Big Car uses creativity as a catalyst for a better Indianapolis. This chart explains how.

**PROJECTS & PROGRAMS**
- adventurous
- multi-disciplinary
- engaging
- meaningful
- kid-friendly
- thoughtful
- innovative
- well designed
- green

**OUTCOMES**
- a greener city
- better utilized public spaces
- more connected & adventurous residents
- thriving local businesses
- reduced poverty

**ISSUES FACING OUR CITY**
- health — happiness
- civic engagement — social cohesion
- educational achievement — lifelong learning
- neighborhoods — community
- creativity — cultural appreciation
- economy — talent attraction & retention
- ecology — connectivity

**we address these through**
- inclusive — interactive — collaborative
- fun — equitable — multi-sensory
- highly visible — surprising — accessible

**with the goal of reaching these metrics**
- happier, more creative & healthier people of all ages
- stronger arts audiences
- shared stories

Big Car uses creativity as a catalyst for a better Indianapolis. This chart explains how.