

## CALL FOR INTERESTED PROGRAM PARTNERS: FAQs

### WHAT ARE THE GOALS OF THE CALL FOR INTERESTED PROGRAM PARTNERS?

- Provide additional free, high-quality opportunities for the public to experience and engage with the Indianapolis Cultural Trail and the public gathering places along it. These should include both active and passive experiences that are inclusive of all ages, abilities, and backgrounds.
- Identify potential program partners that are interested in working collaboratively to develop and offer authentic, community-driven programs that reflect and serve the diversity of Indianapolis residents.
- Provide exposure to program partners by expanding their audiences, communities, customers, and/or clients by nature of working in a public and open environment.
- Foster an inclusive culture of creativity, incubation, collaboration, and experimentation.

### WHO ARE POTENTIAL PROGRAM PARTNERS?

- Nonprofit organizations, small businesses, and passionate individuals are all eligible to respond to this call. Program partners can be emerging or long-standing organizations and leaders.
- Program partners will have the opportunity to offer collaborative, co-produced programming with potential design, promotion, staffing, space, funding, or additional resource support.
- Program partners will enter into a partnership agreement with Indianapolis Cultural Trail, Inc. that outlines programming responsibilities, resources, and funding if applicable.

### WHAT IS A PUBLIC PROGRAM?

The Indianapolis Cultural Trail defines a public program as a free activity that is available for people to experience and engage with (should they choose), either as an individual or as a group, in a location that is made for the public to use. For us that means the public gathering places and destinations along the Cultural Trail and specifically Lugar Plaza, the Downtown Canal, and Georgia Street. Public programming can take many different forms; it can be active or passive, small or large scale. Programming examples range from free little libraries and weekly walking meet-ups to cultural festivals.

### WHAT FORMATS OR TYPES OF PROGRAMS CAN BE OFFERED?

Potential programs can take a variety of forms, including tours, classes, workshops, live performances, screenings, installations, meet-ups, walks, runs, bike rides, games, demonstrations, markets, festivals, and other activities. Interested program partners are encouraged to be creative. In addition, program ideas will likely fit into one of three types:

- **Regular Programming** is on-going, smaller scale year-round or seasonal programming. Regular programs are scheduled at a specific time and day and repeat for a long period of time. This type of programming will most likely appeal to local residents.
- **Series Programming** is medium-scale and happens over a flexible period of time. The program format is similar with some slight variations. Series programs appeal to both local residents and a city-wide audience.

- Event Programming is larger scale, distinctive and could include substantial annual or biennial events. This programming has greater complexity and requires long-term planning and long production lead-times. It may appeal to local, regional and national audiences.

#### WHEN CAN PROGRAMS BE OFFERED?

Programs can take place any day of the week throughout the year. May-October tend to be the most desirable months due to weather and daylight, but we welcome opportunities in non-peak months. Activities outside of 7 AM-10 PM may require a variance from the City's noise ordinance; Cultural Trail staff can help navigate that process if needed.

#### WHERE CAN PROGRAMS BE LOCATED?

Programs must be located on or along the Indianapolis Cultural Trail. In particular, the three public gather places that are prime for community programming are:

- **Richard G. Lugar Plaza:** A 2-acre civic space that is situated at the base of the City-County Building, across from the Julia M. Carson Transit Center, and along the Indianapolis Cultural Trail. It features an interactive spray fountain, a speaker's platform, public art, an east and west court with a variety of seating options around a central green space. Lugar Plaza has public restrooms and a built-in sound system.
- **Downtown Canal:** Nearly a mile concrete public pathway along either side of the historic waterway that spans from 11th Street to West Street. The Downtown Canal also includes several public plazas and gathering spaces that can be utilized for programming. *Please note the area along the Canal beyond West Street is part of the White River State Park and NOT part of the Call for Program Partners.*
- **Georgia Street:** A three-block street and pedestrian walkway that connects the Indiana Convention Center to Gainbridge Fieldhouse. Georgia Street can be used on a per-block basis and features a boardwalk with lighting. Georgia Street will be open to vehicular traffic unless authorized by the City for closure.

Please note these are outdoor locations, most without shelter from rain, wind, or sun. Public restrooms are only available in Lugar Plaza and on the Downtown Canal at 335 W. 9th St. All three places have high foot traffic, bike parking, and are near transit. Pacers Bikeshare stations are also conveniently located at all three sites.

There is opportunity for programming in just one of these places, all of them, and along segments of the Cultural Trail. All are available to the public 24/7 and public programs must reflect that.

#### WHAT SHOULD INTERESTED PROGRAM PARTNERS KNOW?

Submissions should reflect the following program principles:

- The Indianapolis Cultural Trail, Lugar Plaza, the Downtown Canal, and Georgia Street will remain open and accessible to the public.
- Programs should be free, open and accessible to the public. Funding may be available to ensure that programs are free and open to the public.
- The Cultural Trail's programming vision is guided by community engagement and program opportunities must reflect the diversity and character of Indianapolis.
- Ideally, programs will:

- embrace the site's unique features and histories to strengthen the sense of place.
- be intentional about complimenting, not competing with, the site's natural rhythms and other downtown events.
- engage the public as active agents rather than passive audiences. Programs should encourage movement to, from, within, or throughout the space.
- develop a sense of community by attracting repeat visitors or creating opportunities for shared experiences.
- be developed through collaborative and respectful partnerships.

The following four values guide the Indianapolis Cultural Trail, Inc. as an organization and should be shared by our program partners:

- INCLUSIVE: We create opportunities for people of all backgrounds and abilities to access and experience all the Cultural Trail has to offer.
- PEOPLE FIRST: We are guided by the people who rely on and enjoy the Cultural Trail, and what will make their experience better.
- EXCELLENCE: We take pride in our work and know we must be brilliant at the basics to keep the Cultural Trail vibrant and inviting.
- INNOVATIVE: We constantly dream bigger and think bolder, and we serve as a national model for others aspiring to use linear parks as a catalyst for community building.

#### WHY BE A PROGRAM PARTNER?

Program partners will benefit from:

- In-kind venue space in some of the most iconic downtown destinations.
- Platform to reach a new audience and ability to raise the profile of the program partner.
- Potential for staffing and volunteer support from the Cultural Trail.
- Community programming orientation for planning, technical and promotion assistance.
- Supplementary marketing and promotional support from the Cultural Trail.
- Invaluable community connections to help support future relationships.
- Limited program stipends are available to help with equipment, materials or staff costs.

#### WHAT IF MY IDEA OR CONCEPT IS NOT FULLY DEVELOPED?

Tell us about it! Indianapolis Cultural Trail staff will be collaborating with all selected program partners on various aspects of their programming, including scheduling, promotion, and more. We are happy to assist program partners in more fully developing their concept to better serve the community. In fact, involving us earlier in program development can have several benefits.

#### READY TO GET STARTED?

Check out *How to Get Started* for more information about our public information sessions, completing the [Interest Form](#), and next steps.

#### HAVE ADDITIONAL QUESTIONS?

Please contact [Amy Marisavljevic](#), Director of Planning and Public Programs, at [amarisavljevic@indyculturaltrail.org](mailto:amarisavljevic@indyculturaltrail.org).