in the past*
    2. *We hope to start with WWPN, and if possible, work over to Hoagland-Masterson*
    3. *Also, Wunderkammer is hosting Oakdale's dumpster*
  - v. Need volunteer for dessert signup in October
  - vi. Open discussion
    1. *Pete Bolakowski: Did anyone hear of any bad behavior on the 2500 block of Webster?*
      - a. *No*
    2. *Marlene Fenstermacher: Dick Stumpf is back home but still working through complications from hip replacement surgery*
      - a. *Neighbors: let us know if they need help with yard work or meals*
    3. *Eddy Myers: Still having issues with trash pickup*
      - a. *Rebecca Gremaux: I have talked with the trash company and am trying to work something out*
    4. *Ron Muckway: Has the parking sign on Woodland been fixed yet?*
      - a. *Paul McComas: No*
- e. Adjournment
  - i. The next scheduled neighborhood meeting is April 24 at Simpson Getsemani, 7 pm. We will have a guest from the City's Board of Public Works



# CREATIVE CENSUS

**EMERGE CONFERENCE**

FORT WAYNE, INDIANA

5	CREATIVE CENSUS DEFINED
6	REGION OVERVIEW
7	FUTURE PLANS
8	46802
10	46805
12	46807
14	EDUCATION
16	INCOME
17	FUTURE PLANS
18	REGION VISION



## TO THE INTRIGUED,

As a region of dreamers, thinkers, and change-agents, Northeast Indiana has long celebrated new ideas, welcomed diversity, tried new things, redefined cultural visions, revered nature and open spaces, and nurtured new leaders. Thank you for joining Wunderkammer Company as we explore innovation and those who create it.

**“CREATIVE CENSUS IS THE FIRST STUDY OF NORTHEAST INDIANA’S CREATIVE ECONOMY.”**

With over 9,000 working individuals among us, Northeast Indiana’s creative population is larger than Columbia City. It would be our region’s most educated city with over 80% of its individuals holding a qualified certificate or degree; less than 60% of the population would be native to our region.

When looking at this important segment of our workforce as its own entity, it is much easier

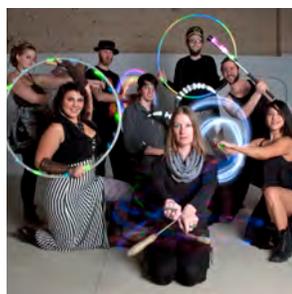
to see how unique it is when compared to other industry sectors. Northeast Indiana’s creative economy is a source of our diversity, innovation, and overall competitiveness in the war for talent happening all around us.

Wunderkammer Company has attempted to further understand and better articulate the value that the creative economy holds in Northeast Indiana’s future through Creative Census, a year-long, in-depth analysis of what makes this population tick and why it chooses to act the way it does.

Our hope is that you will be inspired and educated by the following pages, and will be interested in joining us on this mission of **revitalizing our communities through contemporary art**, adding your voice to our growing community.



Photograph by Adam Garland



Photography by Mariah Wynn  
Bottom right image by Jeff Crane

# WHAT IS CREATIVE CENSUS?

Creative Census is a Wunderkammer Company project that tracks creative employees and contractors as base economic units, builds a community from them that fosters innovation and civic engagement, and translates that value back to businesses, philanthropies, and the public sector.

Depending on how you look at it, the creative economy has always been with us, and is just as necessary as that of energy production, food systems, and consumable water supplies. The creative economy is the language we speak, the clothes we wear, the structures we live

and work in, the objects we choose to adorn ourselves with and use on a daily basis, and the culture we produce and consume.

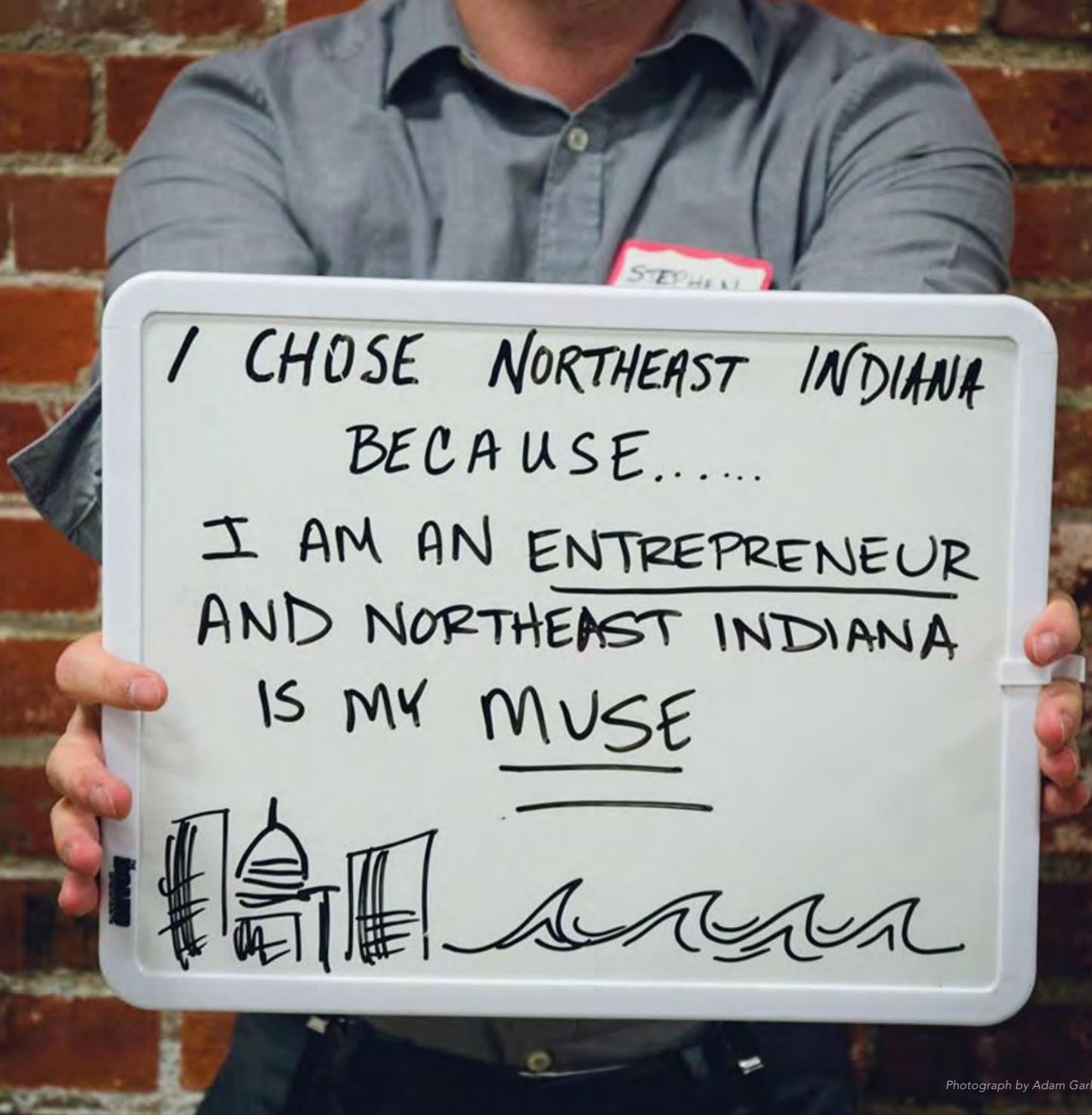
The days of Richard Florida's "Creative Class" are gone, and new and more accurate methods of description have replaced it. Over the last decade, a great deal of work has gone into the further definition of what the creative economy really is, but at Wunderkammer Company we tend to focus on Ann Markusen and Anne Gadwa's work with their 2010 white paper giving birth to "Creative Placemaking," UK economist John Howkins'

detailed descriptions of creative industry sub-classifications and their relationships, and Carol Coletta's work with ArtPlace America. A great deal of work has been done to give more credibility to the role of the creative economy and its effect on the growth of cities, and the strengthening of their overall economic output and ability to attract strong talent.

Wunderkammer Company hopes to contribute to this work with all of its programs, and has specifically attempted to address it in Creative Census, the first study of Northeast Indiana's creative economy. Over a five

month period, beginning in September 2014, Creative Census collected 1,038 surveys and conducted focus groups with over 200 creatives in Northeast Indiana. In Spring 2015, we conducted three open house events with over 300 attendees to create Quality of Life plans for the zip codes with the highest concentrations of creatives in our region: 46802, 46805, and 46807. This data was then compared with our community's plethora of plans, national studies through America for the Arts, and Federal census data.





Photograph by Adam Garland

## OVERVIEW OF THE REGION

Who is Northeast Indiana's Creative Economy, really?

Our region is one of contrast. On the surface, it is perceived as rural, conservative, and monocultural. However, upon peeling back that surface, the perceptive observer will see an exuberant multicultural creative population made

up of urban-dwelling, highly-educated and connected individuals with disposable income who come from around the nation and from around the globe.

Northeast Indiana's Creative Economy could be viewed as a collection of businesses, but Wunderkammer Company's

Creative Census has chosen to focus on the identity of the individual talent which fuels these businesses, and which swaps roles and positions within them.

Using public data in the form of NAICS and SIC codes, developed by Federal sources to analyze the U.S. economy,

we were able to determine the approximate size of our population of creative talent as being between 9,000 and 9,500 individuals. Through the use of extensive surveying of this talent pool, Creative Census showed us general demographic features.

# PLANS FOR THE FUTURE

As greater Fort Wayne and Northeast Indiana have grown over the last few decades, the world has grown faster. Currently, our community is attempting an overhaul—a bold, broad development like it has not attempted in its past. These attempts will not be easy, and maybe not even pretty, but they are necessary. To compete in this new world, our community will need to embrace new tactics, new leadership, and think in radically creative ways.

Wunderkammer Company's unique understanding of the intersections between the arts and economic development allow it to be a bridge connecting the diverse resources necessary to compete. Ultimately, we believe that our region's creative economy is a key to the successful competition our community needs.

The two most wide reaching plans currently being attempted by our region are Vision 2020 and the Big Goal Collaborative.

**Vision 2020** is our region's strategic plan which intends to work with multiple organizations, businesses and individuals, moving Vision 2020 forward and maintaining alignment in our efforts is critical for our ability to transform the economy, to create long-term sustainability and to change our story. A unified mission and vision for Northeast Indiana—supported by game-changing tactics—ensures that as we develop strategies within each pillar, we are doing so with focus.

As part of this project, Vision 2020 calls for our region's leaders to "Listen to learn from others the diverse perspectives influencing

regional challenges," "Seek regional solutions which advance broad, community interests," and "Build the capacity of the region as a whole to compete in the global marketplace." Wunderkammer Company is asking our regional leaders to utilize the data we have collected, and to understand that by investing in our region's creative economy they are strategically shaping the physical and social character of a neighborhood, city, and the entire region, while simultaneously investing in the development, attraction, and retention of talent, and developing our overall quality of life.

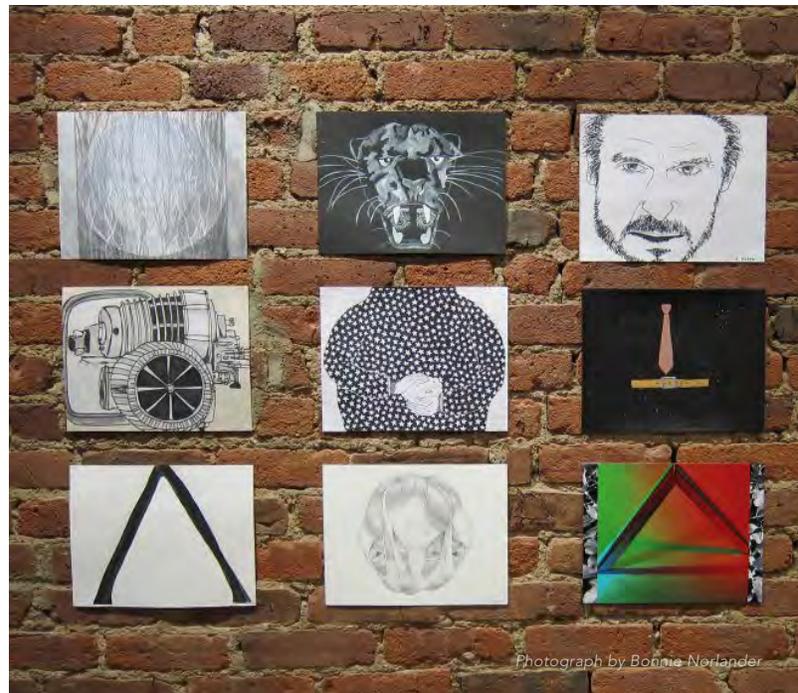
The **Big Goal** is one of seven priorities identified by Vision 2020. It aims to increase the percentage of Northeast Indiana residents with high-quality degrees or credentials to 60% by 2025.

Research shows that more than 60% of jobs will soon require post-secondary education in the form of a two- or four-year degree or credential. Currently, less than 35% of Northeast Indiana's workforce has a labor market-valued degree or credential.

To become a global competitor and transform our economy, the entirety of Northeast Indiana must work together to reach the Big Goal. Through Creative Census we have learned that over 84% of our creative population holds a qualified certificate or above, and over 72% hold a bachelor's degree or above. With these numbers being well above the Big Goal's objective of 60% attainment, Creative Census data proves that strong investments in our creative economy will simultaneously allow us to reach this goal.



Photograph by Adam Garland



Photograph by Bonnie Norlander





Photograph by Katie Krause





POPULATION OF

**11,136**

WALK SCORE

**56**

AVERAGE HOME

**\$52,200**

DENSITY OF

**2,630**

46802 is a 4.2 square mile collection of eight neighborhoods which include Fort Wayne's downtown and central business district as well as some of its most historic sites, neighborhoods, and structures. As the long time center of Northeast Indiana's finance, law, and business, 46802 and downtown Fort Wayne have developed a strong concentration of assets in the form of physical sites and organizations.

Although close to 10% of Northeast Indiana's creative population live in this area—which is the foundation of our regional urban core, a relatively small number of residential units exists in this zip code, especially within the West Central and East

Central neighborhoods, which comprise the downtown area. While this residential composition is currently limiting the creative population, the many plans for downtown housing and mixed-use projects, which will be particularly attractive to creatives, is likely to increase this percentage markedly.

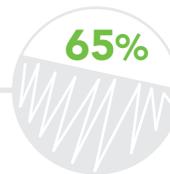
46802 boasts the largest concentration of community amenities, including public and private schools from kindergarten to undergraduate degrees. Other notable amenities include multiple parks (Sweeney, Freimann, and Headwaters), the Fort Wayne Museum of Art, the historic Embassy Theater, and cultural highlights like the Cathedral of Immaculate

Conception and other places of worship. 46802 also contains a large connection to our future riverfront development projects which are being described as game-changing, significant investments to the physical environment. A number of attractions and residential opportunities are anticipated as well.

Residents stated a need for more diversified restaurants, and retail options, especially a grocery and "general store" so that downtown and downtown-adjacent neighborhoods would be able to live and work within the geographic area, rarely needing to leave it. Although many of these needs are being adopted in our community's future plans, there is still great work to do to open 46802 up.



**OF OUR  
CREATIVES  
LIVE HERE**



RENT



FOREIGN  
BORN

# 46805

46805 is a 6.4 square mile collection of fifteen neighborhoods which comprise Fort Wayne's near north side, bridging the regional center of commerce with a regional hub of educational institutions. As the home of Indiana University Purdue University of Fort Wayne (IPFW), Ivy Tech Northeast, and Brown Mackie College, thousands of students and faculty inhabit this area each day.

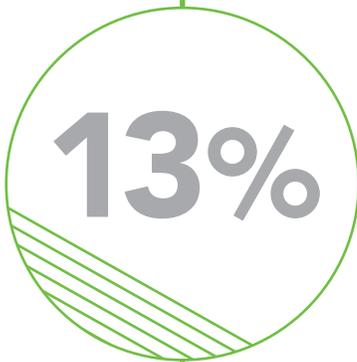
With 13% of Northeast Indiana's creative community calling this area home, Wunderkammer Company has identified it as a key site for

for development of creatives and a first step in the retention process. We hope to play a role in the creation of Northeast Indiana's next generation of creative talent, and give them a strong network and reason to stay, calling this place home.

These neighborhoods contain a wide variety of housing choices, and convenient location with access to many major thoroughfares as well as a relatively high walk score for.

46805 boasts large parks, multiple educational options, and strong commercial

corridors. The two most frequently cited assets are Lakeside Park and the North Anthony Commercial Corridor. These areas have stayed relatively immune to economic factors and have drawn both the creative community and Fort Wayne community at large for many decades. Even with these amenities, 46805 must still work on its relatively low residential density, and the perception of blight, especially along many of its commercial corridors. Residents mentioned the lack of beautification repeatedly throughout the planning process.



## OF OUR CREATIVES LIVE HERE



POPULATION OF  
**21,166**

AVERAGE HOME  
**\$80,700**

DENSITY OF  
**3,283**

WALK SCORE  
**50**





Photograph by Benjamin Dehr

AVERAGE HOME  
**\$82,200**

WALK  
SCORE

**47**

POPULATION OF  
**15,819**

DENSITY OF  
**4,931**

# 46807

46807 is a 3.2 square mile collection of sixteen historic South Central neighborhoods, located directly south of downtown, and bordered by the Maumee River, Creighton Avenue, Calhoun Street, and Paulding Road.

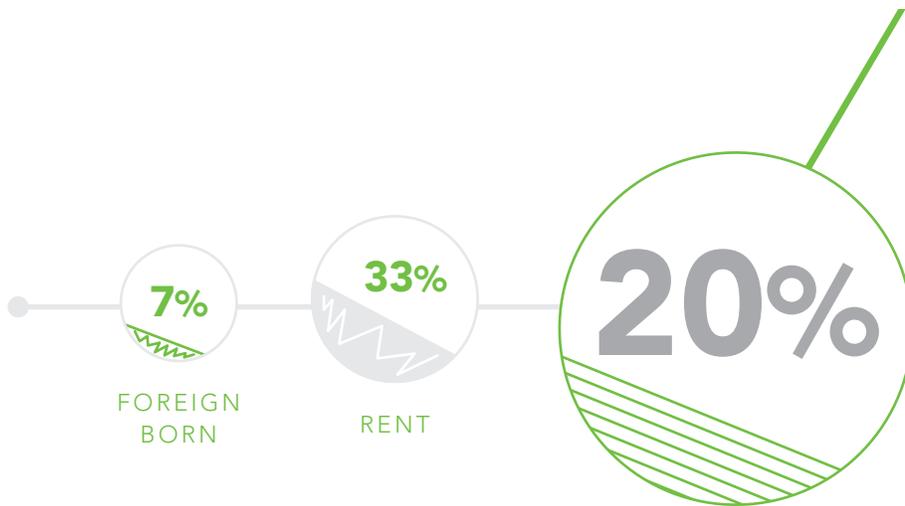
With over 20% of the region's creatives choosing to reside in this one zip code, this is the place that our community's creatives call home.

This group of neighborhoods contains some of Fort Wayne's strongest housing stock and provides opportunities for

all residents of all incomes to live in secure, beautiful neighborhoods. The diversity of these neighborhoods extends beyond income as two neighborhoods, Williams Woodland Park and Creighton-Home, have been recognized as two of the most ethnically diverse neighborhoods within the city of Fort Wayne.

Among 46807's major assets are Foster Park, Packard Park, Lutheran Park, South Side High School, and The Summit campus; the stately homes and historic mansions along

Old Mill Road, Illsley Drive, Beechwood Drive; and the major corridors which quickly connect the area to Fort Wayne's downtown as well as the Fort Wayne International Airport, South Calhoun Street, the Broadway Corridor, and Fairfield Avenue. Even with all of these amenities, 46807 still needs to develop a strong sense of walkability, and a core of applicable small businesses to keep its many residents' attention. Those surveyed often mentioned the need for local groceries, more restaurants, and small creative retail.

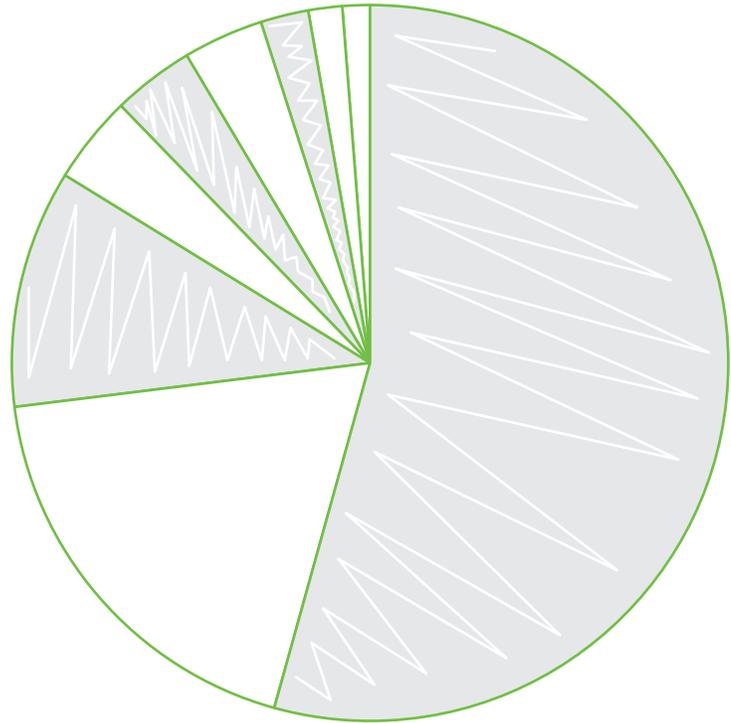


## OF OUR CREATIVES LIVE HERE



## WHERE WE RECEIVE HIGHER EDUCATION

ITT TECH	.39%
MANCHESTER	.48%
HUNTINGTON	.68%
OTHER LOCAL	1.14%
INDIANA TECH	1.16%
INDIANA WESLEYAN	1.25%
IVY TECH	3.38%
USF	5.89%
IPFW	17.08%
ELSEWHERE	68.53%



## EDUCATION

Creative talent is produced both by nature and by nurture. Some rare individuals are naturally gifted (or cursed, depending on how it turns out) with a unique ability to see the world through fresh eyes, think new thoughts, and challenge pre-existing systems. A strong community tends to make room for these individuals, and a competitive community cultivates them.

While our region's average certificate and degree attainment hovers below 40%, the creative economy sees attainment at over 80% among its ranks. This

marked contrast makes investments in Northeast Indiana's creative economy an obvious choice, hitting two birds with one stone as we create a more attractive environment for young talent and retain some of our most educated workforce.

However, alongside this high education rate comes an intriguing issue. A large majority of Northeast Indiana's creative economy gained its education outside of our region. Given the fact that over 40% of our creative economy is non-native to Northeast Indiana, there is still

a large percentage of native creatives leaving our region for school before returning. While this temporary exodus is not necessarily a negative issue (this allows scouting of new ideas and experiences), we must ensure that our native creative talent has the opportunity to receive a quality education within the creative economy locally, and beyond these programs, has access to markets so that they may stay.

Because of these findings, Wunderkammer Company has determined that the obvious opportunities here are:

- The development of a strong certificate program within the creative economy.
- Stronger partnerships between higher education institutions and working creatives themselves, to allow mentorship and apprenticeship to increase self-employment and produce a stronger talent pipeline within the creative economy.
- Investments within Northeast Indiana's creative economy of necessary scope to allow it to compete nationally.



Photograph by Jason Swisher





## INCOME

Communities tend to be limited by the quality of the jobs available within them. Without access to pools of capital to facilitate robust entrepreneurial activity, they fall prey to winds of national and international economic trends.

Surprisingly, we found that nearly 30% of Northeast Indiana's creative community is making significantly more than the median income. Allen County's median income is \$49,370 (2009-2013, United States Census Bureau). This is important as Northeast Indiana completes its Vision 2020 plan and attempts to regain competitive per capita income levels. The high wages and high levels of education within the creative economy—and its relative resilience in the face of Recessionary economic conditions—it makes investments in the creative economy a prudent course of action in regional planning.

We also found that 25% working within the creative economy made significantly lower than area median income. Most of these individuals work a day job but still also maintain contract(s) with other creative employers. This contractual work is typical within the creative economy. However, to attract more creative talent into the region we must find ways to assist these contractors in their entrepreneurial pursuits and continue to grow high paying wages.



## FUTURE PLANS FOR CREATIVE CENSUS

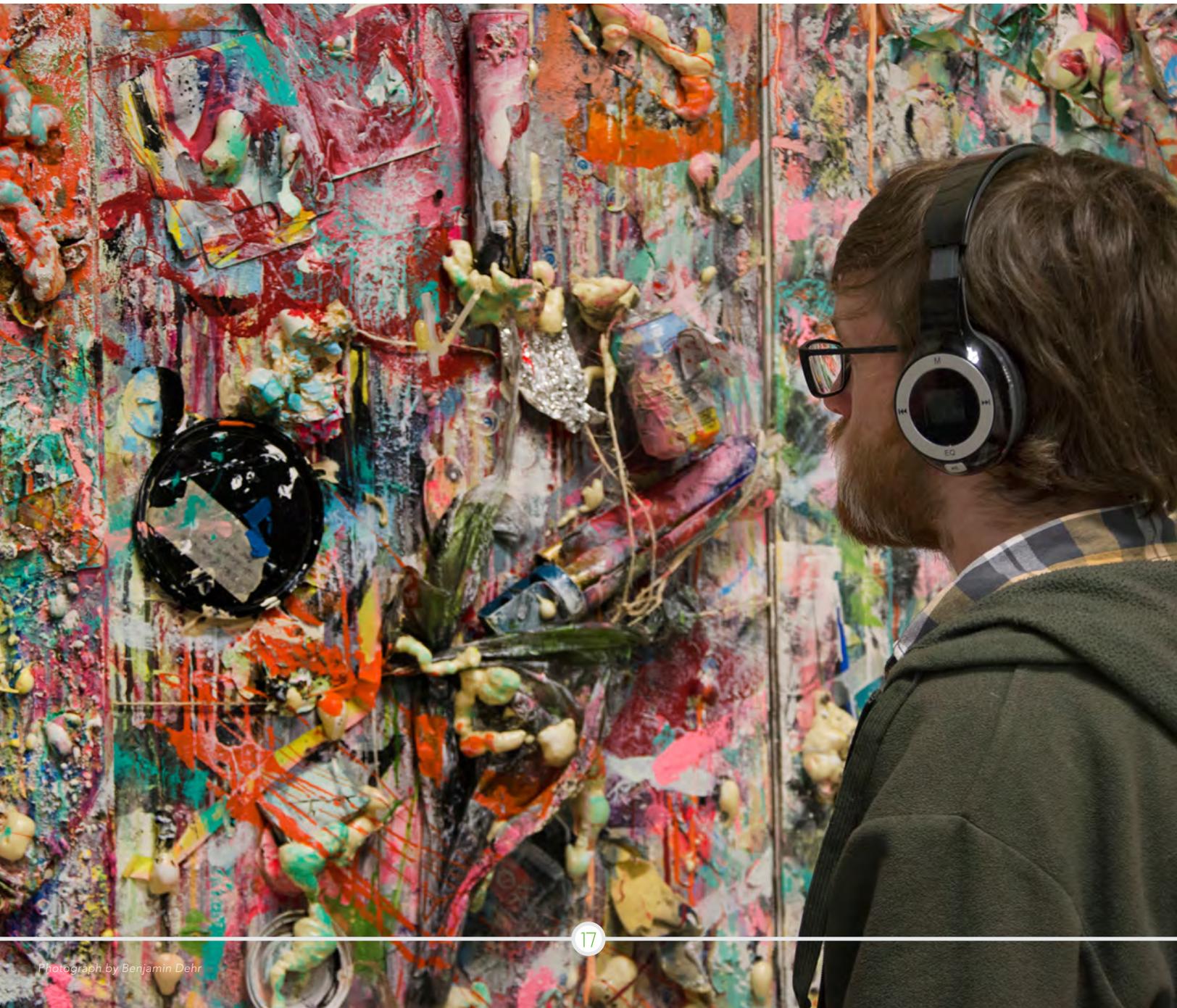
The success of Creative Census in identifying the talent at the core of Northeast Indiana's creative economy has allowed Wunderkammer Company and its partners to realign strategies and tackle the development, attraction, and retention of talent in new ways. Through this successful regional pilot, we believe that our next step is a statewide Creative Census which can

define the concentrations of creative talent in our many vibrant communities, find common issues among them, and discover ways our state and the diverse communities within it can address them.

Additionally, Creative Census identified a few key areas of concern for Northeast Indiana. There is a lack of job growth in creative economy

businesses to keep up with the local talent pipeline, which creates a pool of underemployed individuals working multiple contracted positions or supplementing their income, many times with low wage drops outside of the creative economy. Wunderkammer Company's response to this is 5xHIVE, an entrepreneurial platform we will be launching in Fall 2015

to lower the risk associated with creative ventures, while simultaneously cultivating an educated alternative investor pool to see that these ventures succeed. 5xHIVE will call on all of our partners within the arts, education, economic development, and business communities to join together, spur new ideas, and develop new businesses.



# VISION FOR OUR REGION

Over the last three years, Wunderkammer Company has seen significant growth. After opening modestly, we now see monthly attendance at over 2,000 community members and visitors. Thanks to the momentum of Creative Census and the clarity it has given us in understanding how Northeast Indiana's creative economy is structured from a talent perspective, we are ready to take the next step in our growth.

## CITY CAMPUS

Wunderkammer Company's City Campus project provides our regional creative economy with a clear support structure, allowing us to develop top talent through a strong public-private partnership with Ivy Tech Northeast. With 42% of Northeast Indiana's creative talent choosing to live in just three zip codes (46802, 46805, and 46807) out of the more than 75 which were included in the study, City Campus allows Wunderkammer Company to target these geographic areas and the creative enclaves which have organically materialized within them.

Each zip code will maintain a physical space to focus on a specific aspect of the

development, attraction, and retention of top creative talent.

## 46802: RETENTION

Wunderkammer Company will purchase a three-story building in downtown Fort Wayne to house an "all-in-one" destination of dining and entertainment to showcase our region's highest creative talent. The bottom floor will house, in collaboration with Ivy Tech, a culinary incubator and test kitchen, providing a space for creative entrepreneurs focusing on the culinary arts to test out and model their future ventures, and provide diners with a constantly-evolving menu and experience. The middle floor will include seven creative live/work spaces. These will be open to all members of the creative economy including the culinary artists working downstairs, and the fine and performing artists working upstairs. The top floor will act as Wunderkammer Company's headquarters as well as a premier performance and exhibition space. This piece of City Campus will include best practices common to the Des Moines Social Club as well as other Midwest contemporary art centers.

## 46805: DEVELOPMENT

Wunderkammer Company will collaborate closely with Ivy Tech Northeast, assisting with the development of an open concept community arts space and arts programming on campus. The focus will be on the development of creative talent based on the current and future trending needs of the creative economy found in Creative Census. These will include "hard skills" such as glasswork, ceramics, and a metal foundry, all of which contain high regional and national market potentials, as well as the "soft skills" of design concepts (graphic, web, fashion, etc), which were found to encompass over 30% of all creative jobs within our region. In addition to these specific programs, Wunderkammer Company will assist Ivy Tech in the creation of a public sculpture park to house some of the creations of students in the aforementioned programs and turn their Coliseum campus into a gateway into Fort Wayne's urban core, and an attraction along the nearby trails.

## 46807: ATTRACTION

Wunderkammer Company's base in the 46807 group of neighborhoods will be expanded into our region's

premier arts neighborhood through the introduction of a large low to moderate income, artist live/work housing project attached to our current facility, utilizing the many vacant homes within the surrounding historic neighborhoods. The housing project is the result of discussion with a prominent Indianapolis-based development company which determined that our property is prime for an approximately 20 unit, \$7 million tax credit artist live/work housing project to accompany our current exhibition and performance spaces.

Additionally, an Indiana MFA Artist In Residence project, the first of its kind, will pair the massive investments the state of Indiana has made in our higher education universities supporting MFA degrees, and provide a program to entice these degree-holding individuals to live and work in our community for three to six months, introducing them to our arts scene and attempting to secure them with employment and longer-term housing. While comparable programs exist in communities like Paducah, Kentucky and Chattanooga, Tennessee, none have attempted to tap into the



massive infrastructures of public and private universities to provide consistent streams of talent.

Currently, this project has the support of many of the neighborhoods and surrounding areas within these zip codes, the enthusiastic support of Ivy Tech Northeast, a core partner, and the support of the individual artists who will be using these spaces.

City Campus will allow our regional creative economy to grow geographically, pulling together many currently untapped resources to highlight our home-

grown talent, as well as our ability to foster and develop the transplants that find themselves drawn to our unique position within the heart of America, and with amazing spaces and support structures for them to grow their careers. With the correct support, we can make City Campus a reality to further Wunderkammer Company's mission of revitalizing communities through contemporary art by attracting, developing, and retaining the creative economy in Northeast Indiana.

## TO THE INFORMED,

With all of the data from Creative Census at your fingertips, we would like to challenge you to invest in Northeast Indiana's creative economy by supporting the work which Wunderkammer Company is doing, and play your own part in helping us revitalize this community through contemporary art.

### PLEASE CONTACT US

Dan Swartz  
3402 Fairfield Ave  
Fort Wayne, IN 46807  
dan@wunderkammercompany.com  
(260) 417-8846



Photograph by Jeff Crane

