



## Mission, Vision, Key Concepts

### FACT SHEET

#### The Creative City Plan

The Creative City Plan is a 42-page document detailing Cincinnati Tomorrow's recommendations to the city. The Plan included:

- Suggestions to improve Cincinnati's image
- Examples of cities where similar plans enjoyed great success
- What's Working Now: Snapshots of creative projects that are currently thriving
- Guides for translating all the ideology into action.

The plan is available for download on CincinnatiTomorrow.com, or by request to info@cincinnati tomorrow.com. Printed plans are available for \$2.00—entirely to cover the cost of printing—plus shipping.

#### What is Cincinnati Tomorrow?

##### Mission:

Cincinnati Tomorrow is dedicated to building a city that attracts and retains creative and young people.

##### Vision Statement:

Cincinnati Tomorrow is an active organization that encourages a vibrant, diverse, community-centered city and provides support for progressive cultural and policy-based initiatives.

##### Key Concepts:

Cincinnati Tomorrow (CT) is an active organization dedicated to building—and marketing—a city that attracts and retains creative and young people. CT works to accomplish this goal through three key methods of action:

- Putting forward and carrying out bold plans for development and growth in the region
- Organizing projects and events that bring energy and excitement to the urban core
- Marketing our region's unique strengths to the creative class.

Cincinnati Tomorrow presented the Creative City Plan—a comprehensive development proposal—to the mayor, city council and the public in February. The plan included 42 pages of ideas: areas for improvement, success stories from other cities and action items to encourage a vibrant, exciting, open and prosperous metropolis. The city has been overwhelmingly supportive of the plan, and CT has assembled action teams to accomplish the plan's goals. The Creative City Plan is available on [cincinnati tomorrow.com](http://cincinnati tomorrow.com).

We are dedicated to making Cincinnati a unique place, a destination for creative and people. To do that, we need to inspire a renewed commitment to our local art galleries, small retailers, music venues and theaters. CT's activity and governing philosophy



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revolves around appreciating, promoting and educating about the tremendous assets in Downtown and the historic Over-The-Rhine neighborhood.

Ultimately, we recognize that making Cincinnati a better place begins with us—the people who make up the communities that make up our city. To that end, CT regularly holds events like our weekly After5 Walks, a loosely structured “night out” spent patronizing and learning about restaurants, bars and retailers in Cincinnati’s entertainment districts. Cincinnati Tomorrow sponsors, promotes and plans events that ensure an immediate impact on our city without demanding massive funding.

In his book, “The Rise of the Creative Class,” Richard Florida argued that creative people—the ones who will power local economies in the 21st Century—are attracted to cities by their respective abilities to offer ample lifestyle choices, recreational options, and quick connections. CT is at the forefront of the effort to make Cincinnati a Creative Capital.

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