



Driving Michigan's Economic Engine...

**Using Culture and Tourism
to Fuel Community Prosperity**

Arts and Entertainment Districts

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Arts and Entertainment Districts

“Art holds the power to create a shared cultural language, to connect communities and to transform the urban environment. Our vibrant arts and cultural community is essential to the health and well being of our citizens, and is what guarantees the quality of place that makes our city uniquely Providence.” - Mayor David N. Cicilline, Providence, RI

What?

What is an Arts and Entertainment District?

Names and Labels

Arts Districts

Arts and Entertainment Districts

Cultural Districts

Cultural Location and Ethnic Districts



Arts and Entertainment Districts

Types and Styles

- Arts and Entertainment districts
- Tax abatement districts
- Tax generating districts
- Zoning and exemption districts

Sizes and Shapes

Formal and Informal

Why do people like Districts?

Why the Arts?

Places to Go; People to See



Arts and Entertainment Districts

Possible characteristics of an Arts District:

Generally defined geographic area

Theatres and other cultural facilities

Mix of activities

Arts organizations

Individual artists, working studios

Arts-based and non-arts based services and businesses

Galleries

Restaurants, bars, coffee shops

Retail spaces

Hotels, B&B's, and residential areas

Offices and work spaces



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Why ?

Why have cultural districts?

Revitalize a neighborhood

Stimulate the economy

Engage residents

Draw tourists

Provide a sense of community

Serve as a gathering place

Create a sense of place

Encourage creativity

Have fun

Invite participation

Strengthen partnerships



Arts and Entertainment Districts

Provide entertainment

Promote the arts and the artists

Create a buzz

Develop an image

Stimulate cultural tourism

Enhance property values

How?

How to develop your own Arts District

Have a conversation

Involve everyone

Let the neighborhood decide

What's the point? the focus? the idea?



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Make a plan

Develop a buzz

Start; bird by bird

Find the unique characteristics

Reflect the neighborhood and the community

Public art and public participation

Don't make it too hard

Capitalizing on cultural, economic, social assets

Keep all stakeholders in the loop

Promotion, public relations and marketing

Reflect and revise

Long-term vision, planning and commitment



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Ideas and Examples

Simple vs. complex

Finding ways for (almost) everyone to participate

Making it successful

Broadcasting the successful

Cities of all sizes and shapes

Finding your own ideas



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Resources

Hilary Anne Frost-Kumpf. *Cultural Districts*. Washington, DC: Americans for the Arts, 1998.

Americans for the Arts www.AmericansForTheArts.org

Ames, Iowa www.mainstreetculturaldistrict.com

Downtown Visions for the Arts www.downtownvisions.com

Ft. Worth, Texas www.fwculture.com

Hartford, CT www.connectthedots.org

Pittsburg, PA www.pgarts.org

Providence, RI www.providenceri.com/artculturetourism

Riverhead, NY www.eastendarts.org

Seattle, WA www.seattle.gov/arts

Tucson, Arizona www.tucsonartsdistrict.org