



INDIANA UNIVERSITY O'NEILL SCHOOL OF
PUBLIC & ENVIRONMENTAL AFFAIRS

PAINT OUR DOWNTOWN

MY COMMUNITY, MY VISION: BATESVILLE, IN

MCMV is supported by:

Indiana Housing & Community Development Authority

O'Neill School of Public & Environmental Affairs IUPUI



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A few of the Batesville Mayor's Youth Council Members during a recent statewide youth leadership conference at Indiana University.

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The Process

The project team includes three adult facilitators from Batesville, one IUPUI SPEA MPA student, and ten Batesville youth leaders who have dedicated their time and energy to participate in the Indiana Housing and Community Development Association's My Community, My Vision program, a youth-driven community planning process.

Through this process, the team has identified the Batesville community's greatest strengths and opportunities for growth and surveyed residents to include their voices in the process. The team also met with leaders in our community to learn more about the town's priorities and then collaborated with them to accomplish more together. The team ultimately decided that activating downtown Batesville through art would be an excellent way to attract visitors and retain residents.

The Plan

The Batesville Mayor's Youth Council proposes to implement the "Paint Our Downtown" project in Batesville, Indiana by working with a world-renowned artist, Kelsey Montague (kelseymontagueart.com), to create an interactive mural downtown. Kelsey Montague is known for her unique pen and ink style that transforms public art into an interactive experience, which she encourages people to share online through social media. Her work is regularly viewed on social media sites such as Instagram where she is followed by 84.4 thousand fans. She has also received mentions and/or been featured in well-known news outlets including the Wall Street Journal, Good Morning America, People, US Weekly and The New York Times.

The Plan (Continued)

The idea of bringing Kelsey Montague to Batesville first emerged after Greensburg, Indiana unveiled their Kelsey Montague "Angel Wings" mural in May 2017. The team decided there was a tremendous opportunity to generate positive national attention for southeastern Indiana by bringing her back to create another unique mural. The goal of this project is to create a "Kelsey Art Trail" that will generate buzz among her numerous fans, who often travel to see her work in person, while also making Batesville an even more attractive place to live, work and visit.

Kelsey's mural will live on the Miss Shannon's Music Studio building, which the team believes is the perfect location because the Batesville Farmers Market takes place in the parking lot across the street and it has a sidewalk in front of the mural wall that will make it safe for people to take photos. As part of the planning process, permission has been received from the building's owner to place the mural at this location. Identifying and securing a location for the mural was a much longer process than we originally anticipated because of historical designations and other policies that had to consider while selecting the site.

This first mural will be utilized as a starting point to generate interest and excitement as a larger plan is launched to bring creative projects downtown. The next step will be working with local artists to create additional murals and involve residents in additional artist activities. The team will continue meeting to finalize the full plan for this larger initiative, and are currently discussing including crosswalks, parking spots, sidewalks, and an art cart. The team is also planning to host a mural unveiling party in late July of 2019 to invite the community to take pride and celebrate the new public art.

While the team believes Batesville is already a great community and a wonderful place to live, the hope is that this project will attract more people downtown by giving them an opportunity to enjoy interactive art.

ACKNOWLEDGEMENTS

The 2018-2019 Batesville My Community, My Vision team would like to thank all parties involved in forming the action plan. All of the people in the list below shared their knowledge and various experience to improve the quality and comprehensiveness of the plan.

Team from the Batesville Mayor's Youth Council

- **Mayor's Youth Council Students:** Belle Wolters, Brayleigh Patterson, Ciera Belter, Elizabeth Mullen, Isabel Smith, Kendall Dickman, Meredith McCreary, Ruthy Bond, Sophie Cassidy, and Tristan Rowlett
- **Mayor's Youth Council Adult Advisors:** Bill Giltz, Kim Linkel, and Madison McCreary

Other Batesville Contributors

- Mayor Mike Bettice
- Batesville Main Street
- Batesville Area Arts Council
- Ripley County Community Foundation
- Batesville City Council
- Amack's Well
- Miss Shannon's Music Studio
- Batesville Chamber of Commerce

State Partners

- Indiana Housing and Community Development Authority
- Indiana University-Purdue University Indianapolis School for Public and Environmental Affairs
- Stacy Robinson, Mentor and O'Neill SPEA MPA Candidate



Amack's Well Coffee Shop: A local gathering place



Mayor Mike Bettice

What is My Community, My Vision?

My Community, My Vision is a program conducted by the Indiana Housing & Community Development Authority (IHCDA) and Indiana University School for Public and Environmental Affairs. The primary purpose of this program is to address and combat the “brain drain” problem in Indiana communities to promote communities’ longevity and improve the quality of life for Indiana residents.

“Brain Drain” is a common phenomenon that occurs in many communities in Indiana and around the world due to declining populations, especially among younger individuals. The population decline is often caused by fewer employment opportunities as well as a lack of public infrastructure and amenities that attract and appeal to young adults as they are considering where to reside. It is vital to attract and maintain the young people to reduce future problems such as labor shortages and subsequent declines in a community’s tax base.

While many local governments recognize the significance of their community’s age structure and attempt to make changes to attract young people, youth are often not included in the decision-making process, which means the changes are often not reflective of their needs and desires. To overcome this challenge and implement changes that align with the interests of young people, the My Community, My Vision program utilizes a group of teenage students from selected communities to create action plans to improve the current and future conditions of their hometowns. Each My Community, My Vision group is led by a SPEA graduate student from Indiana University with guidance from a local government contact and/or representative from an involved educational institution.

The planning process provides an opportunity for students to work with their respective local governments and learn how to make change in their communities, while also giving communities a unique opportunity to gain new perspectives and a better understanding of the hopes and desires of the young people they seek to retain. Ultimately, the goal is to encourage current and future positive changes that improve the lives of all who live and work in Indiana.



TIMELINE OF IMPLEMENTATION & PLANNING PROCESS

The process began in October with the My Community, My Vision kick-off event at IUPUI on September 29, 2018. The following outline details the topics discussed and analyzed throughout each month of the planning process:

September 2018

- SWOT Analysis of Batesville
- Learning about My Community, My Vision process
- Understanding the importance of including the community's voice in the process

October 2018

- Learning about conducting effective surveys
- Planning a qualitative survey
- Discussing existing quantitative survey data to include

November 2018

- Meeting with Batesville Main Street arts group and representatives from the mayor's office, the Rural Alliance for the Arts
- Discussing a crowd fundraising idea
- Researching other potential funders

December 2018

- Finalizing project ideas
- Conducting surveys at Batesville Middle School and Amacks Well Coffee Shop as well as through Facebook and Instagram to select the type of mural
- Preparing for Duke Energy funding request letter

January 2019

- Preparing for City Council funding request from the Belterra Fund
- Selecting and finalizing a mural site location by conducting environmental impact assessments

February 2019

- Presenting at AIM Youth Leadership Summit
- Requesting support from Belterra Fund during Batesville City Council Meeting
- Discussing next steps if additional funding is available
- Selecting iconic Batesville images to be included in the mural
- Planning the mural unveiling event

March 2019

- Creating a timeline for the project implementation
- Preparing for the last MCMV presentation

April 2019

- Giving final MCMV presentation



Batesville, located in Southeastern Indiana, straddling both Ripley and Franklin Counties. The city falls in the direct path of a major business triangle between Cincinnati, Ohio, Indianapolis, Indiana, and Louisville, Kentucky. Batesville was founded in 1852 and is named after Joshua Bates, one of the members of the Callahan Trust Company who was an engineer and surveyor. While Batesville maintains its small-town rural charm, Batesville is fortunate enough to provide a large variety of amenities to those who live, work and play in the community. Amenities such as an outstanding academic school system, successful business and industry-based companies, exceptional park facilities and a modern state of the art health care facility that far surpasses the expectations in a rural community.

Location

Batesville is the essence of small community living yet situated near two metropolitan communities. Batesville is located about 45 minutes west of Cincinnati, Ohio and about an hour southeast of Indianapolis, Indiana. These two cities are connected by Interstate 74 where Batesville sits.

While its location is a strength for those interested in commuting to work to major cities, it does make it difficult for local Batesville businesses to attract and retain customers in the community because it is so convenient for Batesville residents to drive to other cities to partake in entertainment and dining options.

The community has both large suburban and rural populations. Although the MCMV project is focused on the city of Batesville, which has a predominantly suburban feel, a large portion of the students within the Batesville Community School Corporation come from the rural outlying areas of the city.



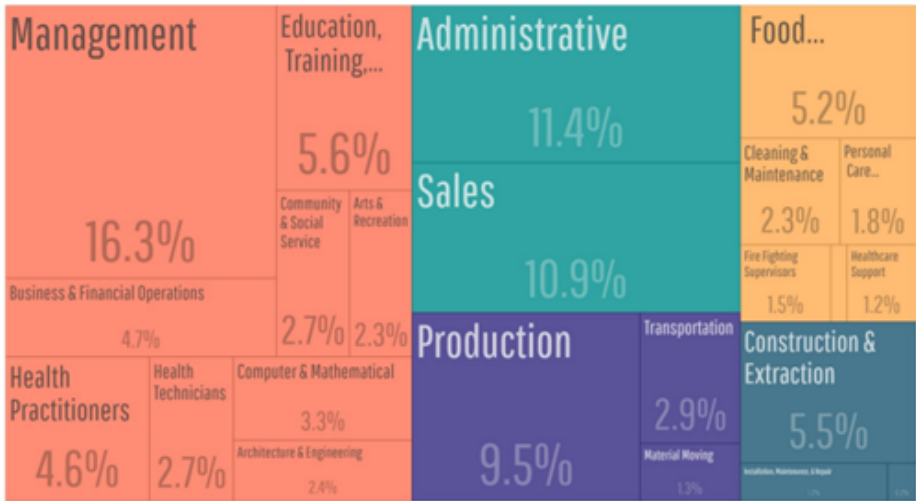
Downtown Park in Batesville



Industry/Employment

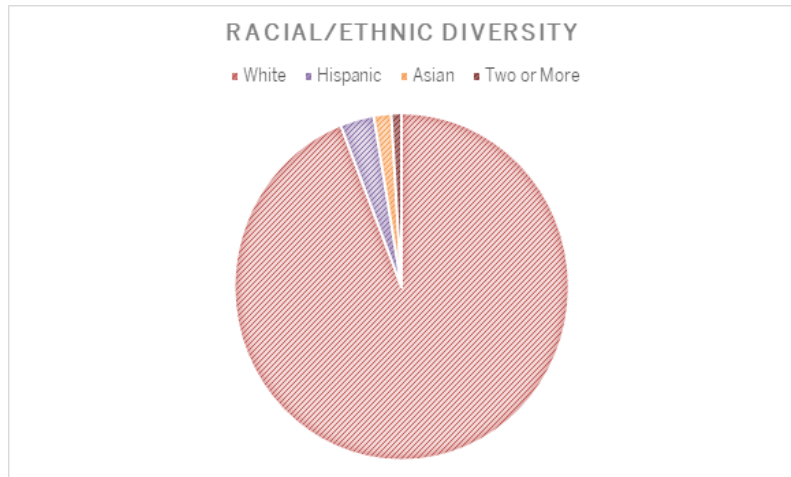
While many citizens of Batesville work in the community for the two largest employers, Batesville Casket Company, a subsidiary of Hillenbrand Incorporated, and Hill-Rom Industries, others choose to commute to Cincinnati, Ohio and Indianapolis, Indiana for employment.

According to the U.S. Census Bureau’s American Community Survey, in 2017 Batesville had a total labor force of 3,043 people with an unemployment rate of 4.2%, which was significantly lower than Indiana’s average unemployment rate of 6.1%. The most common job categories are Management, Business, Science, & Arts; Sales & Office; and Production & Transportation. The chart below illustrates the share breakdown of the primary jobs held by resident according to data from the U.S. Census Bureau.



Demographics

According to the 2011 data from the U.S. Census Bureau, Batesville has a population of 6,508 people. The population of Batesville is 52.3% Female. The racial diversity data reports 95.1% White, 3.3% Hispanic, 1.7% Asian, and 1% report two or more races, which means there is very little, if any visible, racial diversity within the community.



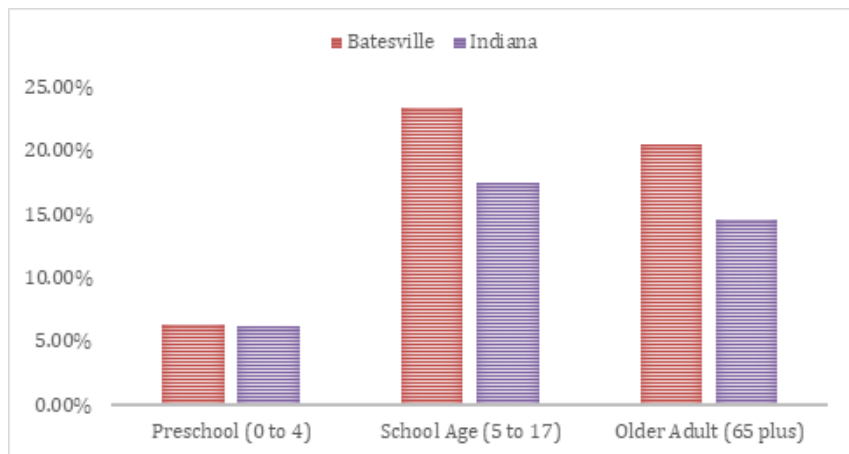
Age Diversity

Regarding age diversity, Batesville has a slightly higher percentage of school age residents and older adults than the average of Indiana residents. The U.S. Census Bureau reports that the median age of Batesville residents, is 42 compared the median age of Indiana residents, which is 37.5. According to the same data, 6.4% of the Batesville population is under age 5, 23.4% are between ages 5 to 17 and 20.5% are age 65 or older.

Socioeconomic Diversity

Batesville does have a fairly diverse socioeconomic population. According to the U.S. Census Bureau, approximately 24.2% of the population earns more than \$100,000 a year. In contrast, nearly 13.2% of the population earns less than \$15,000 a year and nearly 26% of students in the Batesville Community School Corporation receive free or reduced school lunches.

Age of Batesville Residents Compared to Average Ages of Indiana Residents



Education

Batesville is a community that prides itself on the education of its residents. The public-school system has a Four-Star rating and has been named a top ten school corporation throughout the state from time to time. According to the U.S. Census Bureau, 93.4% of Batesville residents ages 25 and over have a high school diploma and 32.8% have a Bachelor's degree or higher. Both of these educational rates are considerably higher than the average rates of all Indiana residents. Only 33.8% of Indiana residents ages 25 and over have a high school diploma and 25.3% have a Bachelor's degree or higher.



Overall Strengths

There are many strengths to consider in the Batesville community, there are community events almost weekly throughout the summer that even expands into the spring and fall seasons. It is very family friendly and an amazing place to raise a family due to it being such a tight knit community. The business community is very focused on the community and is always willing to help organizations out in any way they can.

Batesville overall is a very safe community in which to live where most people know one another and have a positive relationship with local government officials and law enforcement. The crime rates reflect the safety of the community. The violent crime rate for Batesville was lower than the national rate by 43.01% in 2016 and the city property crime rate was lower than the national rate by 38.44% in 2016.

Areas for Improvement

While Batesville has numerous strengths, more activities are needed for youth, specifically junior and senior high aged youth. Many youth report feeling that there is not much for them to do in town and believe there is not an area of the community that is truly dedicated to them, a place for them to call their own and meet-up. This weakness drives teen partying and causes some youth to make negative decisions due to too much free time. Due to these challenges, many high school seniors, graduate, leave for college and don't return to the community until they are ready to start a family or have started a family. As a result, Batesville currently does not have many young adults residing in the community, which has contributed to "brain drain".

A SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis is a useful method for understanding the community's current situation in both positive and negative ways and predicting the opportunities and threats for the community in the future. After analyzing and classifying the results, the MCMV team was better able to understand the advantages and disadvantages in the community. This enabled the team to more clearly define goals and effectively create initiatives to improve or maintain strengths and combat weaknesses and threats while also helping create a community that aligns with its aspirations. After completing the SWOT analysis, the team revealed an emerging theme that while Batesville is already a great place to live, more could be done to attract residents and visitors downtown.

Strengths

- Close-knit community
- Low crime rates
- Good schools – “Best schools south of I-70”
- Friendly businesses and people
- Safe community
- Good job opportunities
- Great hospital
- Nice parks and outdoor facilities
- Farming and farmer's market
- Good job training opportunities
- Nice public library
- Very little poverty
- Lots of parades and festivals
- Close proximity to big cities
- Welcoming downtown area

Weaknesses

- Not many things for youth to do
- Old and outdated downtown infrastructure
- Not walkable and spread out
- Not many food or shopping options
- Very little diversity
- People can be a little “judgy”
- Might be hard for newcomers to feel part of the community because there are cliques
- Difficult county governance

Opportunities

- New park
- City-owned, vacant 125,000 square foot building that could be an activity center
- Downtown is nice and could be a good place to increase exposure to the arts
- Big underutilized parking lot downtown
- Underutilized bike park
- Free wifi in all downtown public spaces
- Unique movie theatre and local restaurants
- Gardens at the schools that are managed by the FFA

Threats

- People may leave because of a lack of things to do
- Bigger cities are nearby and offer more options
- People are unable to have large events in town because there isn't a nice event space.
- No attractions that bring people into town

SURVEY OUTCOMES

The MCMV team discussed how to conduct high-quality surveys and the types of questions that would elicit the information needed for the planning process. Listed below are examples of the information shared during this part of the planning process.

Overview of MCMV Qualitative Survey:

- Brainstorm answers we want with a blank for the specific answer they'll give. (Ex: Our community would like us to create this type of new asset.)
- Determine best audience and approach for reaching that audience to get the answers we'd like to get.
- By beginning with the answers we want and audience, we can then ensure we ask the types of questions that will lead to these answers instead of asking pointless/filler questions.

Types of questions to ask:

- Categorical questions are good for providing simple counts: Yes/No, Multiple Choice (one answer), Checkbox (multiple choices)
- Ordinal questions allow ranking but cannot be used for averages or testing correlations: Drop-down (What's your household income? \$0-10k/\$10-35k) and Ranking (What's your favorite place in town? Rank in order of preference. Park/Downtown/Coffee Shop)
- Interval/Ratio questions are the most precise and can be used to conduct advanced analysis like finding averages, testing correlations, and running regression models: Ranking Scale (On a scale of 1-5, how would you rate our town's cleanliness?), Matrix (useful when there are multiple ranking scale questions to ask), Textbox (How many places do you visit each day?)

Survey Question Tips:

1. Use simple, direct language
2. Be specific
3. Break down big ideas into multiple questions
4. Avoid leading questions
5. Ask one thing per question
6. Use more interval questions to upgrade the type of analysis you can perform and gain more insightful data

The team ultimately decided the best approach for incorporating larger community quantitative survey input into the MCMV planning process was to utilize existing survey data that had been recently collected through several community planning processes.

One of the components this team focused on were the responses to the question **“What do you believe should be the focus of improving the community?”** Of the 513 respondents, **81.09%** said the focus should be on improving the quality of life in Batesville.

The full results from the Economic Development and Comprehensive Plan Update Survey are included in Appendix A.




Field Observations

The team collected its own qualitative data through field note observations conducted at Amack's Well, a popular local coffee shop. The team observed residents and talked to them about what they liked and did not like about living in Batesville. These observations corroborated the information the group surfaced during the SWOT analysis and the survey data in the larger community survey.

Content Surveys

The team also conducted surveys to finalize the content of the mural to ensure community buy-in and increase excitement for the project. They utilized Instagram and Facebook for their surveys to engage a wider audience. They also conducted an online survey at Batesville Middle School and an in-person survey at Amack's Well Coffee Shop. The community overwhelmingly voted to support the "tree with a swing" mural for Batesville.

 **Batesville Mayor's Youth Council** created a poll. December 19, 2018 · 🌐

Mayors Youth Council is looking to bring world renowned artist Kelsey Montague to Batesville to paint a mural! We are looking to the public for input on the mural type. Please vote for your favorite below! The mural will also be personalized with Batesville references.

Looking forward to bringing more public art to Downtown!

Mural Option	Percentage
Tree with swing	79%
Flying balloons	21%

This poll has ended. 321 Votes

👍❤️ 12 4 Comments 29 Shares



November Meeting

The MCMV team met with a group of representatives from the Mayor's office, the Rural Alliance for the Arts, and the Batesville Main Street arts group in early November to discuss the MCMV project and learn about other projects taking shape in downtown Batesville. It was a great meeting that allowed the groups to discuss their overall plans for bringing more art to downtown Batesville and then develop a plan from that as to how we could help achieve the MCMV goal as well as the goals of the other groups.



City Council Request

MCMV youth leaders also participated in a Batesville City Council meeting on February 11 at 7 pm to learn about the city's decision-making process and present the MCMV project plan to the City Council for approval and to request \$10,000 in funding from the Belterra Casino fund that exists to support projects that improve the quality of life in Batesville.

The youth who presented, Biz Mullen and Ciera Belter, were asked tough questions about the scope of the project, their plans for the future and the community input they utilized to inform their final plans. The City Council was especially concerned with the total cost of the project and why they youth had not decided to utilize local artists to reduce expenses and keep the art local.

The youth explained the reasoning behind utilizing an internationally known artist with a large social media following by sharing how her following will increase exposure for Batesville and increase community pride. They also described their future plans to utilize local artists to do additional murals and art projects in downtown Batesville after they kicked off the initiative in a big way with the larger mural.

The City Council then voted with two who approved the funds for the project and two who opposed. Due to the tie, the Mayor was required to vote and ultimately approved the \$10,000 request to fund the project.

An article about the City Council meeting and the MCMV team's presentation was published in the *Batesville Herald Tribune* (www.batesvilleheraldtribune.com) on February 14, 2019.



To complement existing community improvement efforts and plans in Batesville, the youth decided to focus on goals and strategies outlined in the Downtown Strategic Development Plan. The MCMV planning team elected to focus on the following:

Goal #1

- Make downtown Batesville a vibrant, active and engaging community center that provides an enjoyable social experience for existing and future residents.
- Make downtown a community gathering place that balances the advantages of a small town lifestyle and feel with amenities that exceed a community our size.

Objectives:

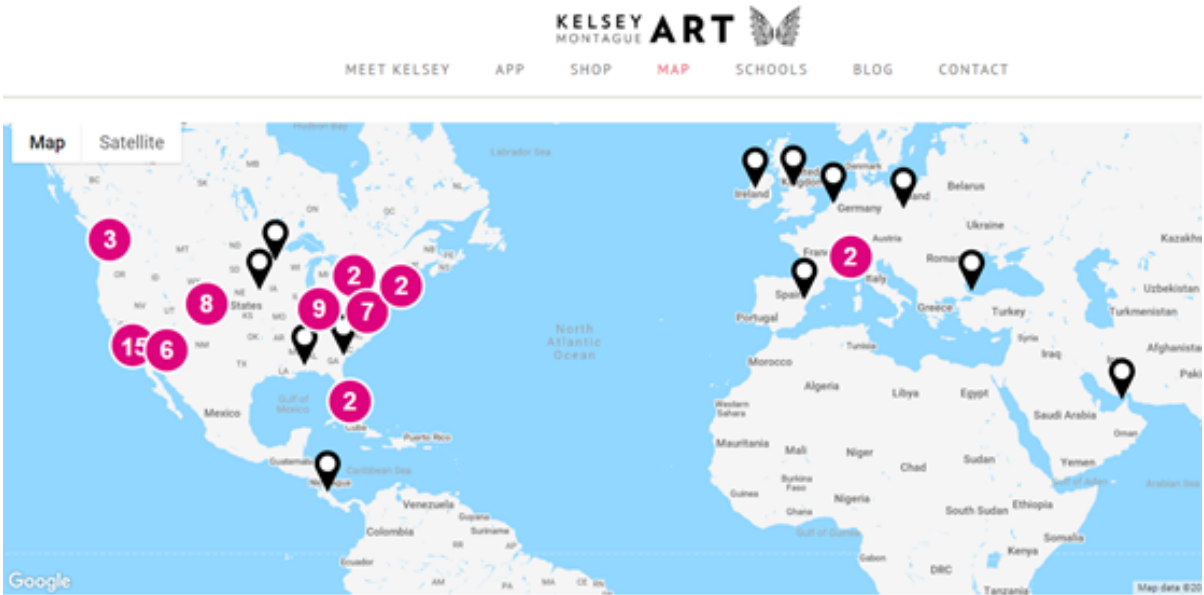
The most feasible related strategies for the MCMV team to tackle in downtown Batesville were the following:

1. Develop arts and cultural amenities in the downtown district
2. Increase accessibility, walkability, and beautification of downtown
3. Expand downtown marketing and promotion efforts

Application to Goals

Upon completing a lengthy and thorough planning and evaluation process, the MCMV team determined it could best support the city’s efforts to improve the beautification of downtown by commissioning an artist to create an interactive mural. The team selected an internationally known artist with a large social media following to do the mural to further the city’s efforts to expand downtown marketing and promotion efforts – specifically, they believe the artist they selected, who creates unique murals that encourage photos being taken and posted online, will have great appeal to the young adult demographic the city is currently lacking.

The artist selected to create the first mural as part of the “Paint Our Downtown” project in Batesville, Indiana is **Kelsey Montague** (kelseymontagueart.com). Kelsey Montague is known around the world (see map below) for her pen and ink style murals that transforms public art into an interactive experience, which she encourages people to share online through social media. Her work is regularly viewed on social media sites such as Instagram where she is followed by 84.4 thousand fans. She has also received mentions and/or been featured in well-known news outlets including the Wall Street Journal, Good Morning America, People, US Weekly and The New York Times.



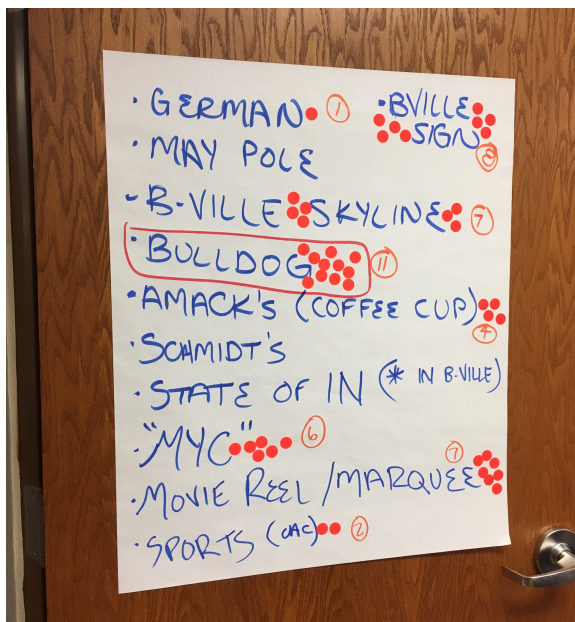
The Inspiration

The idea of bringing Kelsey Montague to Batesville first emerged after Greensburg, Indiana unveiled their Kelsey Montague “Angel Wings” mural in May 2017. The team decided there was a tremendous opportunity to generate positive national attention for southeastern Indiana by bringing her back to create another unique mural.

The goal of this project is to create a “Kelsey Art Trail” that will generate buzz among her numerous fans, who often travel to see her work in person, while also making Batesville an even more attractive place to live, work and visit.



Greensburg, Indiana Mural Ribbon Cutting



Unique Batesville References

Kesley incorporates unique images into every mural she creates. The MCMV team was given the opportunity to select the Batesville specific images to be worked into the Tree Swing mural she creates for the community. The team held a planning session to brainstorm and vote on the items to be included. They selected the Bulldog school mascot, the Mayor's Youth Council logo, the Batesville Skyline, the Gibson Theater Marquee, and a Welcome to Batesville sign.

Site Selection Process

Kelsey's mural will live on the Miss Shannon's Music Studio building. The team selected this site after contacting several downtown business owners with buildings that were located in areas prime for beautification.

The team proposed placing the mural on the side of a laundromat, a liquor store and a few other locations. However, the team had difficulty receiving official approval from the building owners and learned one of the locations required an additional approval process due to its designation as a historical site.

The Miss Shannon's Music Studio location was ultimately selected because of positive buy-in from the business and building owners as well as its proximity to the Batesville Farmers Market, which takes place on Saturdays in the parking lot across the street. Additionally, this location has a sidewalk in front of the mural wall that will make it safe for people to take photos.



Computer generated mock mural on Miss Shannon's Music Studio



The Planning Process

PROJECT: TREE MURAL

Proposed Project Implementation Timeline

This first mural will be utilized as a starting point to generate interest and excitement as a larger plan is launched to bring creative projects downtown. The next step will be working with local artists to create additional murals and involve residents in additional artist activities.

The team will continue meeting to finalize the full plan for this larger initiative, and are currently discussing including crosswalks, parking spots, sidewalks, and an art cart. The team is also planning to host a mural unveiling party in late July of 2019 to invite the community to take pride and celebrate the new public art.

Spring 2019

Plan unveiling ceremony, other art projects (if funding is available), and integration into the Mayor's Youth Council's 2019 ECHO Nation Youth Leadership Camp.

Summer 2019

Prepare the surface for the painting; the artist will create the mural the week of July 22-27 over a day and half; involve the 50 3rd-5th graders who attend the ECHO Nation Leadership Camp in the process; host unveiling ceremony for the city.

Fall 2019

Based on additional funds available, plan additional downtown art projects created by local residents.

Project Partners

- Batesville Main Street
- Batesville Area Arts Council
- Ripley County Community Foundation
- Mayor Mike Bettice
- Amack's Well
- Miss Shannon's Music Studio
- Batesville Chamber of Commerce

Budget Estimate

Expenses:

Mural Artist Fee (12ft. x 12ft. mural) - \$12,000

Travel (Artist and Manager) - \$2,000

Scissor Lift (2 day rental) - \$750

Preparation of wall (primer and cleaning) - \$1,250

Food and supplies for unveiling ceremony/event - \$1,000

Additional art projects around downtown (trash bins, crosswalks and parking lot) - \$3,000

TOTAL EXPENSES: \$20,000

Income:

IHCDA - \$5,000

City of Batesville's Belterra Casino Fund - \$10,000

Duke Energy - \$5,000 (proposed)

TOTAL INCOME: \$20,000



CONCLUSION

While the team believes Batesville is already a great community and a wonderful place to live, the hope is that this project will attract more people downtown by giving them an opportunity to enjoy interactive art.

Our team would like to thank the Mayor of Batesville, Mike Bettice, the Batesville City Council, the Indiana Housing & Community Development Authority, and the many other organizations and people who supported our planning process.



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