

Realize Bradenton

Comparable Cities Research
Conducted by Creative Planning, Inc.
www.creativeplanning.info

Web research and transcripts of interviews with arts leaders in 11 communities with similarities to Bradenton. The areas we focused on included size and demographics, revitalization, historic renovation, recruitment and retention of artists, public art, and how the support for arts and culture was developed.

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Chattanooga, Tennessee

General:

Population: City 150,000, 4th largest in TN County, Hamilton County – 310K
Rough demographics : 76% white, 20% black, median household income 38K, median age - 37
Coastal community? NO
Riverfront? YES
Resort/retirement community? Neither, specifically, but it has become an arts tourist destination

General cultural development

Strengths: One of the most progressive and livable mid-size cities in the U.S. In this decade the city has won three national awards for outstanding livability, and nine Gunther Blue Ribbon Awards for excellence in housing and consolidated planning. Lots of arts organizations that are all working together as teams, lots of conversations and ideas, they learn from each other and bounce ideas off each other. It is a very positive environment to move forward, not centralized, but much more collaborative. It is a spring board from the planning process.

Challenges: The current economic spin makes funding general operating support for organizations a challenge with competition against other choices of giving. Growth from new Volkswagon plant is both an opportunity and a challenge.

Leadership

Arts council? Allied Arts contact: ALLIED ARTS OF CHATTANOOGA
20 Bluff View - Chattanooga, TN 37403 - 423.756.2787
Rodney Van Valkenburg – Arts and Education Rodneyvv@alliedartschatt.org

*Marilyn Harrison, ex. 11

<http://www.alliedartschatt.org>

Roles and Functions: Mission: To strengthen the area's cultural life through strategic investment in its cultural resources; to advocate for cultural organizations, activities and initiatives throughout the community; to ensure the cultural development of young people.

Founded: 1969

Vision: Our current goals include establishing a pilot program to empower four elementary schools to meet the Fine Arts Standards; advocating teacher preparation that includes the effective use of the arts; ensuring strategic and equitable distribution of resources; and increasing donors and audiences for cultural activities.

Programs: Ticket/transportation subsidies for students to cultural events, Artist-in-residence program, Public art grants

Youth Served: 40,000

Budget: Last year, 2008 3.2 million was down from the last two years. We received less foundation funding. The Arts Alliance gets money from the Fed, state, local and National Endowment, Tennessee Arts Commission, the county and city, also United Arts Campaign – our goal is 2 million for this year. We have a \$15 million endowment as well which we raised from influential citizens 12-15 years ago It includes endowment for the Symphony and Hunter Museum, as well as our administrator executive. Allied Arts manages, also allocate from campaign.

Funding: Private support, Government and/or foundation grants

Governing Board: Yes

Advisory Board: Yes

Community Service Area: County

Serve At-risk Youth: Through project grants, this year from National Endowment for inner city young people through parks and rec.

Collaborations: Cultural institutions

City: Education, Arts, and Culture (EAC)

Contact: Missy Cruthchfield, administrator
David Johnson, Deputy administrator
Dept of Education, Arts, and Culture (EAC)
(423) 425-7823 phone

Roles and functions:

The creative office of the Littlefield administration. This is where ideas flow and creative opportunities flourish for education and outreach. Many projects are already underway. Renovation and restoration are continuing in the civic facilities to maintain first class venues to present top level performances and programs.

The EAC has a mission to develop a broad base of programs that will give residents of all ages, incomes and ethnicity a chance to connect the dots between social issues and the arts.

The EAC emphasizes mentoring, new approaches to literacy and learning, purpose-driven social networking events, multi-cultural outreach, and gender-specific programs for boys and girls emphasizing healthy relationships and peer-to-peer programs. Our anti-gang initiative emphasizes team building and arts-based career programs.

Funding sources : City

Other cultural leadership organizations?

Tivoli Theatre, home of Chattanooga Symphony and Opera Ass.

Contact: Robert Bernhardt, Music director Phone Number : (423)267-8583

Website : www.chattanoogasympphony.org

Chattanooga Theater Center
Business Office (423) 267-8538

George Quick ,Producing Director x225 George@theatrecentre.com

Presence of a college or university? University of Tennessee – Chattanooga Roles with respect to cultural vitality and support? Yes, arts and culture includes university, just awarded grant for writers conference, as long as it is open to the public.

Done a cultural plan? YES Public Art Plan When 2003? Get a copy. Got it, done by Barney Worth, as of 2003 no formal Public Art Program. Updated last year. The new plan has a whole new strategy for board operation, new system of cabinets, education, leadership, etc. with goals. We reduced the board numbers, but include community people in cabinets to include more people involved in the process. We did the updated plan with Halsey and Alice North in NY.

Downtown revitalization:

Engaged or have been in revitalization? YES The 21st Century Waterfront Plan was borne out of tremendous community participation and created in public meetings in February 2002. The waterfront plan represents the largest public/private undertaking in a community known for such partnerships, with funding divided between the public and private sectors, including \$56 million from a dedicated lodging tax and \$49 million which was raised through the generosity of the private sector. The plan does not rely on any funding from the City of Chattanooga's general fund.

The Waterfront Plan includes major expansions of the Tennessee Aquarium, the Hunter Museum of Art and an extensive renovation of the Creative Discovery Museum. On the south shore, the project includes the creation of public green spaces at Ross's Landing Park; riverfront mooring facilities; the connection of the art district to the downtown via First Street and a new pedestrian bridge; the creation of a new City Pier; a narrowed Riverfront Parkway that better accommodates pedestrian traffic; a passage-way underneath the Parkway which connects the Aquarium Plaza to the river; and additional parking facilities.

On the north shore, the development of property adjacent to Coolidge Park will feature additional public spaces and the preservation of a natural wetland.

In addition to the projects outlined in the plan, several parcels have been set aside which will allow for immediate on-site private development, bringing additional housing and retail units to the urban core. One developer has already purchased the "Smokestack Lot" and will soon begin construction of a \$17 million mixed-use development featuring residential, retail and a public parking facility.

Through the extraordinary support of those who have contributed to the Waterfront Trust, the transformative \$120 million Waterfront Plan will be fully complete by May 2005. It is the blueprint for a riverfront without rival – a place for Chattanoogaans and their guests to recreate, to contemplate and to celebrate.

Also there is a plan that was done four years ago by the City Parks and Rec for public art. It is an important part of the waterfront. Allied Arts graduated the public art program out on its own, so we can concentrate on fund raising.

Who is leading and what role do they play? The City of Chattanooga, with its Urban Design Center, works in partnership with private development interests, citizens and others to revitalize the community. The center is extensively involved in public sector projects such as the city's Streetscape Project, initiated by the center, and also major roadway improvements such as the Market Street Redesign, 4th Street Boulevard and Riverfront Parkway Redesign.

Key contact for each:

Redevelopment agency? City of Chattanooga Planning and Design Studio: RiverCity Company tel(423) 265-3700, www.rivercitycompany.com

Chamber? <http://www.chattanooga-chamber.com/>

Chattanooga Downtown Partnership's mission is to stimulate economic growth by keeping Downtown Chattanooga lively and vibrant throughout the year. 423/265-0771. (cultural events)

Cultural strategies part of it? Lots of planning and collaboration. We are doing a Branding program through Allied arts, branding the arts is our new focus.

Cultural district downtown? Main plaza: The Waterfront has large area for gatherings. For the 9 day festival in June it holds 100,000 people per night. Downtown: Miller Plaza Features? Outdoor performance, free Friday night performance all summer.

Venues, organization: types and roles? Tivoli theater, memorial auditorium, University performing arts center.

Public square or plaza for cultural events? Yes, several

Investment in cultural venues or facilities? From what sources for what facilities? who owns them? City owns some, Tivoli and waterfront programming, others were done with private money.

Art displayed in downtown businesses and windows? Who is responsible? Association for Visual Art Describe program: places art in buildings for a fee, Hospitals, insurance companies. We have art in buildings to be demolished. Student art in county courthouse, not professional artists.

Tax or zoning incentives for attracting cultural activity, venues, etc.? NO

Historic preservation: what role does it play? There is a strong organization called Cornerstones, private/non profit purchases, renovates, preservation, Chattanooga History center, the Arts Alliance funds. Examples of projects: Walnut St. Bridge, spans the Tennessee River, 25 years ago it was to be demolished, now it is a pedestrian bridge which connects the two shores for walkers. It is well used for walking tours, arts events, arts fund raisers, etc. It was a jumping off project for the renaissance of the city.

Events:

Major ones: Wine over Water, is a benefit for Cornerstone held on the bridge. There are a number of other events held on bridge, galas, Riverbend is a large, 9 day festival, with performers on 5-6 stages. We have a Bluegrass festival on the waterfront that is free.

Who sponsors/funds: individuals, companies, Friends of the Festival sponsor the Riverbend festival. They also have major sponsors, the ticket is \$35, and foundations support it .

Who promotes downtown cultural venues and activity? Promoted by old money, Coca Cola, insurance, iron/steel, owner of NY times, sponsor events or organizations who make events happen.

Wayfinding and signage: how do people know where to go, what to do? Street signage to museums, and arts districts, Bluff View Arts District

Transportation options? Trolley or special buses for cultural events? There is a free electric trolley all around downtown. Good bus system, bike trails. (see excellent video about bike trails and public spaces on www.createhere.org page. (Scroll down it is on first page.) *****

Recruitment and retention of artists ; Are there specific strategies employed to attract and support artists? YES, The arts relocation program came out of plan 2003. Grants were given for artists to grow, equipment, brochures, study. Relocation was started by hosting studies and involving a lot of people in discussions about services for individual artists. We hosted people from Paducah and the McCulley center in Charlotte NC who came here for day long symposium on: Artists in community, agents of community change. Articles came out in the paper very often. There was lots of buzz about economic vitality through the arts. We worked with the Lyndhurst Foundation to fund artist relocation programs and individual grants. We recently graduated these programs as well. We spun them out into non-profit organizations with the purpose to strengthen artist community:

ArtsMove is... an artist relocation program offering incentive mortgages to artists and entrepreneurs in a wide variety of creative enterprises ranging from 2D and 3D visual art to performance art to culinary art. ArtsMove's full-time practicing artists make a commitment to live in an approved in-town neighborhood for a period of five years and enthusiastically contribute to the cultural tapestry and economic vitality of our city., email Christy at christy@createhere.org for more information.

SpringBoard is... a business resource center for artists, artisans and creative entrepreneurs targeting sustainability and durability in small business. Rooted in a commitment to the power of creative economic development, SpringBoard offers entrepreneurs a variety of resources to achieve their artistic and economic goals. Email Sheldon at sheldon@createhere.org

MakeWork is... an arts grant program offering \$150,000 in grants to artists and artisans within a 50-mile radius of Chattanooga. MakeWork grants are available to fund studio assistance, career advancement tools, and specific project needs. By stimulating our city's creativity economy, MakeWork grants empower artists and artisans with the tools necessary to succeed and grow. Email us at info@createhere.org

LeadHere is... a fellowship program designed to cultivate and empower emerging community leaders. LeadHere fellows engage in Chattanooga's economic and cultural development by building relationships with local leaders, artists, residents and merchants. LeadHere offers highly motivated individuals autonomous project management, allowing their work, ideas and energy to have a long-term impact on society starting now. email Sarah at sarah@createhere.org to learn how to get involved.

Createhere is a collective of programs and projects, incentive funding and individuals working for creative economic and cultural development in Chattanooga. A groundswell of innovators, entrepreneurs, and creative professionals, CreateHere is focused on what our city is, has been, and could become. Touching on design and business, on slow food and sustainability, on neighborhood and new vision, and much more, CreateHere is engaging the economic and cultural life of Chattanooga through progressive thought and action. www.createhere.org 423.648.2195 Josh McManus, 423.544.9455 josh@createhere.org Helen Johnson 423.304.7603 helen@createhere.org

Specific location, enclave or district? Main Street. We gave out \$15,000 in forgivable mortgages for artist to buy a house and live in it for 5 years. It revitalized from a pit hole to a major growth area. The organization that leads/administers programs for artists? Lyndhurst Foundation programs Contact: Sarah Morgan, 423-756-0767 x3 She was the catalyst for this program. It is a big story with lots of parts. The Benwood Foundation was involved as well,

but more with the public art program. But it was a major player in the Waterfront Renovation: Christy Huntley, 423-267-4311 ex2
 Central headquarters for artists district or programs? We all work together
 How/where do artists market and sell their work? Lots of galleries, Art Trails publication and websites.
 Historic preservation: what role does it play? Examples of projects. Main Street
 Incentives/support: defined by district or generally available? Don't think so, ask Create Here
 Zoning allowances for live/work, studio? Describe. Ask Sarah
 Other support provided:
 Façade improvement grants: other orgs. Do that
 Low interest loans: free loans 15K
 Health care or insurance: We have policy for staff of organizations. We fund that for existing organizations, but it doesn't work for adding new orgs, and it is not for individual artists, unfortunately.
 Development of artists spaces? YES, see websites above.
 Studios
 Live work space
 Exhibition space
 Budgets and funding sources for projects? Lyndhurst Foundation is the primary source.

Public art

Is there art in public places? YES
 Who funds it? Public/private partnerships, donations

Who runs the program? Allied Arts/ Public Art Committee: Marilyn J. Harrison, Director of Grant Programs & Member Services or Terry Tomasello, Project Coordinator, Public Art Plan : **Rachel Hildebrandt – 423-304-1016 cell** **Selects the art and places it? how is it maintained? Describe processes:**

Criteria to be used by the Public Art Committee and Selection Panels when considering acquisition of artwork by purchase, commission or donation include:

- Artistic merit: concept, design , craftsmanship
- Context: architectural, historical, geographical, cultural
- Compliance with definition of public artwork (see appendix) – for both permanent and temporary artworks
- Maintainability: structural and surface soundness, durability and resistance to vandalism, weathering, excessive maintenance/repair costs
- Diversity: artworks from artists of diverse cultural, geographic, racial, sexual identities; of varied scale and media; exploratory and well established forms
- Public safety
- Feasibility: artist's ability to complete the work on time and within the budget
- Originality: edition of one or part of a limited edition
- Artist's proven ability to collaborate with design professionals (for design team opportunities)

INVENTORY, MANAGEMENT & MAINTENANCE

The City and Public Art Partnership will establish a procedure to provide on-going funding for maintenance of the Public Art Collection.

- The public art staff will catalogue the collection and maintain records of works as they are acquired.

- The public art staff will also be responsible for re-siting and deaccessioning should that become necessary (see policy).
- The City may be responsible for routine cleaning and maintenance of artworks in public spaces, if that work in no way endangers the condition of the artworks.
- The Partnership will provide and coordinate professional maintenance and conservation services through contracted professionals, using established funding mechanisms.

The Partnership will ensure that adequate insurance coverage is provided for the Public Art Collection.

CONFLICT OF INTEREST

1. No artist sitting on the Public Art Committee may compete, during his/her tenure and for one year following, for public art commissions/purchases over which the PAC has approval authority or administrative responsibility.
2. No Public Art Partnership staff member or member of his/her household may submit for public art projects for which the Partnership or PAC have approval authority or administrative responsibility.
3. No member of the project architect's or landscape architect's firm may apply for a public art project being designed by that firm.
4. No artist sitting on a Selection Panel may compete for the commission/purchase for which the panel was formed.
5. PAC members must declare a conflict of interest if a project comes before the panel with which he/she is involved. PAC members must also declare a conflict of interest if a person with whom he/she shares a household or whom he/she professionally represents has a matter before the committee.
6. Any Selection Panel member who is an artist representative or person sharing a household with an artist must declare conflict of interest in the event that an artist that he/she represents or shares a household with is being considered for a commission/purchase. The Selection Panel member must withdraw from discussion of that artist and shall not vote.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts? We are studying how to brand the arts by doing a market study, Allied Arts is doing it.

Joint marketing? What organizations participate? Central web site for marketing cultural activity? Calendar on AA website, Convention and Business Bureau has calendar, and Newspaper.

Youth participation strategies? What is available for youth? What is successful? Our program has been around for a number of years, we fund arts activities in the schools for performance or residency, funding schools to go to cultural events, tickets and transportation. We work with teacher development programs to incorporate arts into curriculums, looking at arts education, there are 16 organizations that collectively put 1.5 million into arts education. We are looking to coordinate it better. Schools have very few arts in elementary schools. We are looking into improving that.

Cultural tourism packaging and marketing? Describe. Who leads it? Partners? That is part of the other plan with the convention bureau. The majors are funded by the Tennessee Arts commission and cultural tourism. This is being revised.

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy: Lots

Perceived "state" of giving: strengths, challenges? We are fortunate for lots of old money, but we are identifying new donors because we have lots of older people, currently. There is a transfer of wealth underway, and we need to figure out how to tap the transition. We have an Arts Leadership Institute, where we train younger people to become involved in the arts.

Any joint fundraising? Lots of sources? Foundations? Who leads? Lyndhurst, Benwood foundations
Workplace giving program? Yes, our annual campaign has lots of organizations as part of it. Who runs it? AA How much? We have 10-12 companies involved. The numbers have lowered because of the loss of headquarters due to mergers, but VW looks good. Volkswagen chose Chattanooga to build a billion dollar manufacturing plant. We will be meeting with them next week, they sound supportive of the arts which is German culture, it may change how art business is done here.

How is it allocated? General fund and operating support/schools, etc. look at grants program on website. Strategic plan looked at everything we do, we are redoing way we raise money, allocate, everything.

Advice for Bradenton? Have a good outside facilitator for planning. Lots of community involvement, get buy in as you go through process.

Interview #2:

Miki, lived in Village of Arts for 8 years in Bradenton, I helped to start it. But, we wanted a new challenge and so we visited all top 10 cities that arts calendar magazine rated. We put our house in the market in the calendar for that issue. I asked them if they were going to be including Bradenton in the issues, but I was told no. So I talked to Mike Kennedy, who put a full page ad for Bradenton in that issue. My husband and I went to Paducah for a visit, but they were too far away from everything, too rural for us. Chattanooga started on that model as well. But, Chattanooga is very different than Bradenton, the artists are not clustered, like in Bradenton, there are 4 overlay districts here. They were pretty picky about the quality of the artists. Bradenton does not have as a professional of an arts base, so it brings down the whole concept.

We liked Chattanooga very much immediately. It is alive and growing. We came to visit East Main St. only two years ago, and when we came the neighborhood was a mess. But the city was behind the change. It went from a polluted area to a green, green city. Then we came back the following summer to spend the summer and live here to see if we liked it on the long term. We talked to Chattanooga Neighborhood Enhancement, they were the organization that bought up the houses, and we decided to come here. The artists know marketing, know what works and what doesn't. The mayor was fantastic, the community came together to make the district and it came together very quickly. The Knight foundation is equivalent to the Lyndhurst foundation here. I didn't want a gallery any more. I do local galleries, and we may get together as the south side artist co-op. I put in a studio show room, and the city does a gallery hop once a year. They support it with a lot of publicity, we had 400 people on one day. We had a meeting afterward to brainstorm ideas and we want to do more than one a year. Eventually, it may be all the marketing we need.

I didn't like Paducah because it was so land bound and spread out. It didn't feel it was the right location for us. We wanted to be closer to a tourist destination, you can't depend on the locals, and Paducah wasn't a destination. Chattanooga is very cool, and so dynamic. It even has free electric busses.

We wanted to get things going in Bradenton, but it has already happened in Chattanooga. Volkswagen chose Chattanooga to build billion dollar manufacturing plant. We will be meeting with them next week, they sound supportive of the arts which is German culture, may change how art business is done here.

The arts need retail, shopping, condos, restaurants. They need it all, you can't separate it. I have it all here. I had a gallery in Vermont for several years. It was between a college town and a hippy town, with a resort in the middle, we had summers and winters to sell, and a studio, but for 6 months it was dead. We didn't want the mid-west. We resonated in SE. We still come to Bradenton in the winter, we kept the condo to come visit.

Diane Shelly is a very close friend in Bradenton. To make it work the city needs to grow. We were three blocks from downtown, and people didn't know you could walk to the studios, we needed signage, recognition, gateways, people didn't know we were there. More amenities would help, garbage receptacles, benches, etc. You need the right mix of people in the government and artists with savvy, with some money from the foundation, you can make magic.

Learnings from Chattanooga: The transformation in Chattanooga may have started with the historic bridge transforming into a pedestrian bridge. This became an 'art focus' that caught the eye of the people in charge. The foundations, particularly Lyndhurst, function similarly to the Knight Creative Cities. There was a very involving planning process that spurred the dialog collaborative environment early on. This dynamic community and foundation support enabled the town to reinvent itself as a haven for artists. The numerous organizations that support artists moving to Chattanooga have fueled this transformation. The pedestrian/urban environment has contributed immensely. The walking studio tours are so successful now that artists can rely on them for a significant part of their income. This is a huge draw for attracting high caliber artists that allows the 'critical mass' contributing to a self-sustaining system. Bradenton can learn a lot from Chattanooga. One of the significant differences, however, is the size of the urban core, and the large presence of old money that was available in Chattanooga.

Pawtucket/Providence RI

General:

Population: Providence: 172K, metropolitan: 1.7mil (includes some in Mass.) County 621K, Pawtucket: 75K

Rough demographics: Providence: Poverty among 10 most highest in country for cities over 100K, Pawtucket: median age 35, median household income 31K

Coastal community? Narragansett Bay

Riverfront? Providence River

Resort/retirement community?

General cultural development

Strengths

Challenges

Leadership

Arts council? RISCA RI State Council on the Arts Contact: CRISTINA DI CHIERA, (401) 222-3881, Director of Individual Artists and Public Art Programs e-mail: cristina@arts.ri.gov (moribund for the last few years)

Roles and functions:

- * Stimulate the growth of the state's arts and the public's participation in them
- * Survey and assess the needs of the arts state-wide, and to make recommendations to the Governor and the General Assembly
- * Provide educational opportunities in the arts
- * Actively support and encourage the expansion of the state's cultural resources
- * Promote and protect freedom of artistic expression

Pawtucket:

Film: Pawtucket Rising, \$15, by filmmaker Jason Camimiti 508-802-9602,

Article: ABC's of Creating Artist Communities by Herb Weiss,

<http://www.artinruins.com/arch/> is his website.

Ann Galloyn did our cultural plan and for Providence.

Budget: Planning Economic Cultural Affairs Officer salary, for small business, no budget, just salary plus some marketing, and ad or printing through Planning Dept., art fair \$160,000 raised from city 22K, 95K from business, the rest from grants, admissions, and selling stuff.

I do it with energy, pick up chairs for events, give tours, change laws, 25K for 501c3s for operation expenses, 10K for art gallery for the Pawtucket Collaborative to run. We allowed artists to live in mills 20 years ago when the state legislature created a 307 arts district, with no sales tax if they live or work, only fed tax. We created a restaurant loan program, loans to bring fire code compliance, created zoning, planning, the mayor is available to talk issues and to troubleshoot. The changes to the system were we created a weekly meeting to review plans of developers, etc. and help each one case by case. We created a mill overlay district to allow mixed use. Live/work/retail. We are fortunate that we have location, location, location. The exits on the freeway are 10 min. from Providence, 45 min. from Boston, and we have very low rent compared to those places. I work with artists closely, I answer the phone, no appointment necessary. I am available. Other cities fly me to talk, Penn. NJ, Maine, NY. You can fly me down if you want to. Your city must get the mayor involved and embrace it and find another advocate as dedicated staff, it doesn't have to be full time, they can have other duties. Recruit artists

like small businesses. The Arts Council of Pawtucket is inactive, the collaborative picked up that function. The theater moved here 4-5 years ago. The city sold the armory for \$1 to create a regional performing center. Now we have Stonesoup coffeehouse, and a weaving mill there as well.

Funding sources: city

How are the arts funded (see below, public and private support sources, amounts; who administers?) bootstrap

Other cultural leadership organizations? Contact:

Presence of a college or university? Rhode Island School of Design, Brown University are both close by in Providence and they contribute to a population that appreciates and encourages a creative climate.

Done a cultural plan? The City of Pawtucket and Providence hired Researcher Ann Galligan, of Northeastern University, to create an arts and cultural plan. Allowing the city to become more proactive in retaining and attracting artists will enable city officials to allocate resources more effectively to meet the needs of Pawtucket's growing artist community.

Pawtucket is becoming known as a center for arts and culture. This reposted 2004 NY Times article describes the city's efforts to attract artists as well as its continuing problems with red tape.

Each September, the city, in conjunction with members of the Pawtucket Arts Collaborative, produces an annual Arts Festival. The city also hosts Riversing, an independently-produced, day-long musical event.

Providence/Pawtucket adjoining 3-4 miles apart, settled 17th century. Were separated then, but adjoined by a short hop on the freeway now.

Downtown revitalization:

Pawtucket: HERB: The arts district did it, heavily urban, the downtown is pretty dead still.

There was not enough density to support revitalization, it took several years of arts to get the developers to come. Now we have the mill redevelopment to lofts/ for live work space for professionals (not all artists, but arts related), now 57 condos in River Lofts. 125 market rental apts. All live/work spaces, and 245 condos. At Union Watting, we have created density. Two are up and running, two are under construction. Density will help to create retail. The Pawtucket Foundation is made up of businesses who work with the city. You need to get businesses involved. We created an arts festival to bring people downtown. This year we pulled in 40-50,000 during our 3 week festival. Our website is: Pawtucketartsfestival.org. We changed our tagline to: Pawtucket Rhode Island arts community. Communities are using us as a blueprint. We are not there yet, but moving quickly. 15-20 buildings have been sold for arts but it takes time with sweat equity. Push for use of vacant buildings. We went to the state to create a law for selling liquor near schools and churches, they changed it for us. We have storefront churches. They changed the law for us. Now, the Liquor license is an asset of the business. We created a new class of licence, depending on the type of building, so the liquor license would revert back to the city, if the use changed. It was done to get restaurants back downtown. It is working.

No plazas, but we have 35 buildings in historic downtown district, none of them are on the market yet. It is coming, this is new. I can show people around. I would be happy to tour you around. We are still in process. We have been at it for 10 years, and we are not there yet. 1-2 million square feet of space purchased has been purchased for arts since then. The arts brought in a California developer for one development. It has 2-300 art studios, 3-500 live/work. We have nationally known artists moving here now.

Engaged or have been in revitalization? Pawtucket: We have not revitalized that much, in the 60's there was some urban renewal, but we had an abundance of old empty brick factories and warehouses. This was the asset we seized upon. In last 10-20 years these have been developed as artist studios, medium to large size buildings became cheap. We marketed them to clean artist studios and craft companies. Incentives? No, market driven. Providence had its renaissance first and artists were priced out of Providence. Then the city and state government created the arts and entertainment district here. Income from work was exempt from city and state sales tax. It is not that big a give away since artists don't make that much money. Many buildings were not in the A&E district, so they don't have incentives, but

psychologically, it worked. We used it as a marketing tool. We were a parochial city, white, first generation immigrants, industry had left. Providence is artsy, and now Pawtucket could be friendly. Herb Weiss is major source in Pawtucket Planning Dept. Economic . Herb is about customer service, he will drive you around, and knows players and will find you a space. He works with code people and helps projects go through. Customer service is the niche Pawtucket has carved out. Providence has demanding arts organizations vying for money. Pawtucket has been proactive and assists people. 401-724-5200 is Herb's number. Arts councils are not doing it here. The Planning Department uses it as economic tool. But now it is starting to do more theater, artist equity, etc. a little music. Presenters are also part of the push, the city gives funding to arts programming organizations directly, as well as the arts. Pawtucket is the only city in the state that does this. The city gives organizations operating funds. It helps. It shows commitment.

The Pawtucket Collaborative is a membership of artists and art supporters, anyone can join. We are given space from the city for gallery space, we present high quality shows, 6 per year. Most are juried, group shows. Shows bring people in, it might be a member to do a solo show, it might be international, Hispanic, immigration, we have various themes. Once a year it is open to everyone. Most shows are for members, most are juried. Also we hold lectures and panel discussions by local artists, like: how to make a living as an artist. Pawtucket Open Studios are every September in conjunction with the arts festival. Now we get 50-70 studios open and enough public to make sales, so it is worth marketing. Not enough yet for total commercial viability, but we are moving in that direction. We have enjoyed 10 years of the city sponsored arts festival. It draws people from outside, and it is free. Opening night we brought in Zydaco bands and it is a draw. We had good press in Providence and we are well known in the state and surrounding area. It is run through planning department as well. Herb is a good executer. Hi is open to ideas and gives credit to the current mayor who saw arts as a revitalization tool. The city has also created a new public high school devoted to the arts. They are trying on a number of different fronts at the same time. Booming? No, but better than 10 years ago. We have 100s or dozens of artists, not restaurants and shops yet, but coming. Providence has that going for it. It was empty a few years ago, but it always had fine restaurants, etc. The boundaries of the communities are blurred, since we are so close to each other.

Providence emptied out in the 60s, it is more difficult to pin point to one factor, but the renovation in the 80s that paved the river plus the new convention center and commercial mall, seemed to be the springboard for them. It was built right at the edge downtown, you can park there and walk to downtown, where you can find good theaters, and good restaurants. Then Mayor went to jail and the rest cleaned up. There was a lot of corruption before that happened. Then, real estate development began again. There was a residential component. The Arts, including the culinary arts, played a part. Food artists from RISD, professional theater, and smaller theaters all were there.

WaterFire is art installation that became a festival, it brought people back into the city, and brought people in from out of town, it happens 10-15 times a year May-Sept. brings 60,000 people free to the city. It was not planned. A single artist had an idea and did it on a small scale in the winter, and brought it back again for a conference and it clicked. People came downtown, it became more festival like. Streets are closed, it can be really crowded, hotels fill up, restaurants are booked, it adds money to the tax structure. People bring friends from out of town, or tourists come. It is a non-profit and has to raise money every year. There is a 1% sales tax on restaurants, but really WaterFire has changed the image of Providence as a destination on its own. It has been going since 1994, actual seasons from 96.

Providence: Recent efforts at downtown revitalization have focused more on historic preservation. Kennedy Plaza, City Hall, the Arcade, the Strand Theater, the Richmond Building, Union Station, the reemergence of Lupo's Heartbreak Hotel and the Owen Building are a few of the city's recent downtown renovation projects. In addition, two new office towers have recently been constructed (The Fleet Center and Citizens Plaza), a new convention center has opened on Sabin Street, the river relocation project is nearing completion, and Johnson & Wales University has begun construction of a new campus on the site of the former Outlet Building. Also, the new "Downcity Plan" will provide the framework

for making downtown Providence an arts and entertainment district with a substantially larger residential population.

Who is leading and what role do they play? Key contact for each:

City Redevelopment agency? Providence Economic Development Partnership (PEDP)

<http://www.providenceri.biz/>

Downtown business association? Arts and Business Council of RI:

<http://www.artsandbusinessri.org/>

Chamber? Greater Providence Chamber of Commerce: <http://www.provchamber.com/>

Other? THE PROVIDENCE FOUNDATION

http://www.providencedowntown.com/providence_foundation.php

The Foundation originates and advocates policies and projects for the development of downtown and the City. It plays a leadership role in planning for downtown. Its primary focus is to create an environment that is conducive to economic development and sustained investment in downtown and the creation of a vibrant neighborhood. The Foundation identifies and acts upon opportunities and targets projects and policies that have a catalytic effect; and coordinates projects and groups involved in the downtown. The Foundation brings private sector expertise to the development of policies, plans and projects. THE FOUNDATION, WORKING WITH THE CITY, IS A GENERATOR AND KEEPER OF THE VISION FOR DOWNTOWN.

The Foundation is a private sector, not-for-profit organization. It is supported by 110 of the leading companies and institutions in Rhode Island. It is an affiliate of the Greater Providence Chamber of Commerce.

Pawtucket Foundation: <http://www.pawtucketfoundation.org/pawtucket/> There is an active creative community engaged in the cultural richness of the past and future. The architecture and landmarks are of a classic New England industrial center. The Pawtucket Foundation is pleased to be a member of the community preserving the strong identity and taking care for the future.

Cultural strategies part of it? in what way?

Cultural district downtown? The Downcity District is an overlay zoning district designed to direct development in the downtown, to protect its historic architectural character, to encourage round-the-clock pedestrian activity, to promote the arts and entertainment, and to support residential uses. The District was established in the Providence Zoning Ordinance (Chapter 1994-24, No. 365, 6/27/94). Design review: The Downcity District Design Review Committee (DRC) was appointed by the Mayor to administer the Downcity regulations. (Downcity plan PDF)

<http://www.providenceri.com/government/planning-drc1.html>

Venues, organization: types and roles?

Public square or plaza for cultural events? YES, see Kennedy Plaza

Investment in cultural venues or facilities? YES From what sources for what facilities? who owns them?

Art displayed in downtown businesses and windows? Who is responsible? Describe program.

Tax or zoning incentives for attracting cultural activity, venues, etc.? YES

Historic preservation: what role does it play? How is it funded? Examples of projects. (see Downcity District and Pawtucket Artists Collaborative)

Events: WaterFire: The river is brought to life several times each summer during a public-art event that attracts more than 50,000 people.

Major ones:

Gardeners eager for the planting season await the Rhode Island Spring Flower and Garden Show at the Convention Center in February. Providence begins its festival season with Columbus Day on Federal Hill, celebrating the city's Italian community. June brings the Festival of Historic Houses, including candlelight house and garden tours, and Convergence X, a week-long celebration of the arts. Also in June is Festival del Sancocho, celebrating Latino culture, music and food. On select evenings throughout the spring and summer, the city's Waterfire exhibit features about 100 "singing bonfires" mounted along the newly revitalized riverfront in downtown Providence. Burning torches are accompanied by music designed specifically for the

display. Volunteers move up and down the river on a small barge rekindling the torches as they burn during the course of an evening's performance. In August the juried Rhode Island International Film Festival is held in various venues in the area.

In late October or early November is the Great International Beer Competition, held at the Rhode Island Convention Center. Special holiday festivities are held throughout the month of December, culminating in First Night Providence on December 31, a city-wide, family-oriented welcome to the New Year featuring music, art, dance, parades, and fireworks.

Who sponsors/funds

Who promotes downtown cultural venues and activity? City of Providence, Department of Art, Culture, and Tourism: <http://www.providenceri.com/ArtCultureTourism>

The Greater Kennedy Plaza Working Group <http://www.kennedyplaza.org/> is a partnership of private and public sector organizations that have come together to transform the downtown Providence area (including Burnside Park, the Bank of America Skating Center, Biltmore Park and Kennedy Plaza) into a lively public square, rich with activity.

Summer programming includes a series of fun daily events like Public Square Tuesdays, Market Thursdays, Friday Farmer's Market and Rhythm & Soul Sundays. The line up at Kennedy Plaza this season also features exciting happenings like the Street Painting Festival, Roller Derby, IndieArts Fest, Peace Flags, the Bolivian Festival and R&B Heritage Month.

Wayfinding and signage: how do people know where to go, what to do?

Transportation options? Trolley or special buses for cultural events? Other options or incentives? Pawtucket commuter rail and renovation of historic train station initiative.

http://www.pawtucketfoundation.org/train_station/

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? Artist housing program:

<http://www.arts.ri.gov/special/housing/> Artist Health Care initiative:

<http://www.arts.ri.gov/special/healthcare/>

Specific location, enclave or district? Pawtucket What places do artists live and work?

<http://www.pawtucketartscollaborative.org/>

Organization that leads/administers programs for artists? Contact: Steve Kumins

Steve@pawtucketartscollaborative.org

Central headquarters for artists district or programs?

How/where do artists market and sell their work?

Historic preservation: what role does it play? How is it funded? Examples of projects. Downcity:

Developers made a concerted effort to target the district, and Cornish led the charge to institute governmental policy that allows financial breaks for developers rehabbing historic structures.

Uncovering the once paved-over rivers, he said, opened up pedestrian movement to Downcity from the city's prominent East side. "There is probably a direct cause-and-effect relationship between the rivers being uncovered and what is going on here."

WaterFire: The Providence revival story is incomplete without considering the massive river-relocation project and exposure of the water once hidden by highway and train tracks. Multimillion-dollar buildings now dot the landscape along riverbanks. Even the Rhode Island School of Design sits along the Providence River, where saltwater meets freshwater. But the river, is brought to life several times each summer during a public-art event that attracts more than 50,000 people. Gondola rides have become a unique and popular downtown activity made possible only after the rivers' revitalization.

Incentives/support: defined by district or generally available?

Tax abatements or incentives: sales, property, income tax policies? What level was policy decision made? State policies were created in RI with income tax abatement, the cities followed with their own abatements as well.

Zoning allowances for live/work, studio? Describe. Mixed use, with a city facilitator to negotiate zoning issues provided.

Other support provided:

Façade improvement grants Yes

Low interest loans Yes

Health care or insurance No

Development of artists spaces? Yes, See interview above and film.

Studios

Live work space: Pawtucket <http://www.arts.ri.gov/blogs/index.php/?p=3752>

Exhibition space

Budgets and funding sources for projects?

Public art

Is there art in public places? YES

Who funds it? 1% state ordinance,

Policies

Ordinance requiring a percentage set aside from public capital construction: how much; what capital budgets does it apply to? Get copies of ordinances and policies.

Ordinance or policy requiring or incenting public art in private development? Describe and get a copy.

Who runs the program? RI Council on the Arts. Selects the art and places it? how is it maintained? Describe processes: Appointed by RISCA, a five-member art selection panel composed of one representative of RICCA, a community representative, two professional artists, and the project architect, met to discuss the Dunkin' Donuts Center renovation and the goals of the public art project at the facility. A first round of reviews did not result in the commissioning of a work, and RISCA has re-opened the search.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts?

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful?

Cultural tourism packaging and marketing? Describe. Who leads it? Partners?

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads?

Workplace giving program? Who runs it? How much? How is it allocated?

Learnings from Pawtucket/Providence: The big city (Providence) became too overpriced in its arts renaissance for artists to afford to live there, and the old industrial town close by, seized the opportunity. Pawtucket used its limited resources very wisely. They capitalized on their old big buildings and favorable tax incentives (used more as a measure of good will from the community), a favorable mayor, and one very friendly person on the city staff to woo artists and arts compatible small business to move to town. The arts festival is also funded and run by the same one man band (Herb). It brings a huge influx of people in to buy art, see music and theater and have fun. The Pawtucket artist collaborative also promotes local artists work in their juried shows, as well as non-local high quality art to inspire the locals, and it provides a forum for the professional development of the artists. Pawtucket saw the arts as an economic development tool and pursued artists as small businesses. It has taken about 10 years for the community to gain the traction it has. It partners with Providence to draw tourists in from Boston and the surrounding high density areas as an arts destination.

Asheville, North Carolina

General:

Population: City :70,000 county: Buncombe Co. 222,000

Rough demographics: median income: \$33K (national average 42K) median age: 38.5

Coastal community? NO

Riverfront? YES

Resort/retirement community? Neither, but a vacation destination with mountains, but we do have resorts nearby. Not a retirement community, but a lot of people moving from Florida from the expense and hurricanes.

General cultural development

Strengths: Asheville is an arts destination for both visual and performing arts, It is a small city, but second to Santa Fe in visual artists. We also have world class musicians here.

Challenges: It is a challenge because there are too many things to do, too many artists.

Leadership

Arts council? Asheville Area Arts Council, and cultural affairs,

<http://www.ashevillearts.com/index.php>

Contact: Angela Martinez, Executive Director, angelamartinez@ashevillearts.com 828-258-0710

City Contact: Diane Ruggiero, Superintendent of Cultural Arts,

http://www.ashevillenc.gov/residents/arts_entertainment_culture/cultural_arts/default.aspx?id=474

City of Asheville, Parks, Recreation & Cultural Arts 828-259-5815, Email: druggiero@ashevillenc.gov

Roles and functions of the Arts Council: arts in education, support for schools, professional development for teachers, artists support services, professional development and resources for artists, we are building a lab for artists, and support for art organizations. Advocacy, and development. Community outreach, public art tours, and visitor tours. Art for Life, Art to Patients, and grants to grassroots and regions in the area with small council grants to artists.

Budget: funding from state, county, city, and individual grants 400K sometimes more 4-5K, but recently lowered due to the recession.

Funding sources: the City for cultural arts including festivals and film. we work together with Parks on some of it.

Other cultural leadership organizations? Handmade in America, Based in the Blue Ridge Mountains, HandMade in America was founded in 1993 with a belief that economic revitalization wasn't necessarily tied to luring "modern" industry to the region but in making known the hidden heritage and craftspeople that are so vitally a part of Western North Carolina. Today, HandMade is a nationally recognized, multidimensional institution that has sparked initiatives and creative collaborations in education, small town revitalization and community development, economic development, environmentally sustainable strategies and enhanced opportunities for makers of the handmade object, heritage tourism, and incorporating crafts into building design and furnishing.

<http://www.handmadeinamerica.org/>

Presence of a college or university? YES, University of NC, Asheville Roles with respect to cultural vitality and support? We do collaboration and AV tech, technical school. We do professional development for teaching artists, also we fund performance venues.

Done a cultural plan? Yes, a new one, The Downtown Masterplan.

Downtown revitalization:

Engaged or have been in revitalization? YES, working on that through city. Downtown Master Plan is nearly completed: Daine Ruggiero 828-259-5815

Who is leading and what role do they play? The Downtown Master Plan process is being steered by the Downtown Commission, an advisory board to the Asheville City Council charged with focusing on the sustainability and continued development of downtown. Staff support is being provided through the City of Asheville's Office of Economic Development. In October 2007, the City of Asheville released a Request for Qualifications regarding a Downtown Master Plan. After a lengthy selection process, the Master Plan Advisory Panel chose Goody Clancy to help implement the master plan process.

Contact Information: City of Asheville, Office of Economic Development
Downtown Master Plan Project Manager: Sasha Vrtunski, Phone: (828) 232-4599

E-mail: svrtunski@ashevillenc.gov Key contact for each:

Redevelopment agency? Office of Economic Development works through the city. More separated from the arts, we go to some meetings. Community Foundation is the funding organization for funding for the arts. Fund different projects not only art, but they have donors, more private money.
Downtown business association? Yes, Asheville Downtown Business Organization and one for restaurants as well
Chamber? yes
Other? Urban Trail (public art, also from city), and Historical Society, Hub project.

Cultural strategies part of it? Yes, in what way? They are working with arts organizations to promote new venues. We are an art destination, so we need the right people at the table.

Cultural district downtown? <http://www.riverartsdistrict.com/> Features? Urban trail, Historic District, river front, gallery strolls, markers, public art,

Public square or plaza for cultural events? Yes, reconstruction one of them. Different parks and little plaza, Pack square is being remodeled. Has big sculpture, creating park, theater, used for festival.

Investment in cultural venues or facilities? From what sources for what facilities? who owns them? Performing arts center coming. Fundraising now, will be a large venue, they have a site. Asheville Performing Arts Center

Art displayed in downtown businesses and windows? Who is responsible? Describe program. No not formal yet, but we are developing one this year. Several artists loaning artwork, we will go into businesses, it is a fundraising project of the arts culture.

Openings are fundraising, also first Friday gallery, gallery stroll, we have over 50 galleries, and River Arts district in outskirts that has lots of galleries and artists. Gallery stroll in Summer, spring and fall. Fundraising is to go for banks, lawyers, hotels to solicit sponsorship from those businesses, and they get the art to display. We raise awareness there.

Tax or zoning incentives for attracting cultural activity, venues, etc.? No looking into ways (don't want to call it tax) but looking at new construction over 8 stories, % not yet determined.

Historic preservation: what role does it play? Don't know. We have historic society, I am new in town for six months. How is it funded? Tax credits: Examples of projects: Asheville has a total of six National Register districts, including the Downtown Commercial Historic District, Montford Historic District, and the Grove Park Historic District.

Events:

Major ones: types, frequency: Bell Chair Arts festival, Lexington Avenue Arts Festivals, Billmore Space Festivals and events, LEAF festival in fall, and May Festival for World Music, Gumba Festivals from West Indies, Orange Peel substantial venue for music, jazz, folk, etc.

Who sponsors/funds Some get money from us or city, sponsors, etc. combination.

Who promotes downtown cultural venues and activity? We all do. We have websites, calendars, we are doing branding on performing arts. Cultural tourism

Wayfinding and signage: how do people know where to go, what to do? City provides signage, part of new masterplan.

Transportation options? Trolley or special buses for cultural events? No, not yet but in plan, parking, special transportation. Festival does have special transportation. For June

festival, 5-10,000 people come from everywhere. Sculpture festival as well. Other options or incentives?

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? no

Specific location, enclave or district? We have the river arts district. They have studios, they are all over. Some are live work. What places do artists live and work? We will do it with the housing authority for studio and living space in future.

Organization that leads/ administers programs for artists? No, it would be my dream to cover health and insurance. Not yet. I am pushing. Have in NY and Pittsburg. Contact: Central headquarters for artists district or programs?

How/ where do artists market and sell their work? Publications all over, magazines, newspapers, websites.

Historic preservation: what role does it play? How is it funded? Examples of projects. Don't know

Incentives/ support: defined by district or generally available?

Tax abatements or incentives: sales, property, income tax policies? What level was policy decision made? City, State (Maryland, Kentucky, Rhode Island and others stipulate policies for creation of districts)?

Zoning allowances for live/ work, studio? Describe. No

Other support provided:

Façade improvement grants: no, not specifically, Mountain bizwork, for Appalachian professional development.

Low interest loans: no

Health care or insurance

Development of artists spaces? River artist district, studio space there. Not all livable.

Studios

Live work space

Exhibition space

Budgets and funding sources for projects?

Public art

Is there art in public places? City of Asheville Public Art Board. This program (established 2002) operates through the Asheville Department of Parks and Recreation and is. Contact Diana Ruggiero at (828) 259-5815 druggiero@ashevillenc.gov or visit www.ci.asheville.nc.us/parks/public_art.htm

Who funds it? funded through 1 percent of capital improvement project

Policies

Ordinance requiring a percentage set aside from public capital construction: how much; what capital budgets does it apply to? Get copies of ordinances and policies. On city website, ask Diane. R.

Ordinance or policy requiring or incenting public art in private development? Describe and get a copy.

The Public Art Board consists of seven members appointed by City Council. The term of office is four years. The board is responsible for promoting and maintaining art displays in public buildings and public spaces in the City of Asheville. In addition, the board (1) promotes Asheville as an "arts destination" city and uses public art as a major attraction for cultural tourism and economic development; (2) educates citizens and tourists about local culture and history through art; (3) encourages the use of volunteers on public art projects to include maintenance of public art when appropriate; (5) is responsible for raising public donations of money to match City appropriations for public art; (6) is responsible for approving the subject matter of public art after City Council has made appropriations for public art at specific sites; (7) develops a procedure for the selection of art and/or artists which will include public input, as well as appropriate staff review; and (8) inventories public art semi-annually to ensure that the conditions and standards of public art are being met.

Joint marketing

Describe efforts to promote access and participation? No not specific, just the new branding initiative from the community foundation

Who markets the arts? Cultural tourism.

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? We are developing that, but not yet. Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful? City has youth arts, arts in the schools, schools and streets is the name of the program funded by the city.

Lake Eden arts festival LEAF

Cultural tourism packaging and marketing? Describe. Who leads it? Partners?

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy: we have wealthy patrons.

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads?

Workplace giving program? No Who runs it? How much? How is it allocated?

Look at Lake Eden, river arts district, Penland is an arts and crafts school nearby look at those websites.

Paducah, Kentucky

General:

Population: City: 25K McCracken County: 65K
Rough demographics: median age: 40, family income: 26K, lower % of families
Coastal community? NO
Riverfront? Ohio River
Resort/retirement community? Neither

General cultural development

Strengths: Quilt city USA, American Quilters Museum. Paducah was arts oriented, even before the change. It had an arts guild and museum lots of fiber artists and quilters and very active community theater, and the symphony already there. It is located about an hour between Murray State and SFU, St. Louis and Nashville are also close, Chicago and Atlanta as well. It is a regional medical hub, high income earners that like culture live here. We have an art center, a river heritage museum, 4 other museums already here, and historical assets from the early 1800s, good architecture, confluence of rivers. We have the river industry as well, it was booming before the flood in the 30s. We now have the empty factories and huge buildings for warehousing. The city was built for density back in the 1800s. It was a major railroad car manufacturer, Ill. Railway, and still has those large manufacturing buildings.

The renaissance was started by an individual artist who was living in Lowertown, a run down, blighted neighborhood full of historic houses in decay. It was a rental district, chopped up the old homes. The artist was living in storefront and had rehabbed a couple of buildings. One day, when he was particularly disgusted by the blight, he marched down to city hall and asked for them to offer artists a free place to live. That was 8 years ago. The City began acquiring properties and began accepting proposals from artists. They weren't giving the properties away for free, but offered through urban renewal. It required artists to make a commitment, make a plan, and invest their own money and sweat equity. The properties were completely gutted and updated. It was administrated through the planning department, and now moved to a 501 c3 organization that is partnered with local Mainstreet, Downtown and Lowertown development districts. It still goes through the urban renewal process. There are a number of incentives : marketing inducements forgivable loans, facade loans, rehab inducements, we acquire the properties. We have expanded the program to include compatible businesses as well like retailers that support the arts district, and coffee shops and restaurants.

Art district: we have \$4500 reimbursement for architects, we do national marketing. We created art district and targeted it to artists, it is not an official cultural district, but is an official historic district, all the properties must be reviewed.

Challenges: Uranium Enrichment Plant

Leadership

Arts council? Monica Bilak Not really Contact: City of Paducah Planning Dept. 270-444-8690, No arts council, I am in the planning department, we have Main Street district, which is worked directly through mayor. This is a small town, so we don't have layers of administration.

Roles and functions: urban renewal development

Budget: city dollars, but now it is a national Main Street project funded through the Kentucky heritage council. We have to use their standards, we are a non-profit that is membership driven, we contract through the city as well. Our budget was \$600K this year. We have 5 employees, we do direct marketing promotions, 2 large festivals, development and assistance as well as administering the program we have been speaking about.

Funding sources

How are the arts funded (see below, public and private support sources, amounts; who administers?) We have no arts funding from taxes, all direct requests to the mayor and council, symphony, museums commission funds, just city council.

Other cultural leadership organizations? Contact:

Presence of a college or university? 2 within an hours drive, an we also have Community College with a good art department both fine arts and culinary arts. Roles with respect to cultural vitality and support? Yes, the CC does performance art, nice venue, ticketed events, excellent programming, music, dance, theater

Done a cultural plan? NO When? Get a copy. Maybe a while ago, not since I have been here. Years ago, Showbridge(?) did it through the city 15 years ago.

Downtown revitalization:

Engaged or have been in revitalization? We only have the revitalization projects that I have described, Lowertown and now, Downtown as well.

Who is leading and what role do they play? Key contact for each:

City

Redevelopment agency? Also Greater Paducah Economic Development Department which is more industrial focused, less arts based..

Downtown business association? Main Street, through the federal program administered by the state of Kentucky

Chamber? yes

Other? State preservation, active tourism bureau, we also have a local historic preservation district.

Cultural strategies part of it? NO (she says!?) in what way?

Cultural district downtown? Yes, art district has formal plan now. We have a grant and will update the plan for the art district which was last done in 2002. It is on our website Features? Huge inventory of houses and buildings, dealt with land use and codes by allowing for live/work space, had revitalization strategies, stated plan. Lots of infrastructure is still missing, we are looking at transportation grants now.

Venues, organization: types and roles?

Public square or plaza for cultural events? We use the whole street, Broadway, we block it off and have a street fair every week in the summer with music and food. The Old Market House (historic) has space for two of our museums, and theater. There is a park with a little gazebo area, but we do not have an actual square. We are right on river, we do have a barbeque festival on river that attracts 60,000 people and a yearly art fair in the streets. It brings in buyers and awareness for artists to come here to live. We market it through tourism, and we run national ads. The tourism department website has an online calendar, we use TV and radio ads as well. The advertising budget for this is from our organization. We do fundraising, we have sponsors, business and individuals. Paducah is aging, but it is a mix of boomers and young families. We are not a retirement community, there are lots of young families as well, 27,000 in the city, 60,000 in the county. We want to grow into tourist destination, but we are not quite a resort city. The Quilt festival doubles our city. It is a very safe, pedestrian community, very unique. We had a good base for restaurants already, high end local, that has tripled in last few years. Great offering of restaurants, and we are seeing retail growth as well now.

Investment in cultural venues or facilities? From what sources for what facilities? who owns them? All the cultural organizations are private non-profits

Art displayed in downtown businesses and windows? Who is responsible? Describe program. Businesses do it themselves, for example, the bank has a gallery, there is no formal program for this.

Tax or zoning incentives for attracting cultural activity, venues, etc.? no, we have zoning, live/work spaces, but not an enterprise zone. Kentucky used to have this kind of zone, but it expired.

Historic preservation: what role does it play? 20 blocks in downtown Paducah is on national historic register. is it funded? Examples of projects. We are about to start one with Preserve America for the riverfront. We are doing streetscape, sculpture, putting

connections between the districts for flow from one district to the other, signage, etc. It is a hefty plan that is well funded.

Events: The Quilt show is in dogwood season, it is the largest event of the year, all the hotels fill up for miles around.

Major ones: Events

- * Lowertown Art & Music Festival
- * Second Saturday
- * Ongoing Events
- * 4th Annual WKCTC Student Show
- * It's Never Just Black and White
- * Writers Showcase

types, frequency

Who sponsors/funds? National Quilters Museum, 40K visitors/year. The Barbeque on the river we help to put it on, Paducah renaissance alliance, art festival, downtown after dinner we do special events like Santa, others are privately funded.

Who promotes downtown cultural venues and activity? We do

Wayfinding and signage: how do people know where to go, what to do? We do have signage, and we just applied for state highway signs, for the farmers market and museums just recently.

Transportation options? Trolley or special buses for cultural events? Yes Downtown BioDiesel Trolley Other options or incentives?

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? In August 2000, Paducah's "Artist Relocation Program" was started to offer incentives for artists to relocate to its historical Downtown and Lower Town areas. The program has become a national model for using the arts for economic development, and has been awarded the Governors Award in the Arts, The Kentucky Chapter of the American Planning Association Distinguished Planning Award, The American Planning Association National Planning Award, and most recently Kentucky League of Cities' Enterprise Cities Award. The Artist Relocation Program is about artist ownership, thus giving the artists a vested interest in our community. To date we have relocated seventy artists who have taken us up on our financial and cultural incentives.

These artists have relocated from Arizona, California, Hawaii, Illinois, Kansas, Maryland, Michigan, Missouri, New Hampshire, New York, North Carolina, Oklahoma, Tennessee, Texas, Washington, Washington D.C. and Wisconsin. It is with the vision of Paducah as a thriving artist community that our local leaders endorse the Paducah Artist Relocation Program.

Lower Town, home of the Artist Relocation Program, is the oldest neighborhood in Paducah. As retail commerce moved toward the outskirts of town, efforts were made to preserve the architectural stylings, restoring the historic Victorian structures in the older parts of the city. The program helped that effort and became a catalyst for revitalizing the Downtown area. The Luther F. Carson Center for the Performing Arts was also constructed.

In September 2004 plans jelled to highlight Paducah's musical roots through the redevelopment of the South side of Downtown. The centerpiece of the effort is the renovation of Maggie Steed's Hotel Metropolitan[3], where legends such as Louis Armstrong, Duke Ellington, Cab Calloway, Chick Webb's orchestra, B.B. King, Bobby "Blue" Bland, Ike and Tina Turner and other R & B and Blues legends polished their craft along what has become known as the Chitlin' circuit. Using this genre as a foundation, supporters hope to advertise Paducah's role in the history of American music.

Specific location, enclave or district? Lower Town, Middle Town. places do artists live and work? YES

Organization that leads/administers programs for artists (akin to the Artists Guild that runs the Village of the Arts)? Contact: Paducah Arts
http://www.paducaharts.com/about_the_program.php

Central headquarters for artists district or programs? We do not have an official arts and culture district, but we call it that un-officially

How/where do artists market and sell their work? Each do it themselves. Some sell here, lots have galleries in other cities or do festivals, wholesale, it is a very mixed bag. We have produced materials, we help them with finding agents etc. They do receive marketing education from us. We have 2 small collectives, one more business group, co-op marketing, the new ones: Paducah Arts Alliance, and Paducah Painters Alliance, they are just membership organizations.

Historic preservation: what role does it play? How is it funded? Examples of projects. The town has recently began redeveloping its Middletown section as a hotspot for musical growth. The plan is very similar to its very successful Lowertown Artist District. The focal point of Middletown will be the Metropolitan Hotel, where many blues and jazz musicians played during the mid-20th century.

The town celebrates its local musicians many times in the year, but most notably during its annual Summer Festival and the Rock The Vote-sponsored Paducahpalooza festival.

Incentives/support: defined by district or generally available?

Tax abatements or incentives: sales, property, income tax policies? No, just help with the codes. What level was policy decision made? Mostly the city, the mayor was and is very supportive. We get state support through the Main Street program, and historic preservation money.

Zoning allowances for live/work, studio? Describe. This historic neighborhood consists of homes with galleries/businesses attached or within the homes, some store front galleries/businesses, one restaurant (The Stranded Cow), one coffee shop (Etcetera), artist studios "Open by Appointment" (you need to call ahead to gain access), and private family homes.

Other support provided:

- * Lowertown is dual zoned for commercial and residential use. This enables residents to have gallery/studio, restaurant/ café, etc. and living space all under one roof.
- * 100% financing for purchase and rehabilitation of an existing structure or the building of a brand new structure.
- * Basic loan package is 7% - 30yr. fixed rate up 300% of appraised value.
- * Free lots for new construction as available.
- * City will pay up to \$2500 for architectural services or other professional fees.
- * National marketing of Lowertown Arts District and Paducah.

Façade improvement grants

Low interest loans: A package of low interest loans, 100-300% financing and architectural service, they would even give a property for free (\$1) if the restoration package was good enough.

Health care or insurance: NO

Development of artists spaces? Story on how it happened:

<http://www.nytimes.com/indexes/2008/05/18/style/t/index.html#pagewanted=6&pageName=18paducah&>

Link to other articles about the story of Paducah and details:

http://www.paducaharts.com/recent_articles.php

Presence of a non-profit Arts Center: exhibitions, classes. Compare: new Paducah Arts Alliance, artist and resident space will be a center. Lectures, workshops, also at the Community College

Public art

Is there art in public places? No, not formally, Parks dept. does art classes. Kentucky does not have it.

Ordinance requiring a percentage set aside from public capital construction: No such thing, and never heard of them!

Joint marketing

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? PaducahArts.com , Paducah tourism site: <http://www.paducah.travel/> The Paducah Convention and Visitors Bureau, the official Destination Marketing Organization for Paducah/ McCracken County, is responsible for generating incremental economic benefit to the community through the attraction of leisure traveler, convention, trade show, and group tour visits. Main Street also has site: Paducahmainstreet.com

Their overall goal is to ensure a positive visitor experience by providing the most detailed information and the ultimate customer service.

LowerTown Arts District Association (LTADA) is a 501 (c)(6) non profit corporation dedicated to promoting the common interests of businesses, artists, and other entities within the LowerTown Arts District of Paducah, Kentucky; to promote the character and culture of the LowerTown Arts District; to increase awareness of the various businesses operating in the LowerTown Arts District; and to actively market and promote the LowerTown Arts District and enhance its representation in the marketplace.

<http://www.lowertownartdistrict.com/index.php>

Expanding artist relocation program to healing arts: Healthy Lifestyles

The Artist Relocation Program is seeking to expand its LowerTown to include businesses and entrepreneur projects which consider health, exercise and a holistic lifestyle as the primary focus such as an acupuncturist, a bike shop, co-op health food store / green products, a dance studio, essential oils and other therapeutic services, nutrition centre, outdoor retail etc. The possibilities are only limited to your own imagination.

i-List Paducah: <http://ilistpaducah.com/index.html> The iList offers one central city calendar, open to all and easy to access. Now you can see who's doing what and when they're doing it – and where you can fit in your own event.

Youth participation strategies? What is available for youth? What is successful? NO, only through parks.

Cultural tourism packaging and marketing? See above Describe. Who leads it? Mary Hammond, Executive Director, mary@paducah.travel Partners? The DMO is accredited by the Destination Marketing Accreditation Program (DMAP) of the Destination Marketing Association International, Phone: 202.296.7888.

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy: citizens have helped,

Perceived “state” of giving: strengths, challenges? This is challenging. Two businesses and one individual. People don't want to give to the city, but now that we are a non-profit, we can do a membership drive.

Any joint fundraising? Sources? Who leads?

Workplace giving program? NO Who runs it? How much? How is it allocated?

Advice for Bradenton: Artists like to go where they think they can grow artistically and creatively. We were so odd it caught attention, we offered home ownership rather than rentals, this was a plus. Santa Fe has a program to buy down mortgages as well. Figure out what will work with what you have. We had great housing inventory, and low prices, it is still affordable here, artists don't make a lot of money. We offered flexibility and it was appealing. We brought 70 artists into this program, 80 rehabs in neighborhoods. Values are going up. We have partnerships through the bank, they offered loans that had no value or comparables. The bank was interested in going out on a limb for us. That was key. It was a local bank, it figured huge in this project. Without the backing we would have had no incentives to offer.

Tallahassee, Florida

General:

Population: City 160K, metro area: 340K, Leon County 260K
Rough demographics: median income for a family: 49K, 91% English speaking
Coastal community? NO
Riverfront? Maybe, or swamps?
Resort/retirement community? NO

General cultural development

Strengths: two universities, government seat, almost no industry, lots of small businesses and entrepreneur good for audience, history is our strength.

Challenges: lots of challenges, less disposable income

Leadership: City arts council: Council on Culture and Arts: <http://www.cocanet.org/> contact: 850-224-2500 Peggy Brady, exec. Director

Programs: Artist's directory, arts in education, arts in public places, calendar of events, Capital Culture Magazine, weekly e-newsletter, First Friday gallery hop, grant programs, Some Enchanted Evening (free tickets to arts events to social service groups), technical assistance.

State Arts council? <http://www.florida-arts.org/> Contact: Shandy Shaughnessy, Director 850.245.6470

Roles and functions: * foster development and growth of arts activities,
* provide arts resources and services,
* award excellence, and
* promote arts-related public/private partnerships.

These are accomplished through:

- * grant programs that support arts projects, programming facilities and institutional operating expenses (build capacity)
- * workshops, conferences, convening sessions, awards, and exhibitions
- * communication and publicity
- * resources, guidance and networking
- * public policy direction
- * research

Budget: I've been here 12 years, the budget was 30k then, now it is 1.7 million including granting money from county, and the city. For granting we administer about 1million in grants. Most of the money is public or from advertising and grants from foundations. We were told NOT to fundraise locally.

Funding sources: We can generate revenue, we get the shuttle admission for first Friday, government helps for capital projects as community development, we can raise funds for that.

How are the arts funded (see below, public and private support sources, amounts; who administers?) The arts organizations can fundraise publicly, we have a generous banks here, and small businesses.

Other cultural leadership organizations? Knight Creative Community Initiative. We are the umbrella organization, the others are several museums and theater groups, we the are leaders.

Presence of a college or university? Florida State University at Tallahassee (Film School), Florida A&M University (Engineering), strong CC Roles with respect to cultural vitality and support? Very important, only facilities for performance for al long time, now others, new comm.. performance center.

Done a cultural plan? We have, in 2003. Cocanet.org, plan on line

Downtown revitalization:

Engaged or have been in revitalization? Yes, trying. The Business downtown is government related, mainly lobbyists and lawyers, no retail. The Architects Collaborative did a plan in 1974. Get a copy. (too old) We did an Urban plan in 90;s, and more recently, a pedestrian

plan for vacant office buildings, with a focus on the Gainstreet area in south of the city. It is where the artists live, sort of Sohoish, mixed use development. We all understand arts is a significant factor in revitalization, with theaters, coffee houses, housing.

Who is leading and what role do they play? Key contact for each:

Sustainable Tallahassee <http://www.urbantallahassee.com/>

Gadsden County Economic Development <http://www.gadscencc.com/>

Florida's Great Northwest <http://www.floridasgreatnorthwest.com/>

Economic Development Council <http://www.taledc.com/>

Tallahassee Chamber of Commerce <http://www.talchamber.com/index.asp>

Other? Urban Tallahassee <http://www.urbantallahassee.com/> the source for Tallahassee's growth and development information

Cultural strategies part of it? Knight Foundation Creative Initiative city: After a two-day research, training and brainstorming seminar facilitated by the Richard Florida Creativity Group, the KCCI Catalyst Team established four key initiatives to help create sustained economic prosperity in the Tallahassee region.

The initiatives address what social theorist Richard Florida refers to as the "Four T's": talent (also known as the workforce), technology (also referred to as innovation), tolerance (otherwise known as diversity and inclusion) and territory assets (the things that make Tallahassee great). Through his research, Florida shows that these four basic aspects must be addressed to build sustainable communities.

Get Gaines Going <http://kccitallahassee.wordpress.com/initiatives/get-gaines-going/> In partnership with the Council on Culture and Arts (COCA), Artspace, America's leading non-profit real estate developer for the arts, would like to develop an arts incubator in the Gaines Street corridor known as the Arts Park on Gaines. The Arts Park would feature artist lofts, affordable housing, shops and restaurants, classroom and workshop spaces, a professional scene shop and other exciting venues. If Artspace's initiative solidifies, it will spur downtown development and help Tallahassee achieve its goal of a vibrant, welcoming, creative 18-hour downtown. Got land two days ago, called arts exchange. Revitalization area, warehouse area, arts development friendly. No incentives, they qualify for affordable housing already, building 50 units, already a waiting list. Enough are already living here.

Greenovation <http://kccitallahassee.wordpress.com/initiatives/greenovation/> The primary goal of this initiative is to establish Tallahassee as the leader in existing and emerging "green" technologies that benefit the environment and spur economic development. Facets of this initiative include taking an inventory of existing technologies and activities within the region, establishing policy and regulation to promote energy conservation and sustainable design, and developing a strategic plan to create the infrastructure to support intellectual and entrepreneurial development. Potential partnerships include local and state government, universities and grade schools, and businesses in the private sector. Not as many sales locally for visual artists, artists sell on internet.

Tallahassee Film Festival <http://kccitallahassee.wordpress.com/initiatives/tallahassee-international-film-festival/> This initiative aims to showcase our talent in the film industry by establishing an annual film festival that will harness the creativity of university students and others that excel in production, cinematography, acting, directing and everything in between. The initiative also hopes to attract visitors to Tallahassee, giving the area an opportunity to highlight its assets.

In addition to local community volunteers, the film fest team is working with the Dean of Florida State's prestigious Film School, prominent members of the Hollywood circle, the Challenger Learning Center, the Tallahassee Film Society, the state film commissioner, the Governor's Office and leading experts in the film industry to evaluate best practices and coordinate Tallahassee's first annual film festival May 15-17, 2008.

Florida State Cultural plan PDF

Venues, organization: types and roles? Supportive writing atmosphere, writers moving here. Very young.

Public square or plaza for cultural events? Not really it is a lack. Project Cascades Park, made into central park area with plaza for performance.

Investment in cultural venues or facilities? From what sources for what facilities? who owns them? Universities, small venues owned by non-profits, community theater is 501-c3, Cascade, we are involved with Artspace. The government can not be owners.

Art displayed in downtown businesses and windows? We do and have an active city hall art program and airport . Who is responsible? We manage it. Describe program: The Art in Public Places Program curates art exhibitions in the 2nd Floor City Hall Gallery and the Airport Gallery at the Airport. A wide range of fine arts and fine crafts, from oil paintings to quilts, are shown in 16 changing exhibits annually, all with no admission fee. Annual events include Winterfest Youth Art Exhibit, highlighting the art of K-12 students, and Photofest and Creative Tallahassee, juried shows which anyone can enter. COCA also created and manages the Capital Sculpture Project, installing large outdoor sculptures on-loan in the downtown area.

Tax or zoning incentives for attracting cultural activity, venues, etc.? NO, 1 cent for performing art center from hotel tax is all we get. Some from tourist development money. We are impacted by recent property tax limitation.

Historic preservation: what role does it play? Tallahassee lists 122 properties on the National Register of Historic Places. Historic Preservation Boards of Trustees established pursuant to Ch. 266, F.S., for St. Augustine, Pensacola, Tallahassee, Key West, Broward County, Tampa-Hillsborough County, and Volusia and Flagler Counties. How is it funded? Historic Preservation Incentives , 50% tax abatement city and county, and grants <http://taltrust.org/histinctcontact.htm> An Historic Preservation Plan is being undertaken as part of the City of Tallahassee's Vitalization Plan for the Gaines Street Corridor, the All Saints Revitalization District. The Railroad Avenue corridor, Stearns Mosley Neighborhood, FSU transition zone, Railroad Square (70% artists or art related businesses) City does have incentive grants through the city and state. Law firms have done it for their offices. We have not done as much as we should, torn down important properties. Plantations, mission w/ native roots as well are national programs

Events: Festivals and events

- * First Friday festivals at Railroad Square (only one of locations)
- * Greek Food Festival
- * Red Hills Horse Trials
- * Springtime Tallahassee – largest 501c3
- * Southern Shakespeare Festival
- * Tallahassee Film Festival
- * Tallahassee Wine and Food Festival, several one is fundraiser for museum, other has Jazz and Halloween festivals
- * Winter Festival – city event supported by City
- * worm grunting festival, get people to come to hotels, rural festival
- * rattlesnake roundup
- * swine and mule festivals , rural festivals

Who sponsors/funds

Who promotes downtown cultural venues and activity? We market with on-line calendar sponsored by the Arts Council. It is accessed by people all over country, we have a magazine that is also regional, it includes some events in Georgia.

Wayfinding and signage: how do people know where to go, what to do? Downfalls of Tallahassee, not good signage

Transportation options? Trolley or special buses for first Friday events, tried for cultural events, city said no gas prices too high? Other options or incentives? There is a good example in Philadelphia, sites are on a cultural map.

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? Tallahassee, FL -- On October 7, 2008, the Tallahassee City Commission voted on whether or not to extend a Purchase Option to Minnesota Based, Artspace Projects, Inc. ("Artspace") to acquire a 4-acre parcel of City-owned property along Railroad Avenue in order to build a two-component, 50-unit affordable live/work residential development focused on artists, and a 75,000 square-

foot Arts Incubator to provide rehearsal and commercial space to support cultural organizations. The total estimated cost of both components is \$33,126,907.

According to the option agreement which was released October 2, 2008, the city will have the choice to either donate the 4-acre site pictured below to Artspace, a site that has an appraised value of \$1,765,000, or enter into a 50-year lease with the organization, whereby Artspace would be required to pay a small \$10 per year over the 50 year term to lease the property. However, there are certain conditions Artspace must meet in order for the deal to be finalized. More details: <http://www.urbantallahassee.com/>

Specific location, enclave or district? Gainstreet Corridor, Railroad Square What places do artists live and work? same

How/where do artists market and sell their work? Internet allows this

Incentives/support: defined by district or generally available? Lets go do it programs for musicians, dancers, chorus, participatory events.

Zoning allowances for live/work, studio? Describe. Not special, mixed use, warehouse

Other support provided:

Façade improvement grants Yes, Gainstreet area, not a lot of bites, still early

Low interest loans: No

Health care or insurance: No, doesn't exist, we tried a sales tax for healthcare didn't pass

Development of artists spaces? Gainstreet, and Railroad Square, studio space, see Artspace project, above.

Presence of a non-profit Arts Center: exhibitions, classes. We have several ,4 or 5 with classes, and senior center classes as well, not all seniors, parks and rec.

Joint marketing

Describe efforts to promote access and participation? All we do is joint, calendar magazine

Who markets the arts? One newspaper

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? Leon County: Arts and Culture

http://www.visittallahassee.com/cultural/culture_home/arts_and_culture_home/

Who runs it? what else is it used for? Leon County Tourism, membership only, contract for convention and visitors.

Youth participation strategies? What is available for youth? What is successful? Active arts and education coordinator works with teachers, directory for teachers, e-mail blast for teachers with suggestions, More than you thought is a website where you can search by children and family activities. The Boys Choir of Tallahassee well known, works with kids of all ages, not-auditioned choir, travels all over the country, great record of achievement with kids, many at risk, some sentenced by court, all make it through HS, most through college, finds scholarships. Helping other programs around country to start other programs like it. Active Boys and Girls with piano and dance

Cultural tourism packaging and marketing? We are doing it. Tourist council in turmoil will be doing more a cultural twist see Civic tourism site. Asks communities to invest in own assets, sense of place, conference in Providence this week. Describe. Who leads it? We are now. Partners?

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads?

Workplace giving program? We talked about it during planning. Looking at harmony with the human services, they were threatened, so we didn't go there.

Advice for Bradenton? We in Florida have an identity problem with beaches , sharks, alligators, need to brand from a truthful way. Tallahassee should embrace being a capital. Work with the larger cities around you, and package with those cities, travel packages for the arts.

Cumberland / Allegany, Maryland

General:

Population: City: 20K Allegany County: 75K

Rough demographics: median income: 30K, Maryland: 68K, cost of living low, 6th lowest in the country, median age: 41

Coastal community?

Riverfront? Potomac River

Resort/retirement community?

General cultural development

Strengths: The County Arts Council, MD enacted state cultural district state wide which was accepted in 2007, there are 17 districts in MD. We just applied for Frostburg as well through this state program. There are tax incentives and income tax subtraction modification. We have been able to use this district since 2002. It gave us the tool to position Cumberland as an arts district. It has worked real well. Dozens of artists have moved downtown, there is lots of arts programming, arts walks, concerts, Main St. program for music, a heritage area that does music. It brings artists and they have a framework for appreciation of all the arts. We have programming downtown now. It worked well in Cumberland. Frostburg is working on it as well. We are using the arts for economic impact. I am in the Chamber of Commerce, on the tourism board, and the chair of the heritage community, as well as wearing the Arts Council hat. I am connecting myself to other areas that might not be as supportive of arts. As an economic development tool, you can create the awareness and recognition and support by engaging partners. I am very good at collaborations with the Rotary, the Chamber, they are all talking and pulling in the same direction. We can leverage each others strengths that way by using both public and private pots of money and support.

Challenges: Resources of course. The A&E is housed in the arts council, so we don't need another entity, but there are demands for other funding and turf issues. We are the umbrella for 50 organizations. It takes more time to advocate for other kinds of organizations as well. There are personalities and turf issues. Takes time to build trust. Takes effort to attend all the events to show interest. We manage the Calendar of events, as well as the re-grants to our organizations. It is a constant challenge.

Leadership

Arts council? Allegany Arts Council <http://www.alleganyartscouncil.org/> Contact: 301-777-2787, Andy Vick, Executive Director, avick@allconet.org : The Allegany Arts Council is a non-profit organization, located in Allegany County, Maryland, working to ensure that Allegany County is "A Community Alive with the Arts!" Our mission is to promote awareness, understanding and appreciation of the literary, visual and performing arts in Western Maryland in order to enhance the quality of life in our area. Our ongoing goals are to champion the arts in Allegany County, to support practicing artists and local art organizations, to encourage economic development through the arts and to facilitate the growth of our community into a regional arts destination through the non-profit organization.

Roles and functions: Since 1975, the Allegany Arts Council has been the official "umbrella" organization for the advocacy of the arts in Allegany County. The Arts Council is one of several anchors in the City's growing Arts & Entertainment District. At this same location, the Allegany Arts Council also maintains a professional exhibition space, The Saville Gallery, that features the artwork of local, regional and national artists.

The Allegany Arts Council's new facility also includes a separate "Community Room" with a raised stage and a professional sound & lighting system that is available for small performances, live music, literary readings, workshops, meetings, and classes.

At a separate Downtown Cumberland location, in the Canal Place Heritage Area, the Allegany Arts Council works with members of the local visual arts community to operate

Arts at Canal Place, a Cooperative Gallery (with over thirty members!) that displays and sells the artwork of talented area artists from the tri-state region. Strong partnerships with Frostburg State University, Allegany College of Maryland, the Allegany County Public School System, the Allegany County Library System, the Allegany County Chamber of Commerce, and many others all help to ensure that quality arts programming is available to the entire community throughout the year.

Other leaders are : We are it for leadership. There are other players, the Cumberland theater and others, but we are the only umbrella. University programs come under us as well. We are under business and economic development, but not on city level, just county. We are on our own as 501c3. I petition for funds each year.

Select program highlights are listed below:

Arts at Canal Place: In May 2003, the Allegany Arts Council committed the financial and administrative resources to open the Arts at Canal Place co-op gallery on behalf of the many talented visual artists in our community. Located in the Shops at Canal Place, adjacent to the Western Maryland Scenic Railroad, the cooperative gallery now involves over 30 area artists, provides an important outlet for the sale of local artwork, and is ideally located to take full advantage of the growing tourist traffic in Downtown Cumberland.

PROGRAMS:

Maryland Symphony Orchestra: Through an established partnership with the FSU Cultural Events Series, and with the financial support of local patrons, the Allegany Arts Council is proud to be able to bring live symphonic music to our community each Fall. The annual performance, which is held at Frostburg State University's beautiful Performing Arts Center, also includes a Patron's Reception to acknowledge the many individuals and businesses that make the concert possible.

Saville Gallery Exhibitions: Operated by the Allegany Arts Council, the Saville Gallery is, without a doubt, the premiere exhibition space for the visual arts in Western Maryland. In addition to presenting a variety of individual and group exhibitions, the schedule also includes an annual Tri-State Photography Exhibition, the annual Members' Exhibition and the Will's Creek Survey, a juried art exhibition that attracts top artists from across the country and overseas.

Arts Bus: The Arts Bus program is an exciting, new initiative of the Allegany Arts Council that brings traveling art experiences to children throughout Allegany County. With financial support from Aircon Engineering, and assistance from the Center for Career and Technical Education, the Arts Bus has been transformed from an outdated county transit vehicle into a colorful and exciting "art-mobile" that travels throughout the community to provide fun and interactive art experiences for a variety of audiences.

General Operating Grants: In FY'07, the Allegany Arts Council awarded almost \$35,000 in grants to more than thirty-five non-profit organizations to help support local art programming across the county. A committee of artists from various disciplines is convened each year to review General Operating Grants applications submitted by area art organizations and make funding recommendations for approval by the Allegany Arts Council Board of Directors.

Arts in the Schools Week: Every Spring, the Allegany Arts Council works with the Allegany County Board of Education to produce a weeklong "arts immersion" experience for students at two local elementary schools. The program introduces children to a wide variety of art-related performances, presentations and hands-on workshops, including everything from ballet to the blues, storytelling to Shakespeare, and poetry to painting.

Tourism Committee: The Allegany Arts Council works closely with the Allegany County Chamber of Commerce's Tourism Committee (our Executive Director serves as Committee Co-Chair) to ensure that the arts will continue to have an important role to play as a part of the County's overall tourism program.

Symphony Saturdays: Every Fall, in cooperation with musicians from the Maryland Symphony Orchestra, and with financial support from the Iris & Peter Halmos Private Foundation, the Allegany Arts Council provides area children with a fun, hands-on opportunity to learn about the musical instruments in a classical orchestra.

Artist Recruitment: The Allegany Arts Council works closely with the City of Cumberland to attract new artists and art businesses to its State-designated Arts & Entertainment District. As new Allegany County residents, these artists and art businesses generate new property tax revenue and help to revitalize Downtown Cumberland by purchasing vacant or underutilized buildings and transforming them into re-modeled studio, residential and commercial spaces.

Lunch with the Arts: The Allegany Arts Council works with the Allegany College of Maryland to help produce an entire series of cultural and professional development classes and lunchtime workshops that focuses on the visual arts, theatre and poetry.

Bi-County Literary Journal: The Allegany Arts Council partners with the Garrett County Arts Council and the FSU Center for Creative Writing to produce the Backbone Mountain Review, an annual literary journal that features poetry, fiction, creative non-fiction and plays written by poets, authors and playwrights from throughout the region.

Roots Music Series: In cooperation with WFWM Radio and Dr. Ken Roberts, the Allegany Arts Council established the Roots Music Series to encourage and sustain "traditional" music in our community. Using a program format that includes afternoon workshops followed by evening concerts, the Roots Music Series is able to showcase a variety of musical traditions (such as bluegrass, folk, country, blues, gospel, etc.), to educate, instruct and nurture local musicians, and to increase awareness and interest in these important art forms among area residents.

Saturday Arts Walk: Each year, the Allegany Arts Council coordinates a series of Arts Walks in Downtown Cumberland's Arts & Entertainment District. This free, self-guided tour of area art venues creates exposure for the arts and fosters cooperative working relationships among many of the Downtown merchants.

Sunday in the Park: Every Sunday evening during the summer months, the Allegany Arts Council partners with Cumberland's Department of Parks and Recreation and local sponsors to provide a venue for live musical performances by local performers at the Constitution Park amphitheatre in South Cumberland. All the concerts are free and open to the entire community.

Hadra Scholarship Fund: Established in 2004 by the Allegany Arts Council, this program honors the memory of James (Jimmy) Hadra, a former leader in the local arts community. The purpose of the Hadra Scholarship Fund is to provide small monetary grants to individuals residing in Allegany County who are in need of financial assistance to pursue an interest or an experience in the arts.

Mountain Maryland Artists Studio Tour: This annual Fall event provides art patrons from throughout the mid-Atlantic region with a unique opportunity to visit working artist studios in and around Allegany County. Coordinated each year by the Allegany Arts Council, the 2006 Tour featured 40 participating artists

Member Communications: In addition to the Allegany Arts Council's bi-monthly newsletter, The Arts Connection, one of the most popular and valuable member benefits we offer is our weekly Arts Flash email. Every Tuesday, Arts Council members receive an email with comprehensive information about all of the art-related happenings for the upcoming week. In addition to providing a regular means for effective communication with our membership, the Arts Flash also helps to market and promote the many events, programs and performances that are produced by the Arts Council and our member organizations.

Rotating Community Art Displays: The Allegany Arts Council maintains rotating exhibits of local artwork at the City Halls in both Cumberland and Frostburg, the main branch of the Allegany County Library System, and in several other storefront windows in Downtown Cumberland. These venues provide additional exhibition space for our visual artists, and help to focus community attention on the arts.

Poetry and Prose Readings: The Allegany Arts Council works with local writing groups and individual writers to develop opportunities for public readings at various locations across the county, including the Saville Gallery, Main Street Books and the Frostburg Community Center.

Budget: Originally incorporated as a non-profit 501(c)(3) in 1975, the Allegany Arts Council is recognized as the official “umbrella organization” for the arts in Allegany County. With two full-time and several part-time staff members, and an FY’08 operating budget of approximately \$365,000, the Arts Council receives about one third of its annual funding in grants from the Maryland State Arts Council, Allegany County and the Cities of Cumberland and Frostburg. The remaining operating income is generated from membership dues, individual and corporate contributions, other private and public sector grants, investment income, and program revenue. Although its offices are located at 52 Baltimore Street, in the heart of Downtown Cumberland's vibrant Arts & Entertainment District, the Arts Council's reach extends across the entire county. Membership in the Allegany Arts Council is open to everyone and anyone (not just artists), and dues are payable on an annual basis at the start of each new calendar year.

Presence of a college or university? Allegany College of Maryland, Community College and Maryland State University. Our gallery has an exhibit with the art dept. now, the symphony is a partnership with the university. The Community College does workshops on business classes for artists. We do a lot of partnership programming with both institutions, the presidents and faculty on our boards.

Done a cultural plan? Cumberland had a plan in 2004, but the County doesn't have one. I'm not a fan of strategic planning, who knows what will come next year. I do think it is useful for when you need community buy in to get started, but I operate with the broad vision and when opportunities present themselves I can give them a whirl. Plans tend to be put on a shelf. It is not my style. The City had a plan 3-4 years ago. I haven't used it since then.

Downtown revitalization:

Engaged or have been in revitalization? ? Both cities have. Cumberland was a ghost town 10 years ago. It is now role model for the state for small downtown revitalization. The Governor was here on Friday, we had all the statistics done, and arts are more a part here than anywhere else in the state. We are a small, rural part of state, and this is a coup for us. The statistics are coming in now. The Main Street program has had an impact. We are all doing downtown revitalization. The Main Street program started in MD national historic trust, we now have the whole state and 20 Main Street cities. It goes for some maintenance and planting flowers, it adds to the experience of arts walk. County tourism is tied in this way as well, our websites are linked, it is transparent to tourists. We work together real well on synergy.

Who is leading and what role do they play? Key contact for each:

City: Economic development at the city wrote our grants, and the County Economic Development Agency as well for hotels and restaurants, the State Planning Department, and the Neighborhood Department at the state level. City, County and State.

Downtown business association? Downtown Cumberland Business Association of Merchants, Downtown Development (Main Street program) Fosberg has these as well.

Cultural strategies part of it? YES, Arts and Entertainment District incentives:

From Plan 2004:

Statistics compiled by the Canal Place Preservation and Development Authority indicate that annual visitation to the heritage area rose 60% (from approximately 82,000 to approximately 131,000) and visitor spending rose 115% (from approximately \$4.9 million to approximately \$10.6 million) between 1996 and 2002.

There are several challenges for the future:

- maximize the economic benefits of Canal Place for the City with demonstrable results as major capital investments such as the Crescent Lawn and the Rewatered canal come on line;
- integrate Canal Place and heritage tourism into a broader, diversified economic development strategy that capitalizes on the City's assets and overcomes its liabilities; and

- educate residents as to the benefits that Canal Place brings to the City.
- Downtown revitalization is a necessary component of a coordinated economic development strategy for Cumberland. As noted in the Land Use and Cultural Resources Element, an opportunity exists to build the economy of the downtown around its traditional role as a regional center for financial and professional services combined with specialty retail and heritage tourism-related businesses. Continuing the current relationship between the City and the Canal Place Preservation and Development Authority is necessary in order to build physical and programmatic linkages between Canal Place and the downtown.

Action 8.3.2

Work with the Downtown Development Commission to promote increase the range of activities and economic vitality of the downtown, for example:

- residential units in the upper floors of downtown buildings;
- “incubator” spaces for startup businesses;
- artists’ “live-work” spaces; and
- special events to draw people to the downtown.
- working with the Canal Place Preservation and Development Authority, Allegany County Visitors Bureau, and others to make the City a heritage tourism destination; and
- building job opportunities and income for local residents by encouraging
- entrepreneurs to start and develop new businesses in Cumberland.

Cultural district downtown? Features?

Venues, organization: types and roles?

Public square or plaza for cultural events?

Investment in cultural venues or facilities? From what sources for what facilities? who owns them?

Art displayed in downtown businesses and windows? Who is responsible? Describe program.

Tax or zoning incentives for attracting cultural activity, venues, etc.? Enterprise Zone incentives: http://www.ci.cumberland.md.us/new_site/index.php/contents/view/183

Arts & Entertainment District Rehabilitation Tax Credit Program

- * A tax credit will be provided on City real property taxes for properties located within the Arts & Entertainment District which credit shall be the difference between the property tax that, but for the tax credit, would be payable after the completion of eligible improvements, and the property tax that would be payable if the eligible improvements were not made.
- * This tax “freeze” is available for a period of up to 10 years based on the level of improvements made to the property.
- * Qualifying commercial and residential properties are eligible for the tax “freeze”.
- * Properties must be located within the A&E District and a minimum of \$5,000 investment must be made. Application must be made prior to work beginning with the City of Cumberland’s Department of Community Development and a certificate of appropriateness from the Local Historic Preservation Commission must be obtained when applicable.
- * This program developed as part of the City of Cumberland’s designation as a State of Maryland Arts & Entertainment District through the Maryland Department of Business and Economic Development

Contact: (301) 722-4156 or e-mail discovercumberland@allconet.org

Arts & Entertainment District Admissions & Amusement Tax Exemption Program

- # Commercial enterprises located within the Arts and Entertainment District are exempt for the collection of the State of Maryland’s Admissions and Amusement Tax
- # Businesses must qualify for the exemption and notification must be provided to the State of Maryland’s Comptroller’s Office in order to be eligible.
- # This program developed as part of the City of Cumberland’s designation as a State of Maryland Arts & Entertainment District through the Maryland Department of Business and Economic Development

Contact: (301) 722-4156 or e-mail discovercumberland@allconet.org

Arts & Entertainment District Income Tax Subtraction Modification Program

Qualifying resident artists who live or rent residential real property within the Arts & Entertainment District and who sell at least 51% of their wares within the District may be eligible for a personal income tax subtraction modification against their State of Maryland personal income taxes for those wares sold within the District.

This program developed as part of the City of Cumberland's designation as a State of Maryland Arts & Entertainment District through the Maryland Department of Business and Economic Development

Contact: (301) 722-4156 or e-mail discovercumberland@allconet.org

Historic District Tax Credits (Local, State, & Federal)

Contact Kathy McKenney (301) 759-6431 or e-mail: kmckenney@allconet.org

City of Cumberland Historic District Tax Incentive Program

For qualified renovations that have been approved by the Historic Preservation Commission, a ten-percent credit can be deducted from the property owner's annual city property taxes. A minimum expenditure of \$5,000 is required. This credit can be used for up to five years if the amount of credit is greater than the amount of annual taxes due.

Additionally, a city property tax assessment freeze is available for a period of up to ten years. The length of the freeze depends upon several factors: whether the property is commercial or residential in use and the amount of the expenditure in relation to the market value of the property. Application Forms are available by calling 301-759-6431 or visiting the City of Cumberland's website at www.ci.cumberland.md.us. Follow the links to "Departments", then to "Community Development", then to "Historic Preservation."

Allegheny County Historic District Tax Incentive Program

The Allegheny County Commissioners have provided a tax assessment freeze equal to that received through the City of Cumberland's program. Applicants must have work approved by the Cumberland Historic Preservation Commission in order to be eligible. Approved City of Cumberland Historic Tax Incentive Applications will be forwarded to the Allegheny County Office of Finance for processing. There is not a separate application required.

Heritage Preservation Tax Credit

Administered by the Maryland Historical Trust, this program provides Maryland income tax credits equal to 20% of the qualified capital costs expended in the rehabilitation of a "certified heritage structure." As of July 1, 2001, non-profit organizations and individuals have the option to select a cash refund, instead of income tax credits. A yearly cap is in effect for commercial buildings and a project cap is in effect for residential buildings. The Maryland Historical Trust, prior to the commencement of work, must approve all applications. More information about this program can be obtained by contacting the Maryland Historical Trust's Office of Preservation Services at 410-514-7627 or 410-514-7628. Forms and instructions may be obtained by visiting the website at www.marylandhistoricaltrust.net and clicking "Forms and Documents".

Maryland Historical Trust Historic Preservation Loan Program

Preservation loans are provided to non-profit organizations, local jurisdictions, business entities, and individuals for the purpose of acquiring or rehabilitating all categories of real property listed in or eligible for listing in the Maryland Register of Historic Properties. Loans to business entities and individuals bear interest at a fixed annual rate 1/8 percent higher than the most recently sold State general obligation bonds (most recently this has been around 5%). Applicant must submit proof that they are unable to secure private financing for the requested loan amount. More information about this program can be obtained by contacting the Maryland Historical Trust's Office of Preservation Services at 410-514-7627 or 410-514-7628. Application Forms may be obtained by visiting the website at www.marylandhistoricaltrust.net and clicking "Forms and Documents".

Maryland Historical Trust Capital Grant Program

Applications are available year round, but this is a highly competitive program with awards being made only one time each year. More information about this program can

be obtained by contacting the Maryland Historical Trust's Office of Preservation Services at 410-514-7627 or 410-514-7628. Application forms and instructions may be obtained by visiting the website at www.marylandhistoricaltrust.net and clicking "Forms and Documents".

Maryland Historical Trust Emergency Assistance Program

A reserve of twenty percent of the total Maryland Historical Trust Grant Fund is withheld each year to help meet needs that may arise throughout the year. Those in need of emergency funding must complete the MHT Capital Grant application, as though applying at the beginning of the regular grant cycle. More information about this program can be obtained by contacting the Maryland Historical Trust's Office of Preservation Services at 410-514-7627 or 410-514-7628.

Applications and forms may be obtained by visiting the website at www.marylandhistoricaltrust.net and clicking "Forms and Documents".

Federal Tax Incentive Program

The program enables the owners or long-term leaseholders of income-producing certified historic structures (listed in the National Register of Historic Places, or a contributing element within the boundaries of an historic district), to receive a federal tax credit. The credit amounts to 20 percent of the cost of a certified rehabilitation (a rehabilitation that meets the Secretary of the Interior's "Standards for Rehabilitation"). Applications for this program contain three parts and are available through the Maryland Historical Trust. More information about this program can be obtained by contacting the Maryland Historical Trust's Office of Preservation Services at 410-514-7627 or 410-514-7628. More information can be found on the National Park Service's Heritage Preservations Services website, located at <http://www2.cr.nps.gov/tps/tax/>

Tax or zoning incentives for attracting cultural activity, venues, etc.? (see above) Arts and Culture zone, city and county incentives, the artist relocation program has lots of programs for relocation. Marketing hooks work, but you need to create a climate where the arts are valued, these are only the hook. Arts must play an active role with patrons, community support, etc. need to create the tone that arts mean something so artists want to move here. I am the face at business and chamber meetings, they know me they want to help. We are touching our community, it is now a much better climate for the arts than 10 years ago. Business can now see how it works to bring the business back downtown.

Venues, organization: types and roles?

Public square or plaza for cultural events? Beautiful mall downtown, redone in 70s. There are no cars allowed, and it is used for lots of cultural events. 10 years ago they were going to open it back to traffic, but it has become the hub of revitalization and cultural events. There are living spaces upstairs, luxury lofts, all bring population into downtown.

Investment in cultural venues or facilities? Yes we are housed in an old revitalized building. The University has three venues. There are smaller theaters as well, both private and state funded in historic buildings. From what sources for what facilities? who owns them? Private and grants, same as our building, they got tax credits and grants. It has now moved from public to private investors.

Art displayed in downtown businesses and windows? Who is responsible? Describe program. Yes, we manage it, watercolor society does it as well. City hall, merchants. It works very well, it is good for artist community, it fills up vacant windows and helps promote the cultural district.

Historic preservation: what role does it play? How is it funded? Examples of projects. We have a historic community, heritage tourism is important. We are also doing contemporary things as well. It is important, but not the biggest thing, it needs to be broad based to be effective. Tourism is more than the arts. The historical society is putting on a Cumberland goes to war exhibit, for example, and we are bringing in jazz musicians and asking them to play tunes from the 40s. We integrated the programs. Frostburg does not have a strong or visual arts program, so the university has helped to

create the folklore/folk live program. We are creating a venue to sell products of Appalachian heritage, to support a new heritage district there. Demonstrations, loom artists are there. They are just in the beginning stages.

Events:

Major ones: types, frequency Summer in the City, Music on Mainstreet, heritage music every Friday, Saturday, and Sunday each week in the summer. It goes all summer long free outdoor music every weekend. Music at arts walks. Very combined with poets, writers, visual arts. We don't coordinate them, but have an arts bus that goes to festivals for the kids, hands on arts.

Who sponsors/funds: it depends, folklife, heritage, different organizations fund them. We support some of them sometimes

Who promotes downtown cultural venues and activity? DowntownCumberland.com and Allegany Tourism. We promote them on our calendar, which is very broad and deep. The County Tourism is linked to our site and we do joint promotion.

Wayfinding and signage: how do people know where to go, what to do? The City has a sign package, it needs an update. We have Arts and Entertainment Banners, and we have state signage coming.

Transportation options? Trolley or special buses for cultural events? Other options or incentives? We use a Trolley for the arts walks, and it is used for other events, like touring government officials around. Besides the Arts bus that parks uses, parks has other activities as well. The Trolley is free for our events.

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? In 2002, Downtown Cumberland applied for, and received, an official designation as a State-recognized Arts & Entertainment District. Through a combination of creative marketing strategies, innovative tax credits and generous redevelopment grants, (not to mention great word of mouth and lots of regional press!) dozens of artists and their businesses have already relocated. Many of these artists have purchased and renovated historic buildings, and have established residences, working studios and/or retail venues in Downtown Cumberland and the surrounding districts. Paducah has more whistles and bells than we do, but, we have A&E incentives and our arts climate is vibrant. That is better than incentives. Artists are looking for home and a base for sales. Create a climate where this can happen. Have an organization to "drive the bus" to weave arts into the fabric of the community.

Specific location, enclave or district? What places do artists live and work? Artists are all over, some want to be on farms, some want loft space, you need to create CRITICAL MASS where the arts vibrate. Some artists are in other little communities, but are on our studio tours. They may live 10 or 15 minutes away.

Organization that leads/administers programs for artists (akin to the Artists Guild that runs the Village of the Arts)? Contact: Allegany Art Alliance, it is an artist guild, and wood turning, and knitting organizations as well. We even have a Photo group.

Central headquarters for artists district or programs? We are it.

How/where do artists market and sell their work? Each artist does their own thing, we have a registry. There is no particular online venue or have a co-op gallery that we support. Look at Arts at Canal Place.

Historic preservation: what role does it play? How is it funded? Examples of projects. Downtown Cumberland's Arts & Entertainment District is home to the Allegany Arts Council and its Saville Gallery, the Allegany County Museum, the Cumberland Theatre, the Arts at Canal Place Cooperative Gallery, the New Embassy Theatre, the Cumberland Music Academy, MettleArts Studio & Foundry, the Artec Gallery and Institute for Creative Enterprise, Windsor Hall (a multi-purpose performance venue), the Gilchrist Museum of the Arts, the Gordon-Roberts House, the Graphicus Atelier print-making studio, and a variety of retail and specialty stores. In addition to these cultural assets, and the many visual artists, musicians, performers and writers who live in our community, Downtown Cumberland's Arts & Entertainment District can also boast of a variety of restaurants and bars that feature live music and outdoor dining, a coffee shop, a creamery, a charming Farmer's Market every week during the summer and fall months, and a full schedule of seasonal events that include

the Friday After Five music series, Saturday Arts Walks, and the annual Mountain Maryland Artists' Studio Tour.

Planning for the future: By the year 2020 the Canal Place Heritage Area will have fully matured and spawned numerous opportunities for entrepreneurial activity catering to a thriving heritage tourism market, such as specialty retail shops and restaurants in a revitalized downtown, commercial recreation ventures, hotels, and bed and breakfast accommodations.

Downtown: Since the 1996 plan, considerable progress has been made in implementing the Canal Place Heritage Area, providing a heritage tourism attraction with the potential to significantly enhance the City's tourism industry. Current plans include the Crescent Lawn festival grounds with retail development and summer/winter outdoor recreation, rewatering of the former canal, and a potential hotel.

Incentives/support: defined by district or generally available?

- **Enterprise Zone Tax Incentives:** Cumberland is part of the largest Enterprise Zone in the State of Maryland, providing income tax credits on new employees, property tax credits on new investments, access to State venture capital fund, and a variety of other incentives. Funds are provided through the State of Maryland in cooperation with the City of Cumberland and Allegany County.
- **One Maryland:** This program provides two special tax credits to businesses that initiate major investment projects in Maryland's most economically distressed jurisdictions, including Allegany County. Tax credits of up to \$5 million are based on qualifying costs for acquisition, construction, rehabilitation, installation, and equipment. Startup tax credits of up to \$500,000 are based on a business' cost to furnish, equip, and move to a new location in a qualified distressed county from outside Maryland. Funds are provided through the State in cooperation with the City and County.
- **Lenders Loan Pool:** The Lenders Loan Pool is a financing program for the startup costs and renovations of businesses relocating and/or expanding within the Central Business District. Loans ranging from \$10,000 to \$100,000 are provided at 7% interest for a maximum of 60 months and can be used for expenses such as inventory, leasehold improvements, equipment, and receivables. Funds are provided by the City of Cumberland in partnership with local banks and the State of Maryland.
- **Arts and Cultural District Incentives:** Much of downtown Cumberland has been designated as a local and state Arts and Cultural District to tap into the emerging demand for artist loft space in the downtown (see Figure 10). Current incentives to the arts and cultural community include real estate tax credits, upper floor redevelopment grants, façade improvement grants, signage grants, micro-enterprise business grants, and access to the Cumberland Lenders' Loan Pool.
- **Micro-Enterprise Grants:** Micro-enterprise grants are available in the downtown area to encourage business expansion and startups. In addition, commercial and residential façade improvement grants are available in the downtown area as well as the City's Community Betterment neighborhoods.
- **Maryland Neighborhood Business Development Program:** This program is part of the "Smart Growth" initiative to help stimulate investment in Maryland's older communities. The NBDP loans provide flexible gap financing to small businesses locating or expanding in locally designated neighborhood revitalization areas throughout the State. Loan financing ranging from \$25,000 to \$500,000 is available for market/planning/feasibility studies; real estate acquisition, new construction or rehabilitation; leasehold improvements; machinery and equipment; working capital (when part of total project cost); and certain other costs associated with opening or expanding a small business. Funds are provided through the State of Maryland's Department of Housing and Community Development.
- **Community Legacy Program:** The State of Maryland's Department of Housing and Community Development's Community Legacy Program provides funding to local

governments and community development corporations for comprehensive neighborhood revitalization activities. Past programs that have been funded under the Community Legacy Program include the Upper Story Redevelopment Program, the CNHS Mixed-Use Development Program, and the Interfaith Housing of Western Maryland's Self Help Home Ownership Program. The City should continue to look at possible projects worthy of Community Legacy assistance in future applications.

- **Community Betterment Program:** Initiated in 2002, Community Betterment provides funding to enable neighborhood-based organizations to undertake improvements within their neighborhood areas. Funds are provided by the City of Cumberland through the Community Development Block Grant Program.
- **Historic District Tax Incentives:** There are a number of tax incentives available at the federal, state, and local level for preservation purposes. Properties within the Canal Place Preservation District are eligible for these incentives.
- Resources available to businesses in downtown Cumberland include a Small Business Administration Business Information Center and a SCORE Chapter. The Business Information Center provides access to written, video, and Internet-based learning materials as well as business counseling services for existing and prospective business owners throughout the Cumberland area. The Center houses a SCORE chapter that provides business guidance through retired business executives.

Tax abatements or incentives: sales, property, income tax policies? What level was policy decision made? City, State (Maryland, Kentucky, Rhode Island and others stipulate policies for creation of districts)?

Zoning allowances for live/work, studio? Describe.

Other support provided:

Façade improvement grants: YES

Low interest loans: YES

Health care or insurance: NO

Development of artists spaces? We looked into that, but our housing costs are low enough we haven't done it yet. It is done better in bigger cities.

Presence of a non-profit Arts Center: exhibitions, classes. YES

Public art

Is there art in public places? Yes, we have a new state program that has been augmented. It funded murals downtown, and sculpture.

Who funds it? It varies, there are programs run through heritage, state, city, and one funded by a local patron.

Joint marketing

Describe efforts to promote access and participation? Board of education, county tourism.

Who markets the arts? We and the county tourism board, they place ads. The Allegany Arts council is marketed as a destination by The Allegany Co. Tourism Dept:

<http://mdmountainside.com/attraction.php?attraction=249&category=33&ac=249,33> They have a trip planner and it is the first destination listed. www.DowntownCumberland.com

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? Who runs it? Us and County Tourism. what else is it used for? It is used for lots of activities.

Youth participation strategies? What is available for youth? What is successful? Lot of stuff working, the arts bus, after school programs, arts in the schools, week immersions in elementary schools, Symphony Saturdays to kids.

Support for the arts and culture

Private philanthropy: YES, significant, big time philanthropy.

Charleston, South Carolina

General:

Population: City: 120K County: 330K most populous city in SC, metro area over 600K, fastest growing city in SC, average age 35

Rough demographics: 65% white, 32% black

Coastal community? YES

Riverfront? Ashley and Cooper Rivers

Resort/retirement community? Major tourist destination, major port,

General cultural development

Strengths: Charleston is well-known across the United States and beyond for its unique culture, which blends West African, traditional southern American and French elements, as well as the English. Long known for our commitment to historic preservation, Charleston has a unique role to play in urban design, sustainable development and the "restoration economy." With the world's aging infrastructure plus growing strains on the natural environment, there's a fast growing interest in reviving existing structures and landscapes while creating more sustainable building and development methods. Greater Charleston is at the forefront of this emerging industry, inspiring the development of new design and building techniques, restoration technologies, and innovative, next-generation products and materials. Charleston has long enjoyed international recognition for our strong commitment to the arts, with contemporary design, literature, music and theater intermingling with the more traditional. Drawn by Charleston's edgy, artistic energy is a thriving creative sector, which includes numerous digital media, software development, graphic design, and film production / post-production companies. The Charleston region recognizes the economic importance of this dynamic sector, and is working to attract, nurture and grow related companies.

Challenges: The economy is challenging us. The major cultural institutions are funded by government and earned income, contributed income and they are hurting. The Spoleto festival USA is the huge 32 year festival stimulated the renaissance here. Here for only one month of the year. We have no private arts council, there used to be one, but it is disbanded now. No united arts fund drive. Spoleto is good at fundraising at 7 million, the symphony raises 3million, the Gibbs art gallery 2 million, theater companies. I worked for Spoleto at the beginning, and then moved to Portland for several years, I met Bill then. I returned here when the mayor asked if I wanted this job.

Leadership:

City office of Cultural Affairs: Office of Cultural Affairs, Phone (843) 724-7305 also leadership and N. Charleston we do a few things together, there is overlap. Ellen Dresslor Morryl, director asst. Christan

Arts council? Charlestown Area Arts Council, dead now

<http://charlestonareaartscouncil.com/index.html> Contact:

Roles and functions: The Cultural Affairs office has been in Charleston since 1977, when I was hired originally to pay attention to the African American community, N. Charleston is a suburb. We established own office and we collaborate with the community to do a festival before Spoleto. Our role is to make the arts available to all citizens and support the organizations. We can help the organizations that get into a tight spot, symphony, ballet, and coordinate the community arts calendar, a big job. We have a website and publish it in the newspaper, chamber, etc. The festivals showcase the local artists, and we coordinate with Spoleto, our festival is admission free and annual. We run a black arts festival : MOJA, and a holiday festival as well. There did not used to be opportunities for serious trained artists here, but now there is.

Budget: 2.3 million, 800k is from the city and we raise the rest from grants, sponsorship, earned income, the city provides office space and assistance with infrastructure for festivals, the parks department helps with lots of free outdoor events for everyone. Spoleto is mostly indoor, with one outdoor finale, so we do outdoor free events. We call it Piccolo Spoleto, sponsored by the city of Charleston.

Presence of a college or university? South Carolina Medical University, Art Institute of Charlestown Roles with respect to cultural vitality and support? Done a cultural plan? Maybe an unofficial one in the 90s, Peter Hero came in as consultant to start a foundation for an endowment, but the leadership changed before it could be accomplished. The planning process for Low country was done in about '93. It was not well done, it was not comprehensive. They were walking on eggshells with no strong leadership in place.

Downtown revitalization:

Engaged or have been in revitalization? It has been happening since the 1930s, in an ongoing and vital way. The mayor has brought the inner city to life, it is a textbook example
Who is leading and what role do they play? The city and preservation council. They are doing such a good job that the mayor is paid fee to talk around the country. The process was not specifically arts based, but they used lots of arts. The mayor used careful attention to planning and urban design. The Mayor's Institute of Civic Design was started by our mayor. They meet quarterly to study civic design in specific cities and to trouble shoot for various cities. The architects and mayors respond to issues presented to them. Once a year in Washington and it happens once a year here as well. Joe Riley is our mayor, he is in his 9th 4 year term as our mayor. He is severely hearing impaired and a dynamo that saw the possibilities and brought them to life.

Redevelopment agency? Downtown revitalization is part of Planning and Preservation, or Design and Preservation, various subsets work with the Cultural Affairs department. Revitalized King Street is the center of the city. The mayor demanded to build a convention center in center of city. It was crumbling old historic buildings, but the mayor preserved the facades and built the convention center, retail and hotel. It has been the jewel of the center of the city. Now it has Sacs Fifth Avenue which came in when lots of outside investors came in. It happened in depressed time, the second renaissance with Joe Rilely as mayor. He got Spoleto here as well. The timing was excellent. Clark Worth came to talk. We do not have a % for art yet. No Public art program. I am sick of that. But the citizens here make fun of contemporary art and it is very difficult to get backing.

Downtown business association? Not for the arts, but the downtown business Association works on holiday Magic. The preservationists are worried that new contemporary art will wreck the city, it is hard to get through here. We had a sculpture planned for a park, and they only wanted horses with generals riding the horse.
Charlestown Regional Development Alliance: <http://www.crda.org/about/>

Cultural strategies part of it? in what way? They considered it all along, but it was not really planned specifically. Spoleto was the big bang for us, they needed venues and the city spruced up for that. Different things have happened with the mayor's plan, it may not have been conscious, but he was an arts supporter. It grew more organically than in a planned way.

Cultural district downtown? The King Street revitalization. The theaters were already there in the French quarter and the Dock Street theaters. We have the oldest theater in the country and it is very charming for chamber music and plays. Meeting Street, Church Street, and Charleston Place knit it all together. We have a number of historic churches around 300 years old that have magnificent acoustics and music is presented there as well. Waterfront Park was reclaimed from a polluted mess. Now we have a million dollar condo there as well as a city run gallery in the middle of it all that does have contemporary art. There are lectures held there as well. The Farmers Market has arts and crafts each week. It is a Mini festival each week.

Public square or plaza for cultural events? Yes, Marion Square hosts the farmers market and holiday festival. It is a grassy area park 200 years old that functions like Pioneer Square right in middle of city. We use it a lot for all kinds of events.

Squares in Downtown Charleston

SC State Arsenal (Old Citadel), adjacent to Marion Square

- * Court House Square
- * Liberty Square
- * Marion Square
- * Market Square
- * Washington Square
- * Wragg Square

Liberty Square is located at what is known as the Aquarium Wharf and is a gathering area for tourists at the South Carolina Aquarium and the Fort Sumter Visitors Center.

Marion Square is the largest of downtown's squares, annually becoming the finish-line area for the Cooper River Bridge Run every first weekend of April; the park functions as a gathering area for finishing walkers and runners as well as hosting the run's outdoor festival.

Historic preservation: what role does it play? Architecture and Preservation oversees administration of the Old and Historic District, Old City District. New update of Historic Plan addresses these neighborhoods: Upper Peninsula, West Ashley, James Island, Johns Island, and Cainhoy Village

Events:

Major ones: Spoleto Festival USA, a 17-day art festival featuring over 100 performances by individual artists in a variety of disciplines. Charleston's "other" festival is the MOJA Arts Festival, which is a major, two-week celebration of African-American and Caribbean arts, music, and culture. Charleston's premier fine art weekend is the Charleston Fine Art Dealers' Association's Fine Art Annual and Charleston Art Auction. The event takes place annually in November. The Fine Art Annual features leading artists from around the nation who will exhibit and sell their artwork at CFADA member galleries and attracts hundreds of art collectors to the city. types, frequency

Who sponsors/funds

Who promotes downtown cultural venues and activity?

Wayfinding and signage: how do people know where to go, what to do?

Transportation options? Trolley or special buses for cultural events? Other options or incentives?

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? No, Charleston is too expensive for artists, they have to go the suburbs. We are too popular for artists to afford it here. They are moving to N. Charleston where there is space and a lower cost of living. I hope it will happen there.

Specific location, enclave or district? What places do artists live and work? N. Charleston where navy base is and lots of space, more affordable, but it does not have the magic of the historic district in Charleston.

Organization that leads/administers programs for artists (akin to the Artists Guild that runs the Village of the Arts)? No specific programs. Somerville is a burg that has a choools of the arts and they have an orchestra. I don't know about a guild.

How/where do artists market and sell their work? We have city gallery in downtown Charleston. Since Spoleto, the symphony budget became much larger, and the ballet became professional as well. Theaters thrived. We had 9 galleries in '77, now we have 135 galleries, Gibbs is the civic gallery, it is a 100 year old gallery. We have the first opera company, the oldest theater, lots of historic arts here.

Historic preservation: what role does it play? HUGE How is it funded? Private and public.

Examples of projects (see above)

Incentives/support: defined by district or generally available?

Tax abatements or incentives: sales, property, income tax policies? Planning Dept and mayor would know, tax sources feed arts grants, like accommodation tax, 2% goes to state first

and then back to us. We have a lots of grants from that, 1/3 goes to Chamber of Commerce to attract visitors to hotels. Steve Badard is chief financial officer for city. bedards@ci.charlstown.ci.us
Zoning allowances for live/work, studio? NO

Presence of a non-profit Arts Center: exhibitions, classes. Compare: The New Perspectives Gallery's mission is to exhibit the work of visual artists from the Charleston area, especially those engaged in serious contemporary and experimental work.

Public art

Is there art in public places? No, there is no public support for a program like this. They are suspicious of contemporary public art. History is big here.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts? Each of the major art organizations have major marketing arms.

<http://charlestonareaartscouncil.com/fineartphotography.html>

http://www.charlestoncvb.com/visitors/triplanner/seedo_fineart.html?type=1&category=31&sub_category=32

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful?

Cultural tourism packaging and marketing? Describe. Who leads it? Partners?

Support for the arts and culture

Public support: amounts, sources, who administers?

Private philanthropy

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads?

Workplace giving program? Who runs it? How much? How is it allocated?

Learnings from Charleston: The cultural renaissance here was largely due to the vision and energy of the long term mayor. He brought a dead downtown to life by insisting that they build a convention center in the center of town and use the historic facades of the old buildings. He saw the Spoleto festival as the 'big bang' catalyst that it was, and enticed them to town. This enlivened the music, theater, folk arts, galleries life of the town. He reclaimed the waterfront, and restored the history and charm of the place while invigorating it with the arts. He supported music, theater, dance, and fine art. For the visual arts a program was started to attract national fine arts dealers to the city annually.

Charlottesville, Virginia

General:

Population: City: 45K Albemarle County: 92K

Rough demographics: ranked #1 best place to live in 2004, 500K tourists each year, Monticello, 69% white, median age: 26, median income: 31K/household, 24% below poverty line

Coastal community? NO

Riverfront? Riverana River

Resort/retirement community? College town

General cultural development

Strengths: It is home to the Downtown Mall, one of the longest outdoor pedestrian malls in the nation, with many stores, restaurants, and civic attractions. The renovated Paramount Theater hosts various events, including Broadway shows and concerts. Local theatrics downtown are highlighted by Charlottesville's professional-level community theater Live Arts, and a new addition, Play On! Theatre. Outside downtown are New Lyric Theatre and Heritage Repertory Theatre at UVa. Other attractions on the Downtown Mall are the Virginia Discovery Museum and a 3,500 seat outdoor amphitheater, the Charlottesville Pavilion. Court Square, just a few blocks from the Downtown Mall, is the original center of Charlottesville and several of the historic buildings there date back to the city's founding in 1762.

Maggie: One main component is the downtown mall, a pedestrian mall built in '76. Done with a lot of support of local leaders and planners to make the community one to get people out and about. VA got the official Arts and Culture district recently, but they have not done anything because it was in effect already. Seeing the economic engine of the arts is apparent here. The Arts Council began around then (late 70s) as well, and organizations started growing then as well. In the late 80s there was an explosion of growth, the size and plethora of which eclipsed the arts council. We weren't as needed as we had been, so we began an arts awards ceremonies rather than encouraging growth that already happened.

Charlottesville is diverse, but there is a lot of wealth here, retirements, horse farms, winery, the wealthy have second homes here. It was here already, but it has increased as well. Old money, and a dream place to move. UVA is a top school in the country, people go away for careers and they return to start a family or retire. The political climate is progressive and supportive of the arts, there is lots of private support and the university plays a role. Also the university has a vital music and theater department, but visual art is not as strong. UVA has two only art museums. Vibrant performing arts, a live chamber festival, a klezmer department (for example), it is very diverse and rich with summer theater programs, etc. Subscribers go every year so they enjoy lots of patron loyalty but tend to have older audiences.

The downtown arts is younger feeling. Wealthy people live outside the county, there is poverty in the city as well. Gentrification was started by artists in Belmont and Fifeville districts. Programs do not all extend to all parts of the community, working artists from ages 15-55 may wait tables to support their artistic life of playing music or graphic designers are also fine arts painters. The Farmers Market appeals to all.

One organization is the McGuffey Art center. It is an old school building converted to artist space, (studios, not live), they are open studios. The public comes in free of charge, it was started in the 70s. This was part of the catalyst to alternative spaces to make and see art. At the time, it made the downtown area more of a focus. The City subsidizes the studios. It is city owned, with reduced rent. The artists can stay as long as they want at ½ the market rate. It is not as democratic since some have been here for 30 years, and it is not accessible to young artists who want more dialog. The City wants it to be more of a community outreach program to provide services to the community. We are housed there. The turn is happening slowly and artists don't like that. It is run by collective decision making, so the change is slow, and the city is trying to pressure it.

Another area is IX warehouse, their website is: www.whatisix.com They have an artist company down there, it is a green building, (not live work), comprised of 3 warehouses. It is

just getting going downtown as well. Privately funded by community patrons, one is an real estate person. The Dave Matthews band started here, Warren Capshaw, was the manager and started a management company called Music Today. He became a mogul, converted restaurants and built music venues, he is a real force for urbanization and hip and cool. He brought sushi bars and a more cosmopolitan feel. The Pavillion is a huge outdoor venue at the end of the mall. He also got a new arena built at UVA which started huge ticket events. Neither of these is non-profit, but they put Charlottesville on the map. We have seen a Mini renaissance in last 10 years. Competition has skyrocket for the smaller organizations. It is harder to fill theater seats because there is so much to do. We have done it without as much civil engineering, the laws are supportive, but we have enjoyed more private funding of many of our significant projects.

The arts council is supposed to be the one to deal with, but we don't have issues, there are lots of supports: we get money from the city and county directly, other organizations get money from the city as well. We are the designated entity, and I came in to do something with it. We measure the economic impact, promote art in the schools, improve low income access, cultural tourism, etc. The city council vision for the city and county has just come out and talks a lot about arts support, but the city does not want a cultural planning process. They have resisted this. The Arts Council has tried to become a re-granting pool for National arts grants, but it has never happened. The local arts organizations have talented administrators, so they don't need the council to help them. I've come in the back door to get people to talk with out an end point. To engage the organizations and the city in dialog. They are receptive to this collaborative environment without expectation. We realize resources can be shared. Working together can be a powerful way to share resources.

Funding: We have city / county (PCA) 60-100K per year, a very small budget. My salary plus operating cost, I'm part time and part time communications manager. We are in mid-twenties, and we attract volunteers. I have programmed 'art drinks' to get the dialog going. We may get more membership and individual contributions this way. The Arts Council was run by an older woman for last 10 years and it didn't emerge as leaders that worked with the youth of the newer organizations that tended to use Face book and low cost parties to network. The City and County give 15K each, more this year with my new role, the State Arts gives 4-9K, funding is being cut drastically. Membership and individuals raise and additional 15-20K, we are now more focused on corporate support where we have gone from 3-10K in this last year. Grant funding for projects is tenuous. We got a grant for our website, the grant is a boon one year, and devastating the next year when the grant runs out. It is only 10K for special projects, so we are ramping up other support for operating after that.

Other organizations are less reliant on the city and county for funding. The Festival of the Book and Photograph do get funding, but others look at loyal individuals with deep pockets. Live Arts, Second Street Gallery both are high caliber and exciting so they attract the liberal cultural elite. The Chamber Music Tuesday evening series are valued and get a lot of ticket and donor money. They have made good inroads with corporate support.

Challenges: The economy is the big issue now, the county is dealing with budget cuts, schools are hurting, water supply issues are competing for money. Development of land from farm and countryside to other things causes gentrification which pinches low income housing so we have a significant homeless problem now and our shelter had to close. We have no public drinking fountains. Social services compete with us for funding. Environmental issues strong here, you see lots of Priuses driving around.

Leadership

Arts council? Piedmont Council of the Arts: <http://charlottesvillearts.org/> Contact: Maggie Guggenheimer, Executive Director 434-971-ARTS (2787) Only one year in arts council. Others? City Center of Contemporary arts, film, theater, photography, all under one roof, but is really three separate organizations. McGuffey art center is hub for first Fridays. It is a collective, it has an executive secretary, but no leader. Arts are all going in a million directions. The president rotates. It has a website. The Bridge is a progressive arts movement, but youth arts mostly.

Roles and functions of Arts Council:

- * Promotes artists, arts organizations, and cultural events in the region by providing web-based resources, hosting celebratory arts events, and co-sponsoring community cultural events and projects.
- * Coordinates programs in partnership that educate citizens about the arts, increase access to the arts, and provide forums that address arts-related issues in our community.
- * Advocates for the arts by creating a unified voice to encourage arts support at local, state, and national levels and by drawing connections between the arts and community.

Budget

Funding sources: City, County, Virginia Commission for the Arts, 501c3, Bank of America, nTelos

How are the arts funded (see below, public and private support sources, amounts; who administers?) Piedmont Council of arts administers these sources of funds for the arts:

VCA Artists in Residency Grant Program

The Virginia Commission for the Arts invites PK-12 public and private schools, school divisions, and tax-exempt organizations (which may apply in partnership with schools or school divisions) to apply to the Artists in Residency Grant Program. The application deadline is April 1, 2008. Application forms are available at www.arts.virginia.gov.

Funding through the Artists in Residency Grant Program is used to place professional visual and performing artists in PK-12 public and private schools in Virginia. The goal of the program is to provide support for school/artist collaborations that foster increased quality arts experiences for children in VA schools. Residencies may last from a minimum of three school days to up to an entire school year. This program is a matching grant. VCA will award up to 50% of the residency cash expenses. If you are a first-time applicant, VCA will award 2/3 of the eligible cash expenses.

Additional information, guidelines, and application forms are available at www.arts.virginia.gov.

Community Performance Access Fund

The recently announced Community Performance Access Fund encourages Charlottesville-area performing arts groups to present their performances at the Paramount Theater by partially underwriting the expense of renting the theater. The Paramount hopes to increase awareness and support of Charlottesville's performing arts groups through the visibility they can gain by performing in a professionally-run, 1,040-seat venue at the heart of the Downtown Mall. The intent of the CPAF is to highlight local performers, not to subsidize the performance of a professional and/or non-local performer appearing as a fundraiser for a local organization. For more information contact Jane Mills, Director of Development, at (434) 979-1922 ext. 104 or janemills@theparamount.net

National Endowment for the Arts

The National Endowment for the Arts provides grant support in the following disciplines/fields: Arts Education, Dance, Design, Folk and Traditional Arts, Literature, local Arts Agencies, Media Arts (Film/ Radio/ Television), Museums, Music, Musical Theater, Opera, Presenting, State and Regional, Theater, and Visual Arts. Funding is usually limited to organizations. Direct awards to individuals are made only through Literature Fellowships, NEA Jazz Masters Fellowships, and NEA National Heritage Fellowships in the Folk & Traditional Arts.)

To access information about present and upcoming NEA funding opportunities, go to the NEA website, www.nea.gov.

Virginia Commission for the Arts

VCA funds individual artists and arts organizations through a variety of grant programs. The Commission provides fellowships for individual artists to help create new work as well as advance the careers of artists and the art forms in which they work. These fellowships are awarded in rotating disciplines.

The Commission provides on-going support for established arts organizations and assists in the development of new ones that fill a community need. It funds both professional and non-professional organizations that strive for artistic excellence. VCA offers General Operating Support, as well as Technical Assistance and Technical Enhancement grants for arts organizations.

Grants for educational programs are also provided by VCA. These include artist residencies in schools, projects that integrate the arts with non-arts curricula, and educational programs of non-profit arts organizations. For information on the Virginia Commission for the Arts, its grants and application forms, visit the VCA website at www.arts.state.va.us/grants or email VCA at arts@arts.virginia.gov.

The Charlottesville Area Community Foundation

Grants are made to tax-exempt public charities under Section 501 ©(3) of the Internal Revenue Code and to government agencies. Grants are limited to projects in the Charlottesville area unless otherwise requested by a donor.

CACF is one of the largest grant-makers in the area, with assets of \$50 million. CACF manages its own Community Endowment, as well as administering numerous Donor-Advised Funds established by individuals, families or groups. The donors of these funds make their own decisions on grant recipients (the Bama Works Fund of Dave Matthews Band is an excellent example of a Donor-Advised Fund). In 2005 CACF and its Donor-Advised Funds made total grants of over \$3 million. To learn about the various grant opportunities through the Charlottesville Area Community Foundation, visit their website at www.cacfonline.org or call 434-296-1024. CACF reaches citizens in the city of Charlottesville and counties of Albemarle, Greene, Orange, Louisa, Fluvanna, Buckingham, and Nelson (east of the Blue Ridge Mountains.)

Private Foundations and Businesses

Grants for non-profit and educational organizations are also available through national banks that have branches in our area. These include The Bank of America Foundation and The Wachovia Foundation.

There are private foundations and numerous businesses in Central Virginia that fund various art projects. To learn more about these foundations, and businesses that fund arts programs, please contact the Piedmont Council of the Arts.

The Mid Atlantic Arts Foundation

The Mid Atlantic Arts Foundation provides funding opportunities and services to artists and arts organizations in the Mid-Atlantic States to encourage the growth and development of arts and cultural activities throughout the region. For more information visit the website at www.midatlanticarts.org.

Other cultural leadership organizations? Contact:

Presence of a college or university? University of Virginia Roles with respect to cultural vitality and support? Charlottesville has a significant liberal community that co-exists with the university students in creating art and music scenes and an intellectual environment. The city is home to numerous music venues, bars, and coffee shops that cater to a wide variety of tastes. Musically, Charlottesville is known both as the launching pad and home of the Dave Matthews Band as well as myriad local and regional acts.

Done a cultural plan? When? Get a copy.

Downtown revitalization:

Engaged or have been in revitalization? The Mall is primary. They just agreed to redo the mall with new bricks. McGuffey may have been originally, but not now. The City tries to ignore it now.

Who is leading and what role do they play? Key contact for each:

City

Redevelopment agency? Not apparent, Charlottesville Community Foundation: the new grant is called Catalyst Grant for revitalization. City has new grant for low income housing. No percent for art locally now, it was at one time to fund art in place, people don't like the sculptures. It was funded through the percent structure, but, I'm not sure where it is from, it's not a program. It's an independent non-profit, not part of our normal budget process.

Downtown business association?

Chamber? <http://www.cvillechamber.org/>

Cultural strategies part of it? in what way?

Cultural district downtown? Yes, just started one. It started 5 years ago. Virginia alliance of arts councils had a conference on the topic of arts and culture districts, Charlottesville

came up, but I hadn't heard of this before. It was not apparent to me. I e-mailed parks and recreation, but they didn't know about it said we didn't have one. But I found the state ordinance, but is is permission to create one, but not actually created. Features? Not sure it is on books we can do it, but it is not needed here.

Venues, organization: types and roles?

Public square or plaza for cultural events? Not really, just the mall and pavilion, privately owned, lots of parks where things take place.

Investment in cultural venues or facilities? From what sources for what facilities? Mostly private, many theaters recently renovation. who owns them? All private, Jefferson and paramount. I think historic.

Art displayed in downtown businesses and windows? Who is responsible? Describe program. No. but businesses participate in first Friday.

Tax or zoning incentives for attracting cultural activity, venues, etc.? No

Historic preservation: what role does it play? How is it funded? Examples of projects. Don't know. I'm from Lynchburg, Charlottesville does not seem that old. Except for theater, they are in the University or new buildings

Events: Virginia Film Festival in October, the Festival of the Photograph in July, and the Virginia Festival of the Book in March, Dogwood Festival,

First Night Virginia , Fridays after 5 music on the mall, free, Festival of Cultures, Heritage Theater, Chamber Music.

Major ones: types, frequency

Who sponsors/funds: Non-profits, funded in part by city and county, also tickets and private donations. City is involved in Fridays after 5.

Who promotes downtown cultural venues and activity? Each organization does its own.

We do joint promotion for free through e-mail, web. Free weeklies

Wayfinding and signage: Posting boards downtown for flyers, public chalkboards

PUBLIC SIGNS ordinance:

This type of entry corridor sign also serves as a general wayfinding element for downtown as seen on Preston Avenue.

1. Develop a system of public wayfinding and informational signs to reflect the character of Charlottesville to be used on all corridors.
2. Coordinate the colors and design of signs within a corridor.
3. Keep signs to the minimum number and size necessary for the use.
4. Scale and place signs for both automobile traffic and pedestrians.
5. Avoid placing signposts in locations where they can interfere with the opening of vehicle doors.
6. Consider using decorative color banners within a specific corridor.

Transportation options? Trolley or special buses for cultural events? Yes, free trolley Other options or incentives? Bike paths, bus

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists?

Specific location, enclave or district? What places do artists live and work? Studios only

Organization that leads/administers programs for artists (akin to the Artists Guild that runs the Village of the Arts)? Contact: McGuffey is an arts collective, that has been going a long time, not as influential as it once was.

Central headquarters for artists district or programs? Yes, IX, Belemont, and Fifeville

How/where do artists market and sell their work? First Friday gallery walk,

Historic preservation: what role does it play? How is it funded? Examples of projects.

Incentives/support: defined by district or generally available?

Façade improvement grants

Low interest loans

Health care or insurance

Development of artists spaces?

Studios Yes, McGuffey, IX

Live work space, I don't think so.

Exhibition space: yes, several

Budgets and funding sources for projects?

Presence of a non-profit Arts Center: exhibitions, classes. Compare Look at McGuffey for this comparison. Subsidizes art studios with cheap rent, must be open to the public, includes exhibition space, run by the collective.

Public art

Is there art in public places? Yes,

Who funds it? Art in Place: The non profit foundation, ArtInPlace, is governed by a board of directors and sponsors independently and with others several competitions and installations of art. The outdoor sculptures selected for exhibition should provide the community with a wide range of artistic styles, themes and media which enhance our concepts of space and place and enliven our sense that art has the power to move us.

ArtInPlace also sponsors other art projects such as the annual C2D show, Charlottesville in Two Dimensions. This project presents our citizens with views of the City through the artist's eye. The Bike Rack program is in partnership with the Alliance for Community Choice in Transportation (ACCT) and sponsors the commission of artistic bike racks throughout town. The County of Albemarle Roadway Enhancement (CARE) program presents landscape design as another artistic expression which enhances our sense that art builds community.

Who runs the program? Art in Place <http://www.artinplace.org/> Selects the art and places it? how is it maintained? Describe processes: After juried review of the submitted materials, six to ten artists will be invited to participate. Contracts will be executed with the artists and arrangements made for the delivery and installation of the works. All artists are required to carry general liability insurance and, if they deem it necessary, property insurance. Artwork will be in place from October to September of the following year.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts? Chamber of Commerce

Charlottesville Tourism

City of Charlottesville

Piedmont Council for Arts

Monticello

Monticello Avenue

University of Virginia Art Museum

Joint marketing? The Virginia Commission for the Arts and the Virginia Tourism Corporation are partnering to offer a special grant program to help Virginia arts organizations with direct expenses related to tourism promotion efforts. Tourism and the Arts grants provide \$5,000 matching grants to partnerships headed by General Operating Support grantees for marketing initiatives related to tourism. What organizations participate?

Central web site for marketing cultural activity? Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful?

Cultural tourism packaging and marketing? Describe. Who leads it? Partners?

Support for the arts and culture

Public support: amounts, sources, who administers?

Virginians for the Arts: <http://www.vaforarts.org/Default.aspx?pageId=126369>

Virginia Commission for the Arts: <http://www.arts.state.va.us/directories/index.html>

Private philanthropy

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Not really, just the city center for contemporary art building. Workplace giving program? Some companies do have, but not for the arts.

Advice: Talk to people, we have a retirement community, they are a resource, engage volunteers from them.

Santa Fe / Albuquerque, New Mexico

General:

Population: City Alb: 520K County 615K Santa Fe: 75K Santa Fe Co. 130K
Rough demographics: Santa Fe median income 42K age -42. Albuquerque income 40K, age 35
Coastal community? NO
Riverfront? Alb: yes, not much water
Resort/retirement community?

General cultural development

Strengths: Albuquerque has had a cultural plan 2002. City is more involved now, will bring more participation. We made good headway on plan, implementation 100K /year when it was assigned to Arts Alliance. We focused on sustainable funding for arts and culture, did research, went after sales tax. We had to go to state to get tax authority in 2003-4, made plans for citywide campaign, ended up with 43%, not enough.

Santa Fe: No other American city of comparable size can even approach the array of cultural offerings available in Santa Fe. All year long, but especially in the summer, New Mexico's capital city is an ongoing festival of music, dance, theater, film and other lively arts. From the world-famous Santa Fe Opera to the oldest home-based community theater in the West, Santa Fe has it all-and then some. As the Convention and Visitors Bureau puts it succinctly, "Santa Fe IS culture."

Challenges: Albuquerque - We have had difficulties with Mayor, he was against sales tax. Did not buy into plan, did not participate in planning. Politicians don't like taxes on their watch, he had his own plans for tax to build arena downtown and actually campaigned against our lodging tax.

Leadership

Arts council? In 1995, the Cultural Plan for Albuquerque was approved and the Alliance was designated to implement the plan. Updated 2002 Contact: Arts Alliance, 1100 San Mateo NE, PO Box 27657, Albuquerque, New Mexico 87125, Phone: (505) 268-1920, Cricket Apple, director

Santa Fe: Santa Fe Council for the Arts. Community arts exhibits, arts/crafts shows, lectures. P. O. Box 8921, Santa Fe, NM 87504. 505-424-1878.

Roles and functions: The Arts Alliance, located in Albuquerque, New Mexico, provides information, programs and services, advocacy, recognition and celebration for the metropolitan area's five major arts disciplines: Dance, Theater, Visual, Music, and Literary Arts. The mission of the Arts Alliance is to promote the arts to ensure a vibrant and economically healthy community.

Budget: only three staff, we received 200K+ which is now down to 140K, we run a deficit now. 100k/year from city to implement plan, but the plan has expired and so has our contract with the city. We lost 45% of our funding, but have some operating reserves.

Funding sources: one big special event, contributions, bravos awards, grant from state \$8000, we are a poor state, state grant budget 900K for whole state.

How are the arts funded (see below, public and private support sources, amounts; who administers?) We have very few corporate headquarters, an Intel branch supports Rio Rancho, in Albuquerque there are 4 or 5 large banks which are the major employers, air force base, public school system, University of NM. All non-profit or governmental. People can designate Arts organizations through the United way, but not huge. We have individual donors. Santa Fe does much better than we do, lots of wealthy individuals.

Other cultural leadership organizations? 275 arts organizations, majors: Art Museum, Children's museum, Natural History Museum are all government owned by city or state. A challenge for collaborations. Native stuff pueblo based. Self funded. Artists do very well.

Santa Fe cultural calendar: <http://www.santafeartsandculture.org/> / Contact:

International Contemporary art festival: <http://www.sitesantafe.org/>

Presence of a college or university? University of NM Roles with respect to cultural vitality and support? Good community college with art program, and private art/design school (for

profit) little interaction with community, but more with UNM, they try hard, but art dept. wants to be actively involved with community, but not part of mission.

Done a cultural plan? Albuquerque : 2002 in file Santa Fe:

NM Arts economic impact study summary: (see PDF) WESTAF's (Western States Arts Federation) study, "New Mexico Arts: Nurturing the State's Economy", combines 2003 and 2004 results from organizations eligible for application for New Mexico Arts funding. The study shows that New Mexico's estimated 200 nonprofit arts organizations directly spend more than \$63 million in the New Mexico economy, employ 852 full-time and 1,484 part-time persons, underwrite more than 2,500 part-time contracted positions, and attract more than \$6 million in contributed goods and services. (see PDF summary)

Viewpoint today: library, zoos, botanical, museums all owned by state, we have to have buy in by elected officials to move forward. The only institution not government owned is the Symphony. They have 3M. budget and are relatively healthy.

Downtown revitalization:

Engaged or have been in revitalization? Yes, Central Avenue, theaters not eligible if off Central Avenue, very narrow.

Who is leading and what role do they play? City government, private investors/developers. And Private foundation, McCune has invested principle into renovation.

Key contact for each:

City

Redevelopment agency?

Downtown business association?

Chamber? www.santafechamber.com

Cultural strategies part of it? No: Albuquerque, Have one underway, not a old town lots of galleries, in what way?

Cultural district downtown? SF: <http://www.canyonroadarts.com/> Features? Historic district, 2nd largest art market in country, more galleries than any other city of its size.

Alb: <http://www.downtownabq.com/cms/> Venues, organization: types and roles?

Public square or plaza for cultural events? Yes, civic center in Alb. Performance and activities managed by city cultural affairs.

Investment in cultural venues or facilities? From what sources for what facilities? who owns them? Yes, national Hispanic Cultural Center, two small theaters and one large one funded by Disney Family. Owned by the state or city.

Art displayed in downtown businesses and windows? Who is responsible? Describe program. Was a program, not sure if there still is, run by an organization that has since folded.

Tax or zoning incentives for attracting cultural activity, venues, etc.? Trying to get going, went to meeting. Main/center street program, but mainly commercial for profit development. Thinking about it now. Wanted arts downtown, and went through large exercise, but nothing happened because the owners of the property were not willing to reduce rents.

Historic preservation: what role does it play? How is it funded? Examples of projects. Not that I know of.

Events:

Major ones: types, frequency Abq: GO! Arts Festival 2008, grant from the Urban Enhancement Trust Fund to plan new art installations, expand our entertainment options, and create more interactive/collaborative art projects. Managed by Downtown action team, funded by city and private applying to do cultural district. Also: Globalquerque, dance event, beginning to draw from all over country. Balloon fiesta going on now. Maybe 6 major arts and crafts festivals. Music at the Zoo sponsored by city, not free.

Who sponsors/funds: Globalquerque, (national Hispanic cultural center) private, Arts and Crafts festivals, some by local gallery, others non-profit

Who promotes downtown cultural venues and activity? Abq: Downtown Albuquerque, city or private /non-profit. City does City Fest Friday performances in Civic Plaza all free. Arts fairs at State Fair grounds, nothing is coordinated.
Wayfinding and signage: how do people know where to go, what to do? Alb. Is small enough to know where things are.
Transportation options? Trolley or special buses for cultural events? Other options or incentives? NO

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? No (Albuquerque)
Specific location, enclave or district? Pueblos, yes. Several co-op galleries where artists promote themselves. What places do artists live and work? Several studio locations, 3/4 buildings converted for studio space, not live work. New live/work spaces coming on line. One developed locally, freestanding building new for live/work space was subsidized. I was on committee to select first residents and HUD financed, but HUD would not let us discriminate against low-income people, couldn't advertise as art-space, any low-income person would be eligible.
Organization that leads/administers programs for artists? Co-op galleries, several. Hardwood art center is former Lutheran Boarding School. Has been converted to studio space. Downstairs is gallery rooms available for local artists, not gallery. Do some programming, workshops for artists, classes.
Central headquarters for artists district or programs? All over
How/where do artists market and sell their work? All over. Good artists have galleries in Sante Fe, emerging artists have a tough time, we have a gallery space for artists to rent, one per month, more than three artists per exhibit. 11 shows a year serves 6-700 artists/ year.
Historic preservation: what role does it play? How is it funded? Examples of projects.

Incentives/support: defined by district or generally available?
Tax abatements or incentives: sales, property, income tax policies? Trying for one.
Zoning allowances for live/work, studio? Describe. HUD financed low income art live/work spaces.
Other support provided:
Façade improvement grants: NO
Low interest loans: No
Health care or insurance: No
Development of artists spaces? Yes
Studios: Harwood
Live work space
Exhibition space
Budgets and funding sources for projects?

Public art

Is there art in public places? Alb: <http://www.cabq.gov/publicart/> Alb. Public Art Program contact: Sherri Brueggemann, Phone: (505) 768-3833, very strong, surviving well, operated by the city
Who funds it? State agencies receiving capital outlay appropriations for construction or renovation of public buildings exceeding \$100,000 are required to set aside 1% of the funds to acquire public art to be placed on, in or around that building.

For more information see:
1% Project Eligibility for Sites (pdf: 125 KB)
AIPP Policies (pdf:115 KB)
De-accessioning Policy (pdf:114 KB)

Lots more detail on the NM public arts programs and policies:
<http://www.nmarts.org/artpublic.html>

Describe processes: A. Initiation of Public Art Projects: Concepts for public art projects may be initiated and brought to the Board for consideration by the following entities: the Mayor, the City Council, a User Department representative, a neighborhood group or other community organization, a private donor, an Arts Board member, or CIP/Public Art staff. Preliminary meetings may be held to determine possibilities regarding the theme, the site, appropriate artists or a particular artist, the Project Planning Committee and other related matters.

B. Public Art Plans: The Program may develop a comprehensive plan to establish particular parameters, themes or objectives in relation to a particular Project or series of Projects. A Plan may be developed in response to other City projects, such as capital construction projects, historic zoning plans, or cultural enhancement endeavors. Plans shall be reviewed and approved by the Arts Board and other appropriate administration officials. Examples of previously adopted Plans are as follow: El Camino Real/Road of Life Heritage Drive Plan, Interstate Corridors Enhancement (ICE)Plan, the Murals Plan, the Art Plan for the Convention Center, and the Master Plan for Art at the Albuquerque International Sunport.

C. Establishment of the Project Planning Committee

1. A Project Planning Committee, a sub-committee of the Arts Board, shall be convened for every Project. Each Planning Committee, in most circumstances, shall include an Arts Board liaison(s) (may be a former Arts Board member) and a User Department representative(s). When feasible, the remaining members of a Planning Committee shall include one or more of each of the following: an artist and/or arts professional, a design consultant, a member of the facility users or constituent community, and, in particular for Works of Art at sites out-of-doors, one or more representatives of the neighborhood or community. In an effort to maintain balance, for projects which involve multiple, official user representatives, the same number of community representatives shall be invited to participate. Ideally there shall be a total of from five to eleven members.

2. The Project Planning Committee shall act to carry out the Project creation of the Prospectus, selection of the Artist(s) or Work of Art, planning regarding the site, to the Dedication of the Work of Art, subject to the approval of the Arts Board and the administration.

3. The Project Planning Committee may act to select the artist or Work of Art, they may designate a curator or other organization to assist, and/or they may establish a Project Jury Panel. In unusual circumstances, i.e. donations, unique funding sources, or design team projects, variations in the composition of the Planning Committee may be permitted. Determination of which process is to be used and which additional individuals are to be involved, if any, shall be approved by the Board.

4. A Planning Committee shall generally conduct business by discussions in order to arrive at a consensus among the members and to ensure mutual understanding and respect in response to a variety of aesthetic values. All Committee members should be involved in the final decisions regarding the Prospectus, the selection of an Artist(s) or Work of Art, the approval of a proposal, determination of site issues, or any other committee business. If the committee is unable to achieve a consensus, any committee action shall be decided by a simple majority vote.

D. Development of the Prospectus

1. The Planning Committee shall develop project criteria such as site, theme, media, scale, method of artist or Work of Art selection, residency of eligible artists, determination of the selection process and other appropriate parameters. The Prospectus is forwarded to the Arts Board as a recommendation.

2. Public Art Program staff shall draft the Prospectus according to the Project Planning Committee's recommendations. Every Prospectus shall include information about safety, durability and longevity of materials, and standard Guideline information regarding artist eligibility (VI. G. 2, 3, & 4).

3. The Arts Board approves, amends or rejects the Prospectus. If the recommendations in the Prospectus are amended or rejected by the Arts Board, the Planning Committee will be contacted and may address the concerns and resubmit the Project Prospectus to the Arts Board.

4. Upon approval by the Arts Board, the Prospectus is forwarded to the User Department Director, the CIP Official, any other appropriate administration officials, and to the Mayor as a recommendation, for final approval.

5. If the Prospectus is not approved by the Mayor, the concerns will be resubmitted to the Board to determine whether to cancel the project or to resubmit the Prospectus to the Planning Committee for revision. The revised Prospectus would be resubmitted to the Board and then to the Mayor as a recommendation for final approval.

E. Distribution of the Prospectus

1. Notice of all projects, either a synopsis of or an actual copy of the Prospectus, will be provided to the New Mexico Arts newsletter, other local, regional and national arts media and posted on the City's Web Page, for all open competitions.

2. Public Service Announcements will be issued to newspapers, arts publications, radio and television media for all open competitions.

3. The Prospectus may be distributed to artists who have been identified as appropriate for the project, based on the determination of the Project Planning Committee in terms of the Method for Selection of an Artist(s).

F. Methods for Selection of an Artist(s), Artworks, Curator, and /or Organization: The methods of selection described in these Guidelines may be used to select an artist or artists, a curator, an organization and /or specific artworks. Curators or organizations may be used to assist the Arts Board in acquiring appropriate artist services or Works of Art.

1. Open Competition - This is an open call for artists to compete for a commission or purchase for a Work of Art. There are no restrictions other than the residency requirement, or the media, or style defined by the Prospectus, or the standard criteria for selection of artists.

2. Open/Invitational - This is an open call for artists that includes the possibility that certain, appropriate artists may receive invitations to compete. From this group, an artist(s) would be selected.

3. Invitational - This is an invitation to certain, identified, appropriate artists to submit materials for consideration on a Project. From this group, an artist(s) would be selected.

4. Direct Selection - This is the direct identification of a specific artist (or artists such as a team) who has been identified by the Project Planning Committee as being capable of providing the requirements of the Project as defined in the Prospectus. With Direct Selection the artist is providing sole source services. Direct Selection may also be utilized in the acquisition of an existing, specific, Work of Art(s).

5. Selection of A Curator, or Organization, or Project Jury Panel - For certain Projects, the Planning Committee may identify other entities or individuals to assist in development of the Project. Program staff, working with the Arts Board liaison, would make all necessary arrangements.

G. Criteria for Selection of Artists, or Artworks

1. Selection may be based on evaluation of any or all of the following elements: slides, photographs, resumes, narrative or visual proposals, interviews, maquettes, or other appropriate materials. These materials may be submitted at one or more phases of the Project for review by the Planning Committee.

2. If an artist has a current, open contract with the City, the artist is not eligible to apply for a new Project until the Notice of Acceptance has been issued. This clause may be waived at the discretion of the Arts Board.

3. Employees of the City of Albuquerque are not eligible to receive City of Albuquerque funds for Works of Art.

4. Non-Discrimination Clause: The Public Art Program shall not discriminate against any artists on the basis of race, color, religion, national origin or ancestry, disability, age, gender, Vietnam Era or disabled veteran status, sexual orientation or medical condition.

5. Proposals for Works of Art that include subject matter such as the apparent representation of violence, inappropriate nudity, denigration of individuals or cultures, or desecration of significant cultural symbols, will be reviewed for their appropriateness for public display.

6. The Arts Board shall not approve the selection of any Artist or Work of Art which has not been developed according to the procedures described in these Guidelines.

H. The Process of Creating the Work of Art

1. A contract for the required services of the Artist(s) shall be developed by the Program staff. This may be a commission to create a design for a Work of Art, a commission to create a Work of Art or a purchase contract to acquire an existing Work of Art, or other contractual means appropriate to the project.

2. If the initial design, created under contract, for the Work of Art is not acceptable, the Artist shall have two additional opportunities to satisfy the Project Planning Committee, the User Department, the Arts Board, the City Administration and other client agencies. If not approved, another artist may be selected.

3. Preliminary designs, shall be reviewed by the city, prior to fabrication, for safety concerns, structural or engineering requirements, durability, longevity, routine maintenance and conservation of all materials and components.

4. An Artist may create / fabricate a selected Work of Art independently, collaboratively, or with subcontractors and may install the Work at the site, or may create the Work on site.

5. The Program may acquire a selected design from an Artist and execute the Work of Art under a separate contract with a consultant or contractor other than the Artist.

6. The Program may acquire a Work of Art by an Artist who is deceased.

Joint marketing

Describe efforts to promote access and participation? Tourism, collaboration is improving, they focus on Native American only.

Who markets the arts? Cultural plan was to market the arts, but not enough support. We have done self-help, local newspaper for co-op advertising, like a classified listing for organization to get into the Entertainment section.

Joint marketing? What organizations participate? Albuquerque Magazine, co-op rate for Arts alliance members,

Central web site for marketing cultural activity? Community wide events , calendar, something to do. Who runs it? We do it.

Youth participation strategies? What is available for youth? What is successful? Don't know, children's classes at Harwood, it is scattered,

Art museum does classes. Lots of private classes. Mayor has started program of after school arts program for teens.

Cultural tourism packaging and marketing? City and convention and visitor bureau .

Support for the arts and culture

Public support: amounts, sources, who administers? City is significant. State some

Private philanthropy: Local community foundation has been growing, making good contributions every year. Not a lot of private foundations, a few small family foundations. Modest contributions from individuals.

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads? No, looked at united arts fund, but picked the tax route. Our employers are public, so not a good source.

Workplace giving program? United way can choose arts. Who runs it? How much? How is it allocated?

Words of wisdom: Communities that seem to do the best to get a thriving arts business, is where local government embraces it. In Santa Fe the arts council is employees of the city. They are subject to the ebbs and flows of city funding, but it is a secure source of income and can focus on providing services rather than on raising money. One other thing, is that the Government here really likes the movies, and the city got on the bandwagon, throwing tax incentives at that and we now have a huge complex of studio space and the revenue is starting to flow. So many tax credits, it will be a long time to see it. Developing a residential community along with it is taking longer, so it is removed from time at this point.

Santa Cruz, California

General:

Population: City: 55K County: 250K

Rough demographics: Median income: 54K age – 32, Gays & lesbians: National index: 100, Local index: 273

Coastal community? YES

Riverfront?

Resort/retirement community? Resort

General cultural development

Strengths: Planning update: Packard Foundation is supportive and funds the plans. We hired two consultants for plan this time, one from Marin that works well with small orgs, and one national player. It was supposed to be a tweaking of the last plan that focused on marketing. We were told our programs were too siloish, and we need to find our market and niche, and then refocus your org. to maximize. I got pushback from the board. The last plan was right at the dot.com collapse, and now this collapse will effect us. Our consultants this time around were not strong enough to keep us focused and controlled, so there were big outbursts of things to look at, not the little tweaking it was supposed to be. I have to play cop, and we have cost over runs and pain.

The strength is that the arts are appreciated and beloved by most people here, so you don't have to start by convincing people. The community is one of people involved in the arts they take pottery or belly dancing whatever, there is great appreciation. And there are a lot of creative people from the university and left over from the hippy days, so that is where the environment is excellent. Public art for city and county is high. It is on an upswing, and even looking out of Santa Cruz now. We have enthusiasm and consumers of arts.

Challenges: Government has not responded to the level they have in other places. We have two major foundations, HP and Irvine from Bay Area, which have helped the community tremendously and bailed out the government from helping, so they can focus on social services, so the government does not reflect the arts base of the community. The government does not have a lot of income, no manufacturing, etc., the larger corporations have left town. The county is now the major employer. We rely on tourism and little services, so not much money or leadership for the arts. That is very slow. The politicians would never mention the arts as one of their interests. They say it is a liability to do that to win the elections. Arts are perceived as being the toy of the rich. It is devastating. There are no champions of the arts in government. The other fatal thing in SC, people here are very generous to social services, there is a socialism bent, and my budget is together with social services, so I have to fight for every penny and the entanglement is deadly to pin against people dying of cancer, etc. So the arts cannot propel the arts as a force for economic impact. We were part of the study for Americans for the art, economic impact. It was a new thought in this community, so I have to direct the attention towards the economic engine, away from a toy of the rich people to self-improve. So it is fragile and supported from the outside from the foundations.

Leadership

Arts council? <http://www.ccscc.org/>. Contact: Alberto Rafols: 831- 475-9600 x14

Roles and functions: Arts Learning, Grants to Artists and Arts Organizations, and the Open Studios Art Tour. We also partner with many other agencies, foundations, and groups on initiatives that keep local arts strong and vital like technical assistance

Budget: 1.1 million, from 01 it went from 1.8 to 1.1 and it has been steady at the lower level, growth has not been possible, and now there is retrenchment again in the economy.

Funding sources: community fundraising, city, county of SC 170K, city of Watsonville, and Capitola and Scotts Valley (27K) small but we keep connected, we get over 30% from HP and Irvine Foundation to grants program. Income from fees from arts education (pass through money) Arts and ed. Was the jewel, but now down 250K, rest raised from the community, Medici group are funders of 1K each now 55 of them. And get money from

businesses into event sponsorships. Seagate, and another big business still here. A small family foundation. We are a small county 250K population.

How are the arts funded (see below, public and private support sources, amounts; who administers?)?

Other cultural leadership organizations? Contact: Santa Cruz county arts commission does public art and awards, political appointees. We would like to merge. Arts Commission of the city of SC does public arts as well, we get the grants now from the city. Watsonville, is latino city, Arts council, but they are not very active, we duplicate services.

Presence of a college or university? U of C Santa Cruz Roles with respect to cultural vitality and support? University provides graduates, who may stay here, but the University is really detached from the community. They don't connect. The Shakespeare SC, is there and the community flocks there to the series in the summer. And Arts and Lectures happens in different venues in the city, it is under the University Foundation so they can get funds from us as well. Big deficit now of 800K that the U. absorbs. They use it as a strong recruitment tool.

Done a cultural plan? 1999, currently being revised pdf of Jerry Allen plan in file. That was the last cultural plan we did. I use it still as the basis to go to government. It is the blueprint. Then we did a strategic plan for the agency in 2005 and again now. But the world has changed since 1999. I still quote it heavily. It is old and maybe too ambitious, but it better be ambitious. The resources collapsed a couple of times since then so the dreams are still there, and we have been in the survival mode since then. The foundations are really key all along the way.

Downtown revitalization:

Engaged or have been in revitalization? The city has been rebuilt since the 89 earthquake, completely revitalized since then. The arts have played a big part, and now the focus is on the Tannery center. I am on the board. The collaboration with Art Space was crucial, They are a major collaborator, nearly an owner, and HP foundation. We are doing it in stages, it was contaminated property, so it took 1M to clean it up. Two buildings will open 100 units arts live/work space for low income, with HUD loans. Trying to fill it now. 2nd part of project are the studios, which are adaptations of old structures. Individual studios and shared spaces like kilns, etc. breaking ground next spring. 3rd part is performance center. The funds are now in question, may not happen until 2015. Need 7-8 million. Whole project 50-60million total. Arts space is backing it up with funds, it is their biggest project. The board wants us to be the anchor tenant of that building. But we need to be able to afford it.

Who is leading and what role do they play: Santa Cruz City Redevelopment Agency contact for each: Board of Tannery center leads on that project. It began out of Redevelopment and the one individual there: Cille Cerillo, just retired it was her legacy, she is on board now.

City: loaned site to artspace to get things going. They have some ownership as well. Board will manage and program the third phase.

Downtown business association? Not as far as money, all in the board. Bank presidents, etc.

Chamber? No

Other?

Cultural strategies part of it? in what way? Yes, the plan got it going. We sent the copies of the plan to all the players to get the project getting.

Cultural district downtown? Tannery Art Center . The Tannery was closed in 2001 and the Redevelopment Agency is now actively working towards the redevelopment of the site as an Arts Center which will include: affordable housing, artist's studio space, office space and studio space for local non-profit arts organizations, theater space and a small component of cafe/gallery space. The redevelopment of this site is being assisted by Artspace Projects, Inc. a national non-profit organization which assists in the development of artists live work projects.

Venues, organization: Lack in city, we use the Universities and Community College. We are trying to get a Performing Arts Center going.

Public square or plaza for cultural events? No, SC has a problem with venues, no square. It is a problem. Happens at the college. Community College also has a venue arts complex, theaters, studios etc.

Investment in cultural venues or facilities? CC are in mid-county, we have north, south and mid that are all separated from each other, one migrant, one rich, one hippy trust fund babies. N. is progressive, S. is traditional, catholic, ect. From what sources for what facilities? ArtSpace is major owner of Tannery Project

Art displayed in downtown businesses and windows? Who is responsible? Describe program. Yes, two crazy guys started SC institute of contemporary art, (not really like PICA) they do windows and some special projects. Storefronts, large environmental projects, pushed for them by Cil Cerillo, got them funding and connections. Grassroots.

Tax or zoning incentives for attracting cultural activity, venues, etc.? TOT goes into general fund, income for city, not the arts. To tap it is a challenge, have CVC, conventions and visitors that promote the arts, they do tourism. Maggie Ivy is director. She is an arts supporter, but she is measured on how she gives it away, more aligned to hotel industry. Not very adventurous in how she supports the arts, goes only for the majors.. Has website and radio campaign.

Historic preservation: what role does it play? How is it funded? Examples of projects. Very little, just the tannery project, we have a few buildings. More new ones. Historic preservation is a watchdog, but we don't work them.

Events:

Major ones: types, frequency: * Cabrillo Festival of Contemporary Music - July 30-Aug. 12, 2007

- o Santa Cruz Film Festival - April 20-26, 2007
- o Studio Open tour, 3 weekends in October

Who sponsors/funds

Who promotes downtown cultural venues and activity? Arts, Culture and News - South of Water Street - Santa Cruz, CA <http://www.sowattv.com/>

Wayfinding and signage: how do people know where to go, what to do?

Transportation options? Trolley or special buses for cultural events? Other options or incentives? Car based mentality here. We have done a lousy job. It is a fight here, they are bloody, and no consensus to move forward. We just bought the tracks from an old railroad, but it will be a while before anything happens. Coming to boardwalk to downtown but will take time. Started first Fridays with arts bus just since last two year.

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? No they just come. Because it is a gorgeous location close to SF and Monterey and funkyness of SC., progressive, has big appeal on place. More a problem of retention, housing is expensive, hard to make a living. You have to be rich to live here. Articulated by the cultural plan that propelled the Tannery Art Center.

Specific location, enclave or district? What places do artists live and work?

Organization that leads/administers programs for artists? Santa Cruz arts league Contact: Central headquarters for artists district or programs?

How/where do artists market and sell their work? Through open studio art tour, three weekends in October, 300 artists juried, we have 400 applications and turn down ¼ of them, it is a beloved event and brings 10,000 into county sales 1.3 million, we get requests about this. We have a very successful model. Tourists come from bay area. It works so well here because the county is so beautiful. People want to come drive here for the weekend as a destination. Also redwoods, strawberry fields, Watsonville arts district has heavy metal, jewelry, lots of diversity, big range of quality and prices. All homes here stocked with art here because of the sale!!!! Even I have at least 10 pieces of local art in my small condo. People have come from England to work here because of that. The tradition is here for all to go. Fantastic signage, a calendar for each month, we collect a lot of advertising from businesses, beautiful printed calendar with maps inside. Source of income we sell 3000 @\$20 each, but we market the visual artist and we don't get a percentage, but we get money form the application fee, \$20, then they pay \$200 if they get in we advertise in SF and San Jose, we

advertise heavily. Get in-kind in papers for large ads. If you are here in Oct. you can not escape it. Incredible event. A lot of fun. The artists sell, some make as much as 40K in those 3 weekends, others 15K or so. The guidelines stress that the artists have to show the process in their studio, more than just the sale, it is exposing people to how art is made, the artists that apply have to make a compelling effort to showcase the process in order to get in. Visual artists are big time here, as well as music. Orgs: 4/18 dance project, actor theater minor, not any visual artists collaboratives, it will change with Tannery. There are some clusters: 17th Ave. SC studios in compound, sort of a collective, market together. Swift avenue cluster of artists studios, sort of collective. It is happening more now. Calendar lists all the artists, addresses, maps, websites and phone numbers, so people can call at other times of year. People keep the calendar all year and use it to contact the artists. 23 years. One of most successful thing we do. We have a committee of artists to deal with it.

Historic preservation: what role does it play? Not big. How is it funded? Examples of projects.
Tannery

Incentives/ support: defined by district or generally available?

Tax abatements or incentives: sales, property, income tax policies? What level was policy decision made? City, State (Maryland, Kentucky, Rhode Island and others stipulate policies for creation of districts)?

Zoning allowances for live/ work, studio? Describe.

Other support provided: Nothing at all

Façade improvement grants

Low interest loans

Health care or insurance

Development of artists spaces? New Tannery project

Studios

Live work space

Exhibition space: lousy, concept of galleries does not work here, the tour does not take a cut. U. has a gallery, CC has one, lots of artists show in non-traditional venues.

Budgets and funding sources for projects?

Public art

Is there art in public places? The Public Art Committee is responsible for developing the annual public art plan for submission to the City Council. It is responsible for appointing artist selection panels for various projects and reviewing the panel recommendations for transmittal to the Arts Commission.

Who funds it?

Policies

Ordinance requiring a percentage set aside from public capital construction: how much; what capital budgets does it apply to? 2% for public art. Get copies of ordinances and policies.

Ordinance or policy requiring or incenting public art in private development? Describe and get a copy.

Who runs the program? Crystal Birns (831) 420-5256 email: publicartcommittee@ci.santa-cruz.ca.us Selects the art and places it? how is it maintained? Describe processes.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts?

Joint marketing? What organizations participate? No, we have that mandate, but haven't done it.

We do use three floors of county building, we do exhibits of emerging artists 5 exhibits per year. County is major employer so is very well used, 100s of people there for business each day.

Central web site for marketing cultural activity? NO just resources for teaching artists, money from Packard to expand it. Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful? We tried, a few a little bit here and there.

Cultural tourism packaging and marketing? STUDIO TOUR Huge

Support for the arts and culture

Public support: amounts, sources, who administers? Incredible support from users and individuals, not from government. National average is 32% ours is 17% other places get 90% it is vastly.

Private philanthropy Foundations Packard and Irvine

Perceived "state" of giving: strengths, challenges?

Any joint fundraising? Sources? Who leads?

Workplace giving program? Yes, not big, but we work with 2-3 social service providers like United Way, we give a speech in the workplaces, county employees. It is growing. It has potential, but we haven't done it yet. Who runs it? Board does speeches. How much? How is it allocated? 25K good for support from community, big money is vertical money, this is horizontal funding. Broad based support is good. We have the Medici for the wealthy people, and now we have the friends of Culture council for the little people.

To get PR for the studio tour, we learned what the papers liked, they liked the stories about the artists, we have to control that like we have very senior artists, or lots of young artists this year, make it human interest, like digital art or what ever to keep it away from only individual artists.

Ventura, California

General:

Population: City: 100K Ventura County 800K

Rough demographics: 78% white, 24% latino, median income \$52K, median age 37

Coastal community? YES

Riverfront?

Resort/retirement community?

Denise is visual Eric is acting Cultural affairs director

General cultural development

Strengths: We are still evolving as new arts city. It's been a very long process since 1991, parks and rec led the charge to establish 2% capital improvement for art, entirely for visual art. The '92 cultural plan was created and the vision was born It started with one person, now 7 full time employees. Investment is through grants, 240K/year to artists and entities: performing and visual. 2%= 1/2 million budget. Very strong visual artist base, 30miles South of Santa Barbara, north of LA, we were an affordable environment. Our population was 60K in 1986, many artists have moved here. There are a number of stone sculptors located downtown, the historic downtown is walking to beach and hills from city hall. Both the cultural district and historic district are an overlay. The boundary was set in 1996. Can send links to plan and ordinances. Santa Barbra wants to do the same thing. We updated the plan in 05, and already 75% implemented! Political support has been great, we are a charter city, not paid politicians, but a very dedicated and activated political base. The city recognized the value of the arts early on. Culture affairs/economic development were one in the same. We have a top notch artist work/live space as well in the works. We have been working on it for years. It is bringing more artists to the community, property values have increased too much too fast for artists, so housing has been key. I visited a like project in Seattle. It is for both local and to attract more artists to here. We will provide access to northern CA and southern CA artists. I don't know if you get extra points if you are from here.

Small business loans and affordable housing loans for low income, we work closely with code enforcers to smooth the way for illegal live/work situations as long as it is safe, we are the advocates for this process. We don't have enough arts businesses, galleries, etc., we need more incentives for LA galleries to move here, hit or miss. We are not a retirement community, we have working class roots, but a higher economic group moved here from Santa Barbra when prices rose there. The community is evolving from its working class to a richer mix. OJAI is an artist community 20 miles into the mountains. We do art walks bi-annual here and there as well. There are over 200 artists featured. Art comes into town as well as the studios being open, 15-20K people come twice a year. It brings buyers from LA and SB. Very successful, we opened it up to regional artists as well to make us a mecca. We work with the visitors and convention center, we work together with them to market arts programs to visitors, we are a day trip from LA and get a lot of weekend visitors. Not quite a resort community, but we are a cultural destination, close to Channel Islands and we market the historic downtown and natural scenery.

Challenges? The 2 percent has been a good starting place, but it is only for capital projects, and it is not including private developers. We would do that now if it was possible, but the political structure is slow growth, an agricultural community, so developers are held to a high standard. We would like a tighter connection from developers to cultural people, I wish we added the developers in 10 years ago. We now need to convince the powers that be the time is right, and now the economic situation is looking risky for something like that. We have done large scale art installations, received national praise, but we are not liked by locals, they are more conservative. Now we do constant ongoing education. We should have had more broad based community education first rather than preaching to choir.

Funding? Budget is now 1 million or 1.5/year, not including public art, which includes sewers, water treatment, parks, roads only new, not maintenance, just new infrastructure. The budget shifts from year to year because of that. We are going into a slow period with the economy. Donors have taken a huge hit in the stock market as well. The Museum is county sponsored, city subsidized, they get a grant. The theater, Ventura music festival, were city sponsored, but now spun off into non-profits. The Museum used to be a farm museum, but now it is for art. The Rubicom theater, was a church that moved to a cultural arts facility, but we have not been able to sustain it. The City budget is ¼ million in grants. Historic facilities are 2 adobes where a concert series takes place, 200K community arts and historic programs/tours, 180K in cultural arts classes. Staff money is rolled into specific projects like the art walk, staff time is specific to programs. Our budget is all from the city, revenues from projects, street fairs, etc. Public art ranges 200-400K year, the rest is from the city's general fund.

Other leadership: Chamber of Commerce, we work closely with them and business leaders to create business leaders for the arts organizations. We have agriculture more than business, Patagonia is our main business to look for corporate sponsorship. Advocates: Ventura Arts was leading the charge for the cultural facility in downtown, it was not able to raise the money. The Foundation centered around one philanthropic couple it was their dream project. They are no longer major players, they have stepped back. Historic organization is ONCORE, but everyone is struggling now.

Leadership: Ventura Arts: <http://www.venturaarts.org/home.cfm> Advocates for Ventura Arts are dedicated to helping transform Ventura into California's New Art City. 805. 985-5611

- * **Ventura Arts Online** – www.venturaarts.org – launched in 1999, provides the most comprehensive, searchable calendar of cultural events throughout our County, as well as a continual flow of information about local performances and exhibitions. This 24/7 resource serves the dual function of providing valuable information to the public, while providing marketing opportunities to the arts organizations. Collaborating at the start with 11 organizations, the website now hosts over 40 regulars.
- * **Arts Explosion** – This series of free arts events, held each year between 2003 and 2007, was designed to build new audiences and provide the public quality arts experiences, especially young families who might not otherwise be able to afford them. Created and produced by SBFA in partnership with the City of Ventura, this celebration of the arts - from dance, to music, to theater, to storytelling and puppetry – played to packed houses, with 12 to 15 professional and community arts organizations providing top-notch entertainment.
- * **Arts Forum** – Established in 1999, the bi-annual political forum for Ventura City Council candidates is designed to give voice to the concerns of the arts community. Time and time again, the Arts Forum is by far the most well-attended of all civic forums during each election cycle.
- * **Arts Showcase** – developed in collaboration with the Ventura Education Partnership's Arts Collaborative, this one-day fair of presentations and information booths is designed to make educators aware of the varied and high-quality array of arts education programs available to them. For individual artists, writers, poets, and performers and for the many outstanding regional arts organizations who offer outreach programs, it is an opportunity to interface directly with decision makers in the schools.
- * **Rock the Arts** – Two rock music festivals presented by SBFA succeeded in reaching a much broader cross section of our community and served to raise their awareness of our established arts scene. While traditional arts audiences tend to be older, Rock the Arts drew a diverse population in age demographics and introduced them to our many world-class arts organizations.
- * **Other Advocacy Initiatives** – SBFA has commissioned several studies by respected national consulting firms, documenting the economic impact of the arts sector in Ventura and analyzing the resources it needs to flourish. In addition, several Town Hall meetings were sponsored, to gather input from stakeholders and residents. This information is used by the arts community to "make the case" for its continued financial support from local, state and federal sources. For instance, SBFA found that Ventura's arts community created 645 full and part-time jobs and stimulated \$18.6 million in spending. We also discovered that the lack of

arts facilities in Ventura is hampering the growth of the sector. As a result, the City included facilities development as a major goal in its Cultural Plan.

All of these reports confirm that the Arts are good for business and our quality of life. In addition to increasing economic activity, a healthy, growing arts scene is a strong attraction to new businesses that provide high quality, high wage jobs. It also offers motivation to creative people to become new residents and valuable contributors to our community. Finally, it develops opportunities for participation of our youth -- our legacy for insuring a promising future for our families.

Arts council? Ventura County Arts Council Contact: (805) 658 – 2213

www.VenturaCountyArtsCouncil.org

Roles and functions: To support and strengthen the Arts throughout Ventura County while continuing to serve Ventura County Artists, Arts Organizations, Schools and the General Public.

Programs

- Ventura County Government Center Community Art Gallery
- Annual Arts Week
- VCCF Arts & Cultural Endowment Fund
- Arts Mini-Grant Program
- Providence School
- Member's Directory
- Art Stars Awards
- Poetry Out Loud
- InnerSpark

Budget

Funding sources

How are the arts funded? State local partnership and Cultural Endowment Fund

Cultural Funding Program

The Cultural Funding Program annually awards grants to arts organizations and individual artists through a competitive panel review process. Awards are available in the following four categories: General Operating Grants, Project Grants, Facility Use Grants and Artist Fellowships.

Created in 1993, the program has grown over the past decade to support the goals of the 2005 Cultural Plan. Among its goals are to: increase access to arts education programs for youth; increase the number of programs that celebrate Ventura's diverse community and rich history; and make the arts a major component of the community's fabric.

Other cultural leadership organizations? (see extensive! List at end) Contact:

Presence of a college or university? Brooks institute of Photography, Ventura College Roles with respect to cultural vitality and support? CC has classes, feeder to 4 years universities, Cal State Channel Islands, 25 miles south of us, brand new, great partner, artist studio space, former mental hospital, very scenic location, beautiful building, more local base. 9 cities in county, we are the only one and leader in arts.

Done a cultural plan? YES! Creating California's NEW ART CITY 2005 PDF

Downtown revitalization:

Engaged or have been in revitalization? Yes, 1994 called city of Ventura redevelopment agency, overseen by city council. Bedraggled in 80s, commercial moving to suburbs, rundown city, 90s redeveloped, new movie theater, parking garage, market as cultural destination, last 5 years, lots of restoration of historic restoration.

Who is leading and what role do they play? Key contact for each:

City: Cultural Affairs Department

http://www.cityofventura.net/community_services/cultural_affairs/

acting manager Denise Sendolora - manager

Directs programs, activities and staffing of Cultural Affairs Division including granting & technical assistance programs, public art, cultural events & revitalization activities, arts education & outreach programs; supervises staff of 11; responsible for program direction

and development; serves as staff to Cultural Affairs Commission; responsible for grant writing and fundraising for programs.

- * Promote broad community awareness of, access to, and education in the arts and the city's historic resources in Ventura
- * Provide opportunities and support to Ventura artists and arts organizations
- * Foster cross-cultural understanding
- * Support economic development and tourism, especially in the downtown core.

Working Artist Ventura (WAV)

The Working Artists Ventura (WAV) project will be a \$57 million, state-of-the-art community designed for artists and creative businesses. Located in the cultural district of downtown Ventura, California, the WAV will offer affordable living and working space for over a hundred artists of every kind; painters, sculptors, dancers, poets, musicians, filmmakers and more.

Artist organizations? 3 large visual artists association, one has 150 members and own gallery downtown, 2 satellites, one in harbor. Artists union, open to SC artists, a subsidized gallery owned by city 2000 sq. foot gallery on oceanfront they pay 1\$ per year for rent. The restaurant has the rest of the space for upgrades. The city subsidized them. Bell Arts factory, local developer used mattress factory (west side/latino neighborhood) 30 artists are non-profit, studio space and community classes for west side. Fairly large, artists have come to town and discovered Ventura through this project. Developer was part of the planning of Wave and did this himself.

Redevelopment agency? Community Development Department (CD)

http://www.cityofventura.net/community_development/

Downtown business association?

Chamber?

Other?

Cultural strategies part of it? in what way?

Cultural district downtown? YES: Downtown Cultural District Features?

A summary of the budgetary growth of cultural organizations presenting performances, exhibits, and activities in the Downtown Cultural District

ORGANIZATIONS	1994 BUDGET	2004 BUDGET
Buenaventura Art Association	\$25,200	\$101,000
Kids' Arts	\$2,897	\$49,588
Plaza Players	\$43,053	\$0
Ventura Area Theatre Sports	\$5,935	\$44,409
Ventura County Master Chorale	\$16,550	\$89,760
Ventura County Museum of History and Art	\$406,000	\$787,000
Ventura Music Festival	\$4,102	\$539,800
Focus on the Masters	\$0	\$354,660
Rubicon Theatre Company	\$0	\$1,943,652
San Buenaventura Artists' Union	\$0	\$30,000
San Buenaventura Foundation for the Arts	\$0	\$121,239
TOTAL ORGANIZATIONAL BUDGETS:	\$499,635	\$4,061,108

The chart only includes organizations who present ALL or MOST of their programs in the Downtown Cultural District. The summary does not include for-profit ventures like galleries or music clubs, which have also increased significantly.

Additional statistics on impact of last 10 years arts growth:

In 2004, AMS Planning and Research conducted a similar study on economic impact of the arts in Ventura. The surveys showed that artists and arts organizations in Ventura had expenditures totaling \$10.4 million in fiscal year 2003. During the same time, 422,150 local audience members spent \$8.2 million on arts events and associated items (including an average of \$19.35 per person on secondary spending, at restaurants, hotels, etc.). This amounted to total arts spending in fiscal year 2003 of \$18.6 million in the community,

creating 645 jobs, \$13 million in household income, and \$768,000 in local government revenues.

Venues, organization: types and roles? Theaters are thriving

Public square or plaza for cultural events? We use our two parks and historic mission. No actual plaza, we have Figarozo Plaza that was created in 70s. We have Plaza park in downtown on edge of town with a gazebo, but doesn't function as central plaza, neither do this, California Plaza is on the ocean, artist union gallery and promenade is there but dated from 60s.

Investment in cultural venues or facilities? Rubicom theater - Cultural funding gives money to theater, a bit. Non-profit, we gave up on this. From what sources for what facilities? who owns them?

Art displayed in downtown businesses and windows? Not really. Who is responsible?

Describe program. Just with Art Walk twice/year, we do have collection in City Hall, library displays this sometimes

Tax or zoning incentives for attracting cultural activity, venues, etc.? We are planning a ballot initiative for a transient occupant tax, needs 2/3 vote, and the sales tax failed. The population is still very blue collar conservatives, but the new population more apt to do it, although not yet a majority.

Historic preservation: what role does it play? How is it funded? Examples of projects.

Events:

Major ones: types, frequency: Music festival 10 days in May, sponsors local bank, foundation for the arts, media sponsors, local press

Who sponsors/funds

Who promotes downtown cultural venues and activity? Collaboration with city and Marketing the Arts in the City, MAVERIC, marketing to LA to get audience, first Friday gallery night, collaborative marketing, Rubicom and Museum, Music festivals advertise with each other.

Wayfinding and signage: how do people know where to go, what to do? Working on this.

Named last year as preserve America program, we are community. Laura Bush program. Historic assets, cultural offerings, as part of that we get federal funds for signage. Working on this, 101 runs straight through town working on iconic projects with visibility from freeway. Large undulating glass canopy on bridge for gateway element. Still in process.

Transportation options? Trolley or special buses for cultural events? Other options or incentives? Gold coast transit, bus company, small shuttle between beach, downtown and harbor district. Looks like old woodie. 1\$. Used to have historic trolley, but it wasn't being used, this is California, still very car culture focus.

Recruitment and retention of artists

Are there specific strategies employed to attract and support artists? From Cultural plan:

Support artist retention through the creation of affordable artist live/work facilities

In order to address the space needs of its creative workforce Ventura needs to pursue a variety of approaches. Solutions needs to be developed that will make it legal and economically viable for artists to continue to produce their work in the spaces they have pioneered on Ventura Avenue and in other parts of the community. In addition, permanent affordable solutions need to be developed that will not only serve the existing artist population but will attract new talent to the city. The long-term viability of any creative community is dependent on a regular influx of people and ideas.

There are two major projects currently in development that will provide spaces specifically for visual and performing artists in Ventura: Artspace Ventura, a project initiated by the City of Ventura, and the Bell Arts Factory, developed by a private citizen. These two projects will provide, respectively, live/work spaces for low to moderate-income artists, and work spaces for local artists. Both projects must be supported.

There has been extensive discussion about the need for an artist-friendly live/work ordinance. An ordinance must be developed in order to provide individual artists with the possibility of maintaining independent and legal residences and workspaces.

"I want to live and work in a community where there is a lot of exciting interchange between artists from all different disciplines and levels of professionalism."

- Paul Lindhard, local stone sculptor

Incentives/support: defined by district or generally available?

No social services for artists, but housing yes. Lacking on all levels for people in need.

Zoning allowances for live/work, studio? Describe. Yes, sort of. Flexible code enforcement is how it is done, not firm zoning laws, don't enforce if it is safe.

Other support provided:

Façade improvement grants: Yes

Low interest loans: Yes

Health care or insurance: no

Development of artists spaces?

Studios – Bell Arts Factory

Live work space : Affordable Housing & Supportive Housing

The WAV project will provide sixty-nine new units of affordable housing, all serving low income families and individuals from across the region. Because artists need high ceilings, plentiful light and open space, they and their families find it particularly difficult to live and work in traditional affordable housing. That is why WAV will provide fifty-four affordable units especially designed and funded for the needs of artists with families.

We met the challenge of creating a structure that will be simultaneously durable, green and affordable by using new building materials and cutting-edge architectural practices. Kalwall, one example of an innovative building material that will be used, will create translucent walls that give artists more natural light, and will allow light to escape the building at night, creating a subtle glowing effect like a Chinese lantern.

The first of its kind, the WAV project represents the vanguard of community development. The entire WAV community will be designed and built to the highest standards of green building technology (LEED™ certified), including recycled building materials, car sharing, water and energy conservation, and renewable power from the sun.

The City of Ventura is working with PLACE (Projects Linking Art, Community & Environment, www.placeonline.us), a nonprofit organization based in Minnesota. PLACE has developed this live/work project to provide permanently affordable housing for the Ventura community's growing population of artists.

http://www.cityofventura.net/community_services/cultural_affairs/cultural_district/wav.asp for cool drawings.

Exhibition space

Budgets and funding sources for projects?

Presence of a non-profit Arts Center: exhibitions, classes. Compare

The Buena Ventura Art Association, founded in 1954 is a non-profit organization located in Ventura, California, just blocks from the beach. The Art Association serves 200 artists residing in Ventura County with 1,500 square feet of gallery space, workshops and other professional development opportunities. A dynamic community of visual artists in all stages of development, united to exhibit and sell art.

Bell Arts Factory: <http://www.bellartsfactory.org/> contact:

Joanne Zivich, Executive Director, 805.643.1960, joanne@bellartsfactory.org Artists, poets, crafters, dance and arts instructors, as well as City and community groups, are all making creative and active use of the 2,000 square foot Janet Addison Community Room for programs, meetings, performances and exhibitions.

There are 27 Artist Studios at our facility that are open to the public on First Fridays of each month. Artists can be seen working or displaying their art on days when there are special events taking place in the Community Room and other locations on our premises.

Bell Arts Factory's Youth Arts Program invites children from 6 to 18 to come and participate in exciting events every Tuesday, Thursday and Saturday.

Our Tool Room Gallery exhibits the works of talented local and renowned visiting artists and offers a venue for the unique and avant garde.

Public art

Is there art in public places?

Who funds it? **Percent for Art Program** City's Percent for Art ordinance allocates 2% of qualifying projects from the Capital Improvement Program for the inclusion of public art. The program is overseen by the 7-member Public Art Commission, which sets policy and has approval authority over all projects conducted through the program. The program also includes the Municipal Art Acquisition program, established by City Council to document the history of visual art in Ventura by featuring and highlighting important works of art created by area artists. The collection provides increased access to artwork of high artistic merit and aesthetic quality through its display in the public areas of City Hall and other municipal buildings.

Policies

Ordinance requiring a percentage set aside from public capital construction: how much; what capital budgets does it apply to? Get copies of ordinances and policies.

Ordinance or policy requiring or incenting public art in private development? Describe and get a copy.

Who runs the program? Selects the art and places it? how is it maintained? Describe processes.

Joint marketing

Describe efforts to promote access and participation?

Who markets the arts?

Joint marketing? What organizations participate?

Central web site for marketing cultural activity? Ventura foundation for arts was supposed to do it, city did it before. Now we need to take it back. Visitor and convention bureau, we would like to merge together. Who runs it? what else is it used for?

Youth participation strategies? What is available for youth? What is successful? Bell Arts Factory's after-school and Saturday art programs provide a creative and nurturing environment for children to engage in art-making experiences. These free classes allow youth to enjoy a variety of artistic media, interact with others, and build self-confidence.

City participates in Big Read, working with school district to engage with projects, Teen Voice mural project, after school enrichment programs.

We welcome all, and the day's program may include painting, drawing, Native American crafts, recyclable art, mixed media or drama. There is an emphasis on multicultural lessons, which demonstrates there are many different peoples who contribute to our world of art.

Support for the arts and culture

Perceived "state" of giving: strengths, challenges? Tremendous challenges right now. Trying to grow our base, but now everything is tight. We are trying to create new young collectors, majority of board members are over 50, younger families are more suburban trying to engage them. We are looking to engage families with free outdoor movies. Doing it in parks. And swimming pools. More free events for families are our goal.

Workplace giving program? Not for the arts, for social services united way. Who runs it? How much? How is it allocated?

Advice? Bring city council meetings, get arts working together visual and performing artists together so they are not competing with marketing, lobbying avoid fractures and infighting.