



- Research
- Analysis
- Strategy
- Implementation

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The Big Picture: Salina’s Cultural Assessment and Strategic Plan

Building on the success of the 2009 Big Ideas Community Cultural Plan, The City of Salina, Kansas, has engaged Keen Independent Research to conduct a new cultural assessment and create a plan that will guide the City’s development of arts and culture for a new era.

The Big Picture: Salina’s Cultural Strategic Plan will:

- Engage cultural partners, residents, creatives, arts and culture users and non-users alike to build a shared understanding of key issues, challenges and opportunities in Salina’s cultural ecosystem and economy;
- Reflect the community’s unique assets and voices;
- Guide future priorities and investments; and
- Create a realistic phased implementation plan for taking action on recommended programs, policies and practices.

The assessment will provide an evidence-based plan built on market analysis, stakeholder and community engagement, benchmarking and a cultural needs assessment.

Study team. Keen Independent is a national research firm with expertise in arts and culture, equity and economics. Alex Keen, Managing Principal, and Heather Calvin, Associate Principal are leading the project.

Schedule. The study launched in February 2026 and will be completed in January 2027.

How to Get Involved

Public feedback will inform this project throughout its duration and will include a community meeting, interviews and small group discussions and a virtual workshop survey. Input may also be submitted anytime during the study by:

Visiting the study website: <https://www.keenindependent.com/studies/salinabigpictureculturalplan>

- Calling the study hotline: (602) 767-7067
- Emailing the study team: SalinaBigPictureCulturalPlan@keenindependent.com