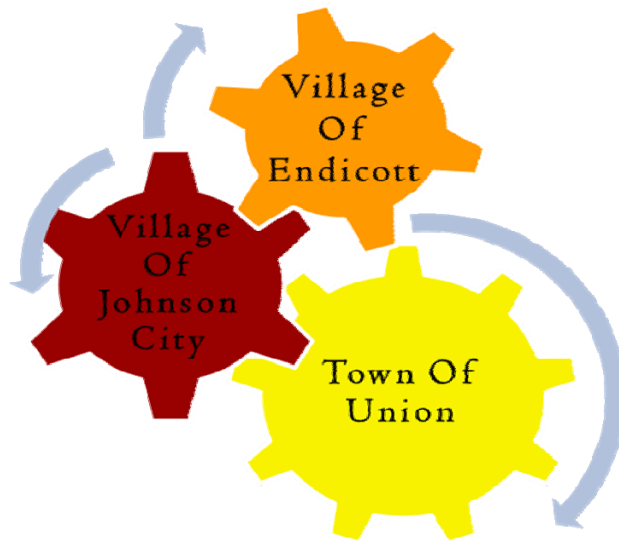


Goals & Objectives

Chapter 15



Culture, Arts & Entertainment

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Culture, Arts & Entertainment

15

MISSION STATEMENT: TO EXPAND THE INTEGRATION OF THE ARTS INTO THE SOCIAL ENVIRONMENT, AND PROVIDE AFFORDABLE FAMILY ENTERTAINMENT.

The theme of this goal has three components: culture, arts, and entertainment. The rich ethnic heritage of the area due to the settling of immigrants decades ago has resulted in ethnically diverse neighborhoods, churches, restaurants, and annual festivals. The “Little Italy” neighborhood in Endicott is an example of a vibrant community endeavor to celebrate their heritage by establishing an organization focused on maintaining and enhancing the ethnic character of the residential and commercial neighborhood. In recent years there has been an increasing emphasis on promoting local arts and entertainment, particularly to enhance the family living experience, and to encourage families and young professionals to stay or relocate in the area. For an area its size, this region supports a relatively large number of musical venues, including Broadway, orchestral, and modern artists, several performing arts theatres, and sports teams (see **Map 1** Town of Union & County-Wide Cultural Facilities).

The town, villages, and county maintain a variety of artistic and cultural programs. Within the town, the Endicott Performing Arts Center (EPAC) supports both local and national artists, with a strong emphasis on training local students and adults in the performing arts. The Town has assisted EPAC with funding for capital improvements to the facility through the Community Development Block Grant (CDBG) program. The Cider Mill Playhouse offers excellent theatrical performances and performing opportunities for adults in Endicott. Similarly, the Goodwill Theatre has been enhancing their facilities with state grants and funding through the Town’s CDBG program in order to provide an artistic forum primarily for youths in Johnson City. Magic City Music Hall in Johnson City brings national musical groups to the area. There are also a number of performance facilities in the greater Binghamton area. The Forum (Broadway Theatre League) brings in national performances of Broadway caliber, and provides a venue for the Summer Savoyards, and the Tri-Cities Opera Company. Binghamton University offers the Anderson Center for the Arts where residents can see the Binghamton Philharmonic, and other local, national and international performing groups demonstrate their talents.

In the City of Binghamton, the Art Mission, Roberson Museum and Science Center, and even the First Fridays Art Walk enhance a growing arts community in the downtown area, all within minutes of the Town of Union. A short

distance further is the Binghamton Zoo at Ross Park and associated Discovery Center. Just to the south of the town is the Kopernik Space Education and Observatory in Vestal.

The area supports a large variety of entertainment events that bring many visitors from beyond the greater Binghamton area. Binghamton University is home to the new Events Center, able to host both national top chart musical artists and Division I sports games. The Broome County Veterans Memorial Arena is home to the Binghamton Senators American Hockey League team, inspiring many local youths to participate in the many local hockey programs. The Eastern League's AA Binghamton Mets baseball team plays in the spring and summer at the NYSEG stadium. A highly attended festival of national acclaim is the Spiedie Fest Balloon Rally Expo, held at Otsiningo Park, minutes from the town. The area has also been fortunate to host the New York State Summer Empire Games on a four-year rotational basis with several other parts of the state. These are just several cultural and entertainment opportunities available among many in the region.

Cultural, Arts, and Entertainment Goals

- CAE-1 To continue to celebrate the history and ethnicity of the area;
- CAE-2 To continue to provide affordable family entertainment;
- CAE-3 Increase integration of the arts into the educational system.

Objectives – Culture, Arts, and Entertainment

Objective A. Continue to celebrate the history and ethnicity of the area.

a. Service

Policies

1. Cooperate with private ethnic and cultural programming initiatives;

c. Community Involvement

Policies

1. Support promotional efforts and advertising for scheduled events.

Objective B. Continue to provide affordable family entertainment.**a. Capital Improvement****Policies**

1. Support an improvements program for community and performing arts facilities to make them accessible for people with disabilities.

b. Service**Policies**

1. Provide technical/logistical assistance with parking solutions to support scheduled events.

Objective C. Increase integration of the arts into the educational system.**a. Service****Policies**

1. Provide funding sources for transportation and coordination between schools, after-school programs, and care facilities to educational and entertainment facilities;
2. Promote visiting artists programs to the schools.

Map 1 ~ Broome County Cultural, Arts, And Entertainment Facilities

