



LD-15

**City and university collaborate for cultural tourism**

The city of Bloomington, Indiana (69,000), recently created a strategic plan to develop cultural tourism in order to create synergies between the town's own cultural and recreational assets and those of Indiana University. The plan lists several action items associated with each of three broad goals: establish a solid culturism infrastructure, establish cultural tourism as a key economic development strategy, and establish the Bloomington area as a cultural destination. The new Corporation for Capital Improvements and Attractions, with a board of directors appointed by Bloomington's mayor, is charged with implementing, maintaining, and modifying the plan and will promote effective intergovernmental cooperation in its approach to cultural tourism. The corporation's board—which includes representatives of city council, the mayor, the county—has formed two committees focusing on physical asset needs (such as meeting space and performance space) and interagency coordination, planning, and grants. The city and university are providing funds to support the plan's implementation.

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