

Theme 9: The Arts

Mission

The Town of Orange boasts a rich cultural arts legacy, including literature, visual arts, music, dance, theatre, decorative arts, and crafts. Each reflects the spirit of the Town's past as well of the vitality of the Town's future. The role which the arts and culture should play in Orange is twofold:

- To remind us of our rich heritage and;
- To provide cultural experiences and opportunities in the arts for an increasing number of citizens.

While culture and art cannot be uniquely defined, the Town should make a concerted effort to enrich the cultural life of its populace by providing a broad spectrum of activities which enhances the quality of life for citizens of both the Town and the County.

To broaden the cultural opportunities of residents, Orange should view the support of community arts programs including special events and acknowledgement of local artists and businesses as a primary goal to "cultivate" the Town's image as progressive, and deeply based in history.

The Arts provide social and human capital that gives depth to our community in the following ways;

- Social relationships,
- Economic opportunities,
- Educational opportunities including creative,
- Link to our natural environment through furniture making, weaving, etc., and
- Intergenerational bonding.

Arts Alive at Taylor Park



Background

Through the efforts of many private for profit and not for profit organizations in Town, Arts initiatives in Orange have begun to blossom. In the last several years, a new community band has formed. In addition, residents have come together to form a community chorus. Crafts people are working in Town through the Arts Center, festivals, and through Germanna Community College classes. Unfortunately, at the same time, the Town's ability to support cultural enterprise is threatened due to the massive infrastructure expenditures revealed in this Plan. During the upcoming difficult fiscal period, in years ahead, the private sector will need to take greater responsibility for the funding of these essential community programs.

Goal AR1: Cultivate awareness of fine, performing, and culinary arts.

Analysis:

The lead organizations for cultural enrichment in the Town are the Orange Downtown Alliance, Art Center in Orange, Orange Community Chorus, Orange Community Band, The Music Society, Orange School for Performing Arts, and the 4-County Players.

Action AR1.1: Establish a Fine Arts Council composed of these organizations.

Indicator AR1.1.1:
Benchmark AR1.1.1:

Fine Arts Council
Council created

Progress AR1.1.1:



Responsible Party AR1.1.1:
Implementation AR1.1.1:

Arts Organizations
2007-2008

Action AR1.2: Assemble and maintain registry of fine and performing artists.

Indicator AR1.2.1:
Benchmark AR1.2.1:

Artist registry
Registry updated yearly

Progress AR1.2.1:



Responsible Party AR1.2.1:
Implementation PS# AR1.2.1:

Fine Arts Council
2007-2008

Action AR1.3: Encourage literary events, writing seminars, visiting artists programs, masters classes (gardening, etc.), concerts, student internships.

Indicator AR1.3.1:
Benchmark AR1.3.1:

Cultural activities
Regular activities throughout year

Progress AR1.3.1:



Responsible Party AR1.3.1:
Implementation PS# AR1.3.1:

Fine Arts Council
2007-2008

Action AR1.4: Encourage formation of community writing group(s).

Indicator AR1.4.1:
Benchmark AR1.4.1:

Town of Orange Writer's Guild
Guild organized

Progress AR1.4.1:



Responsible Party AR1.4.1:
Implementation AR1.4.1:

Fine Arts Council
2007-2008

Action AR1.5: Expand community music jam sessions to include a wider variety of music.

Indicator AR1.5.1:
Benchmark AR1.5.1:

Concerts with variety music
At least one session per year on jazz,
bluegrass, folk, big band, rock,
gospel, pop, classical

Progress AR1.5.1:



Responsible Party AR1.5.1:
Implementation PS# AR1.5.1:

Fine Arts Council
2007-2008

Action AR1.6: Establish a mechanism for raising funds for artistic and cultural purposes.

Indicator AR1.6.1:
Benchmark AR1.6.1:

Cultural Endowment
Fund created

Progress AR1.6.1:



Responsible Party AR1.6.1:
Implementation AR1.6.1:

Fine Arts Council
2007-2008

Action AR1.7: Encourage infrastructure improvements to encourage attendance at community events.

Indicator AR1.7.1: Adequate lighting (see Lighting discussion earlier in Themes 2 and 5.

Indicator AR1.7.2: Cross walks (see Theme 4 Transportation)

Action AR1.8: Maintain community orchestra/band.

Indicator AR1.8.1:
Benchmark AR1.8.1:

Orange Community Band
Band Organization Chartered

Progress AR1.8.1:



Responsible Party AR1.8.1:

Fine Arts Council

Implementation AR1.8.1: 2007-2008

Action AR1.9: Encourage citizens to create musical clubs such as Community Choral Society.

Indicator AR1.9.1: New music clubs
Benchmark AR1.9.1: 1 new club

Progress AR1.9.1:



Responsible Party AR1.9.1: Fine Arts Council
Implementation AR1.9.1: 2007-2008

Action AR1.10: Expand Town's website to include other cultural events in close proximity to Orange such as Barboursville's Four County Players and Shakespeare at the Ruins.

Indicator AR1.10.1: Town website to include County cultural activities
Benchmark AR1.10.1: Links to other county attractions added

Progress AR1.10.1:



Responsible Party AR1.10.1: Town of Orange
Implementation AR1.10.1: 2007-2008

Action AR1.11: Study expansion of *Arts Alive*.

Indicator AR1.11.1: Park concerts
Benchmark AR1.11.1: Year round

Progress AR1.11.1:



Responsible Party AR1.11.1: ODA
Town of Orange
Implementation AR1.11.1: 2007-2008

Action AR1.12: Expand newspaper listings of cultural events and website links (Newspaper, Banners, Radio stations, Television, Local station-request ticker tape for coming cultural events, Orange Visitor's Center/Orange Tourism).

Indicator AR1.12.1: Agreements with media outlets
Benchmark AR1.12.1: 7 agreements to carry events

Progress AR1.12.1:



Responsible Party AR1.12.1: ODA
Town of Orange
Implementation AR1.12.1: 2007-2008

Action AR1.13: Establish a culinary arts project or program, such as *Men Who Cook*.

Indicator AR1.13.1: Culinary project
Benchmark AR1.13.1: 1 project completed per year

Progress AR1.13.1:



Responsible Party AR1.13.1: Fine Arts Council
Implementation AR1.13.1: 2007-2008

Goal AR2: Promote rich, historical past.

Action AR2.1: Present historically-related events.

Indicator AR2.1.1: Garden Week Event
Indicator AR2.1.2: Historical Building Tour
Indicator AR2.1.3: Events including readings by costumed "historical" figures
Indicator AR2.1.4: Dolley Madison Day
Indicator AR2.1.5: James Madison Day
Indicator AR2.1.6: Battlefield respites for Lee (winter encampments)
Indicator AR2.1.7: Juried event at the Art Center

Benchmark AR2.1.1-2.1.7: Minimum of one event per year

Progress AR2.1.1-2.1.7:



Responsible Party AR2.1.1-2.1.7: Fine Arts Council
Implementation AR2.1.1-2.1.7: 2007-2008

Action AR2.2: Promote County attractions (Montpelier, Eastern Battlefield, and Vineyards), as a gateway to Orange (see Theme 1: Economy).

Action AR2.3: Promote historical sites, associations and museums such as the James Madison Museum and the Orange County Historical Society.

Indicator AR2.3.1: Operating funds
Benchmark AR2.3.1: 100% of minimum

Progress AR2.3.1:



Responsible Party AR2.3.1: Private Donors
Town of Orange

Implementation AR2.3.1: 2006

Action AR2.4: Encourage the protection of historical architecture and encourage new building to be developed in the "same century" style (see Theme 5: Architectural Assets and Aesthetics).

Goal AR3: Encourage and develop public art and decoration.

Action AR3.1: Promote use of flags and banners on special occasions or general Seasons.

Analysis:

Flags and banners contribute mightily to the character of a place. The Town could do much more to display the U.S. Flag and seasonal/special occasion banners in a more significant, attractive, and festive manner.

Indicator AR3.1.1: Flags and banners displayed on Main Street
Benchmark AR3.1.1: U.S. flags for every national holiday and banners for each season

Progress AR3.1.1:



Responsible Party AR3.1.1: Town of Orange
American Legion
Orange Downtown Alliance
Chamber of Commerce

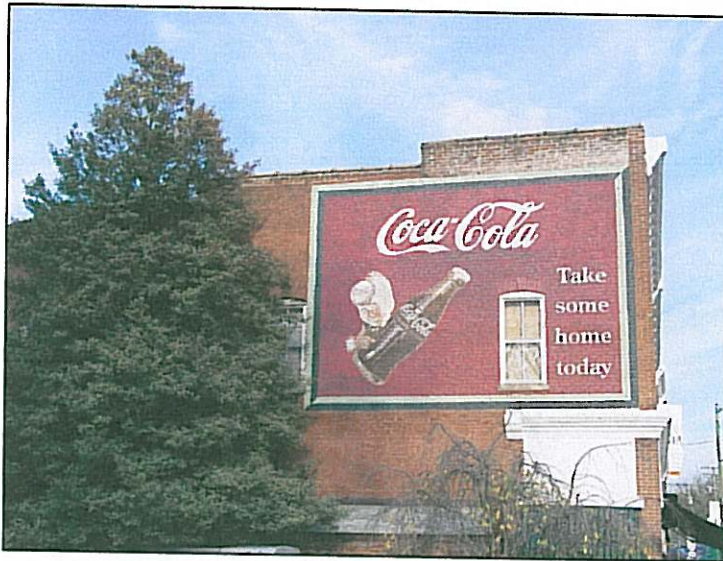
Implementation AR3.1.1: 2007-2008

Action AR3.2: Preserve and refurbish historic building graphics.

Analysis:

Similar to the use of flags or banners, freshly painted murals and historic building graphics, such as the Coca-Cola graphic on Main Street, can heighten sense of place.

Main Street Building Art next to Railroad



Main Street Art behind Bank



Indicator AR3.2.1:
Benchmark AR3.2.1:

Painted murals
Murals maintained

Progress AR3.2.1:
Responsible Party AR3.2.1: Landowners
Implementation AR3.2.1: 2006



Action AR3.3: Encourage displays of public works of art and crafts.

Indicator AR3.3.1: Public art projects
Benchmark AR3.3.1: 1 new project per year

Progress AR3.3.1:
Responsible Party AR3.3.1: Art Center in Orange
ODA
Orange County Public Schools
Town of Orange
Implementation AR3.3.1: 2006



Goal AR4: Expand entertainment offerings in the Town and County through a regional scale concert venue (Example: The Meriweather Post Pavilion).

Analysis:

The concept is to augment the attractiveness of Montpelier and other local attractions through the creation of a regional concert venue, appropriate in design and scale to rural Orange County.

Action AR4.1: Create a regional scale concert venue.

Indicator AR4.1.1: Town-County Concert Venue Study
Benchmark AR4.1.1: Completion of Study

Progress AR4.1.1:
Responsible Party AR4.1.1: Fine Arts Council
Implementation AR4.1.1: 2009-2011

