

Asset mapping has long been a tool used by those working in community development as a way to identify and utilize the strengths of their communities. According to the Community Partnership for Arts and Culture, “community assets come in many forms, encompassing local institutions (i.e. schools, libraries, parks and businesses); local citizens’ associations (i.e. block clubs, churches and cultural groups); and the individual talents of all citizens regardless of age, disability, income level or occupation.” Asset-based community development focuses on leveraging these assets to revitalize cities and neighborhoods from the grass-roots level.

Arts and cultural assets are a specific subset of community assets that have great potential for supporting broader revitalization efforts and for engaging residents and visitors alike. A team of local stakeholders in Richmond realized this, so they set out to identify and promote the cultural assets that are most important to their community.

In 2014 Richmond was awarded an Our Town grant from the National Endowment for the Arts for the purpose of cultural asset mapping. The goal was to use the grant to identify, map, and develop a wayfinding plan for a cultural trail in Wayne County. But due to the large variety of cultural sites and events throughout the county, it quickly became apparent that just one map and one trail would not be enough. Instead, the idea of multiple maps and multiple trails coming together in one “atlas” made more sense to the team in charge of the grant funds.



Richmond Cultural Map Stop 8: Depot District

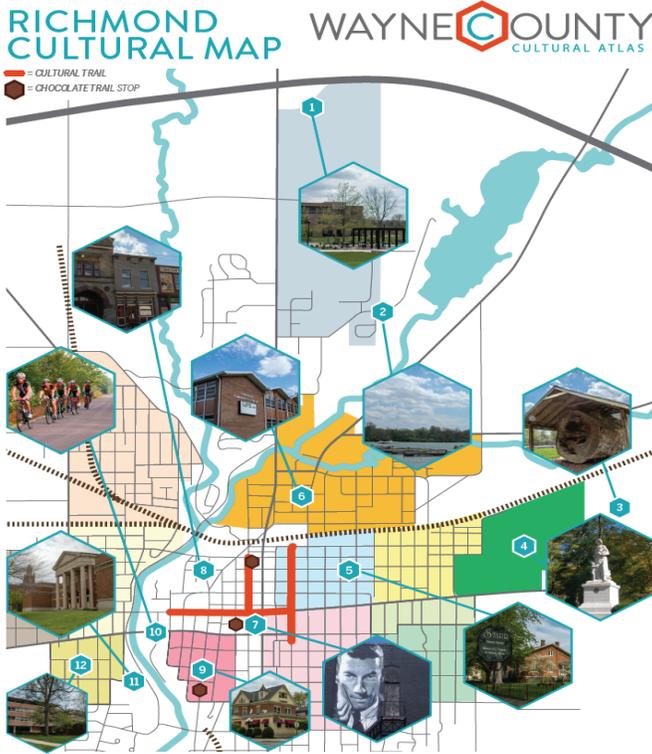


Richmond Cultural Map Stop 10: Cardinal Greenway

The team in charge of the project is made up of representatives from the following organizations: the Richmond Art Museum, Indiana University East, Earlham College, Wayne County Convention and Tourism Bureau and the City of Richmond. To facilitate community engagement, the committee recruited Big Car, a nonprofit based in Indianapolis that specializes in creative placemaking.

With Big Car’s help, the first stage of gaining community feedback was completed in spring 2016. To celebrate the work that had been accomplished, an ALL-IN grant from Indiana Humanities was used to throw a block party in downtown Richmond in May 2016. There, a few hundred community residents came out to learn more about the first 20 sites that had been chosen for the Wayne County Cultural Atlas. Residents also participated in activities led by local organizations that helped illustrate and celebrate the arts in Wayne County.

Eventually, the Cultural Atlas will include maps that guide residents and visitors alike to sites based on certain themes. But for now, the first map is made up of 20 sites that represent some of the local community’s favorite places. These sites were gathered through surveys that asked residents to identify their favorite places and to provide stories that illustrate what makes them great places.



**1 Indiana University East**   
Tom Thomas Gallery, Mejer Artway, Outdoor Sculpture Tour  
IU East is a four-year and master's public institution that serves eastern Indiana and western Ohio. The local campus, located on 174 acres, was established in 1971 as an extension of Earlham College.  
2325 Chester Blvd., Richmond, IN 47374  
iu.edu

**2 Middlefork Reservoir**   
This city-water reservoir area includes a 177-acre lake for fishing and boating and 100 acres of land for recreational use. Hill's Bark Park, Richmond's only dog park, is also located on the grounds of the reservoir.  
1750 Sylvan Road, Richmond, IN 47374  
richmondindiana.gov/Our\_Government/Departments/Parks\_and\_Recreation/Parks\_Trails\_and\_Facilities/Middlefork\_Reservoir.htm

**3 Hayes Arboretum**   
Over 100 years old, Hayes Arboretum offers a host of nature and recreational programs. Members and visitors can enjoy unique plant, rock, and fossil collections as well as miles of hiking, jogging, and mountain biking over 466 lovely acres.  
801 Elks Rd., Richmond, IN 47374  
hayesarboretum.org

**4 Glen Miller Park**   
Madonna of the Trail  
The most popular and largest — at 134 acres — of Richmond's parks, Glen Miller offers a rose garden, fountain, pond and playground. This oasis of nature in the city, the park is a great place for a walk or picnic.  
2000 East Main St., Richmond, IN 47374  
visRichmond.org/Using/glen-miller-park-recreational-facilities

**5 Starr Historic District**   
Wayne County Historical Museum; Tiffany Windows in Reid Memorial Church  
The Starr Historic District is a neighborhood of historic buildings, including a former Hicksite Quaker Meeting House (now the Wayne County Historical Museum), the Reid Memorial Presbyterian Church, and the former childhood residence of Orville and Wilbur Wright.  
Wayne Co. Historical Museum: 1150N. A St., Richmond, IN 47374  
wayne1.org/nonprofit/starr\_district.htm

**6 Townsend Center**   
A cornerstone of the north side community since 1921, the center developed to give African Americans a place for recreational activities and now serves all community members. It is named for James A. Townsend — elected Wayne County's first black representative to the Indiana General Assembly in 1888.  
855 North 12th Street, Richmond, IN 47374  
townsendcommunity.com

**7 Downtown Richmond**   
Richmond Civic Theatre, First Film by C. Francis Jenkins  
Anchored by a Main Street lined with a host of historic buildings, Downtown Richmond continues its legacy as the heart of Richmond. Many local businesses and civic and cultural institutions make this area a vibrant place.  
1003 East Main St., Richmond, IN 47374  
wayne1.org/nonprofit/Richmond-walking-tour

RICHMOND CULTURAL MAP  
WAYNE COUNTY CULTURAL ATLAS

= CIVIC CENTER = EDUCATION = MUSIC  
 = HISTORIC = ARTS = NATURE

**8 Depot District**   
Anchored by the once empty and endangered 1902 Pennsylvania Depot — designed by architect Daniel Burnham — this section of Historic Richmond also features shops, dining, entertainment, murals, and the Model T Ford Museum.  
322 W. E. St., Richmond, IN 47374  
richmonddepotdistrict.com

**9 Old Richmond**   
With more than 213 structures of historic importance, members of the Society of Friends and later by free blacks and German immigrants settled this area closer to the river. Today, the neighborhood includes quaint shops and restaurants.  
138 S 5th St., Richmond, IN 47374  
wayne1.org/nonprofit/old\_richmond\_historic\_district.htm

**10 Cardinal Greenway**   
Cardinal Greenway, Veterans Park, Start-Genert Walk of Fame  
The Cardinal Greenway is a rails-to-trails bike and pedestrian path that runs 5.1 miles north to Gaston. Veterans Park honors those who served and features decommissioned military artifacts, and is located in the Whitewater Gorge. This spectacular geological formation — made during the last ice age — offers hiking trails with scenic views, historic features honoring Richmond's industrial and cultural past (including a musical walk of fame), picnic areas, cliffs and falls.  
Richmond, IN 47374  
wayne1.org/nonprofit/gorge.html

**11 Richmond Art Museum**   
Civic Hall, Richmond Symphony Orchestra  
The only art museum in an active public high school in the U.S., RAM — founded in 1938 — is the oldest art institution in the county and the second oldest art museum in Indiana. It offers year-round programs and exhibitions. Adjacent Civic Hall is home for the Richmond Symphony Orchestra, which has performed for 60 years.  
richmondartmuseum.org/about/ | richmondsymphony.org

**12 Earlham College**   
Joseph Moore Museum (mummy here! :-)), Events at Carpenter Hall and New Center for Visual and Performing Arts  
Founded in 1847 as a Quaker college, Earlham is now "a national liberal arts college with a reputation for excellent teaching and preparing students to make a profound difference in the world."  
801 National Rd. W., Richmond, IN 47374  
earlham.edu

The final sites that were chosen for the first map, based on resident input, are a great mix of community assets: Indiana University East, Glen Miller Park, the Depot District, Downtown Hagerstown, the Cope Environmental Center, etc.

For now, the cultural atlas exists only on paper. Ultimately, the goal is to have interactive markers placed at all 20 sites that will link to a website or an app that provides more information on current sites. There will also be opportunities through the markers and through the website/app for residents to give feedback on current sites and to suggest sites for future trails. The hope is that this will help residents and visitors discover new places while sharing what they love about the places they already know.

The Wayne County Cultural Atlas is a terrific example of asset mapping, thanks to the strong partnership between a large number of local organizations; to the high level of engagement among residents; and to the creative way local assets are being harnessed to promote Wayne County as a great place to live and visit. The focus on arts and culture was a creative way to build on broader revitalization efforts already taking place thanks to the Mayor's Council on Economic Vitality, the Positive Place Initiative (PPI) and to Richmond's designation as a Stellar Community in 2015. Together, these movements and their continued resident involvement will help develop economic opportunities and foster a greater sense of place throughout Wayne County.

For more info about the Wayne County Cultural Atlas, visit:

Wayne County Cultural Atlas  
<https://culturalatlas.org/>

Big Car  
<http://www.bigcar.org/project/cultural-atlas/>

For more info about the Our Town Grant and the ALL-IN Grant, visit:

NEA Our Town Grant  
<https://www.arts.gov/national/our-town>

Indiana Humanities ALL-IN Grant for Block Parties  
<http://indianahumanities.org/our-programs/host-a-block-party>

For more information about Cultural Asset Mapping, please visit:

D.I.Y. Creative Placemaking: An Introduction to Cultural Asset Mapping  
<http://www.artscapediy.org/Creative-Placemaking-Toolbox-/Who-Are-My-Stakeholders-and-How-Do-I-Engage-Them/An-Introduction-to-Cultural-Asset-Mapping.aspx>

Community Partnership for Arts and Culture: Guide to Mapping Neighborhood Arts and Cultural Assets  
<http://cultureforward.org/Reference-Desk/Research-Library/neighborhoods/Guide-to-Mapping-Neighborhood-Arts-and-Cultural-Assets>