

Bradenton Florida Comparison to other Art Cities

Chattanooga, Tennessee	Demographics
Population	Chattanooga - 150K, Hamilton County-310K
Rough Demographics	Household income - 38K, median age - 37
Coastal/River	River
Resort/retirement community	Neither specifically, but arts tourist destination
Transport	free electric busses
College or University	University of Tennessee, Chattanooga, received grants for writers conference
Chattanooga, Tennessee	Strategies
Key Strengths	The river has now been maximized for walkability and outdoor celebrations. The city is now considered one of the most progressive and livable mid-sized cities in the U.S. It is a city with old money and active foundations that used cultural planning early and well to galvanize the creative climate and dialog. The transformation includes a vibrant, lively, cultural base that can now support a critical mass of nationally known artists.
Key Assets	They have two very active foundations that support a number of arts organizations that all work together as teams with lots of conversation and ideas. The waterfront has a large area for gatherings .9 day festival in June 100,000 people per night. Walnut St. Bridge, spans Tenn. River, 25 years ago was to be demolished, now pedestrian bridge, connects two shores for walking riversides. Walking tours, arts events, etc.
Outcomes	It is a very positive environment to move forward from. The arts have generated a critical mass for renovation, preservation, walkability, a green and vibrant community that attracts vitality and growth in many areas.
Lessons	"The collaborative planning process was retained as a model for community involvement and dialog during the whole process and continues to today. This involvement united the ideas with the assets and wherewithall to springboard from. It is exciting to view as an outsider, and even more exciting to participate in. It seems to attracts more and more vitality and commitment as it proceeds like a snowball gathering momentum."
Chattanooga, Tennessee	
Cultural Development	Allied Arts: 423.756.2787, Marilyn Harrison, x. 11 http://www.alliedartschatt.org City: Education, Arts and Culture (EAC) Missy Crutchfield, (423) 425-7823 Tivoli Theatre, home of Chattanooga Symphony and Opera Ass. Contact: Robert Bernhardt, Music director (423)267-8583 Websitewww.chattanooga-symphony.org Chattanooga Theater Center (423) 267-8538 George Quick ,Producing Director x225 George@theatrecentre.com
Plan	Public Arts Plan 2003, updated last year

Downtown Revitalization	The 21st Century Waterfront Plan was borne out of tremendous community participation and created in public meetings in February 2002. It is extensive, successful, and detailed in the research doc. See video on website: www.createhere.org (scroll down page)
Redevelopment	The City of Chattanooga, with its Urban Design Center, works in partnership with private development interests, citizens and others to revitalize the community. 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 District	YES, several
Public Plaza	YES, Miller Plaza, well used and significant to cultural life of city.
Events	free Friday night performance all summer, Riverbend is 9 day performance festival, many others. Gallery walks happen several times a year and draw significant collectors to studios.
Historic Preservation	Significant.
Recruitment/Retention of Artist programs	****Excellent! Use as model Lots of programs, lots of community support, resources, and funding!!!! 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. SpringBoard is... a business resource center for artists, artisans and creative entrepreneurs targeting sustainability and durability in small business. MakeWork is... an arts grant program offering \$150,000 in grants to artists and artisans within a 50-mile radius of Chattanooga. LeadHere is... a fellowship program designed to cultivate and empower emerging community leaders. Createhere is a collective of programs and projects, incentive funding and individuals working for creative economic and cultural development in Chattanooga. see www.createhere.org for contacts and details on these organizations.
Public Art	YES, spun org. out of Allied Arts, now on its own.
Marketing	Events are promoted by old money, Coca Cola, insurance, iron/steel, owner of NY times, sponsor events or organizations who make events happen.Lots of galleries, Art Trails publication and website, walking studio tour brings 4000 buyers directly into studios.
Community Support	Excellent! Community buy in from the top, business community, foundations, endowments, lots of philanthropy

Pawtucket/Providence, Rhode Island	Demographica
Population:	Pawtucket-72K, Providence-172K, but 1.7m in metro area
Rough Demographics:	Pawtucket - \$31K, age - 35. Providence has 10th highest poverty rate in country Industrial cities settled in 1700s 3-4 miles apart. Dirty and abandoned to poverty in 20th cent.
Coastal/River	Both
Resort/retirement community	Neither specifically, but arts tourist destination
College or University:	Rhode Island School of Design, Architecture, Culinary Arts, Brown University all in Providence. Lots of artsy people in nearby areas.
Pawtucket/Providence, Rhode Island	Strategies
Key Strengths	As Providence revitalized (due in part to the arts tax incentives the state was promoting), the artists were priced out. This gave Pawtucket, an older industrial town closeby full of empty warehouses and factories, an opportunity to seize. They did it by leveraging the energy of one position the city funded under its Economic Development Dept. He smoothed the way for artists and other small arts based businesses to relocate and thrive.
Key Assets	Providence (and to a lesser extent, Boston) provided the close by urban environment that the artists needed to thrive. One artist initially created WaterFire, which has become a major tourist draw as an arts destination. Pawtucket gave the out-priced artists space and a friendly environment to get a toe hold in. The empty buildings and neighborhoods, encouraging mayor, business community and incentives worked together as the draw and glue.
Outcomes	There is synergy with Providence allowing the two communities to combine to nurture and stimulate the arts and arts based economy. It took a decade to transform Providence, and another decade to bring Pawtucket to critical mass. They are now supporting numbers of nationally known artists.
Lessons	It doesn't have to take money and rich people to accomplish the transformation. Pawtucket's was done in a signifcant way by the sweat equity of one specific individual with a salary from the city. He portrays the city and state tax incentives as functioning primarily in a psychological way to market the arts friendly atmosphere. Watch the movie: Pawtucket Rising Look for synergy with larger nearby communities with more wealthy arts patrons and find a way to bring them into the city regularly to participate and buy art.
Pawtucket/Providence, Rhode Island	Key contacts and notes
Cultural Development	RISCA, RI State Council on the Arts , Christina De Chiera, 401--3881, Pawtucket Economic Cultural Affairs Officer, in Planning Dept: Herb Weiss, 401-724-5200 Pawtucket Arts Collaborative: Steve Kumins, president, 401-529-5548
Plan	YES, Ann Galligan, of Northeastern University did plans for both Providence and Pawtucket

Downtown Revitalization	Providence: YES, 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 Pawtucket: not revitalized that much, 60's urban renewal, but had abundance of old brick factories, market driven.
Redevelopment	Providence Economic Development Partnership (PEDP) http://www.providenceri.biz/ Arts and Business Council of RI: http://www.artsandbusinessri.org/ Greater Providence Chamber of Commerce: http://www.provchamber.com/ THE PROVIDENCE FOUNDATION http://www.providencedowntown.com/providence_foundation.php The Pawtucket Foundation www.pawtucketfoundation.org/pawtucket/
Cultural District	Pawtucket: YES, 20 acres of factories in arts district. Providence: YES "Downcity Plan" for Downcity District will provide the framework for making downtown Providence an arts and entertainment district with a substantially larger residential population.
Public Plaza	Pawtucket: NO Providence: YES, historic Kennedy Plaza, 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.
Events	Pawtucket: 3 week long Art Fair each year, city employee raises \$160K budget, added music this year. Major tourist event Providence: WaterFire now 15 time/year in summer, fills hotels and restaurants, started by one artist 15 years ago.
Historic Preservation	Pawtucket: 35 historic buildings, none purchased yet. 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
Recruitment/Retention of Artist programs	Yes! Both artist housing initiatives and artist health care initiatives.
Public Art	YES, 1% state ordinance
Marketing	Pawtucket Artists Collaborative Providence: City of Providence, Department of Art, Culture, and Tourism: http://www.providenceri.com/ArtCultureTourism
Community Support	YES! Tons of support from gov. city, state, co. Business, foundations, etc.

Asheville, N. C.	Demographics
Population:	Asheville-70K, Buncomb County: 222K
Rough Demographics:	median income - 33K median age-38.5 above average education level
Coastal/River	River front
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.
College or University:	University of North Carolina, Asheville
Asheville, N. C.	Strategies
Key Strengths	Asheville is in a beautiful setting in the mountains. With the historic Black Mountain (now LEAF), and the Penland School of Craft near by, it has attracted a lot of artists and has a strong historic crafts base that has been cultured and supported for hundreds of years. There is a lot of music and a festival atmosphere much of the year. Studio tours and gallery walks are very much a part of the culture. Teaching arts is supported well.
Key Assets	Beauty, long history of indigenous arts crafts, lots of nearby activities to attract tourists.
Outcomes	A vital community that is attracting people from all over as visitors, and a destination to relocate from harsher climates.
Lessons	Asheville has leveraged their sense of place well. They built upon what was already there in a steady maner over a very long period of time.
Asheville, N. C.	Key players and notes
Cultural Development	Asheville Area Arts Council, Angela Martinez, Executive Director, 828-258-0710, City of Asheville, Parks, Recreation and Cultural arts, Diane Ruggiero, Superintendent of Cultural Arts, 828-259-5815 Handmade in America.org, Asheville Community Foundation is funding for the arts through private donations
Plan	Yes, a new Downtown Master Plan, City Office of Economic Development, Sasha Vrtunski, Phone: (828) 232-4599
Downtown Revitalization	The Downtown Comission, City of Asheville's Office of Economic Development
Redevelopment	The Asheville Downtown Business Organization, similar organization for restaurants
Cultural District	River Arts District: http://www.riverartsdistrict.com/ Urban trail, Historic District, river front, gallery strolls, markers, public art, etc. Fundraising now for cultural arts center.
Public Plaza	Pack Square is being remodeled. Has big sculpture, creating park, theater, used for festival.
Events	Bele Chere Arts festival, Lexington Avenue arts festivals, Billmore space festivals and events, LEAF (Black Mountain) festival in fall, and May festival for world music, Gumba Festivals from West Indies, Orange Peel substantial venue for music, jazz, folk, etc.
Historic Preservation	Historical Society Hub project, Downtown Commercial Historic District, Montford Historic District, and the Grove Park Historic District.
Recruitment/Retention of Artist programs	No, some live work spaces, the housing authority will do it in the future
Public Art	Yes, 1%, and Urban Trail gets money from city for public art
Marketing	Gallery stroll in summer, spring and fall
Community Support	Many wealthy patrons, with a long history of supporting the arts.

Paducah, Kentucky	Demographics
Population:	25K, McCracken County: 65K 40,000 visitors/year
Rough Demographics: income - 26K, age-40	income - 26K, age-40
Coastal/River:	Ohio River
Resort/retirement community:	sort of retired artists, but neither really. A mix. Would like to become an arts destination, but not there yet.
College or University:	Two within an hours drive and a local community college with a good art and culinary arts program. It has a performance venue and has programming of dance, music and theater.
Paducah, Kentucky	Strategies
Key Strengths	Paducah has transformed itself into an artist magnet in a few years town with the vision and work from primarily one artist who got support from the city government to attract artists as an economic tool. It is the smallest of the communities we are looking at.
Key Assets	It was a booming river town built for density in the 1800s. There was a major flood in 1930 that it never recovered from. It had a lot of empty, old factories and huge warehouses, and lovely victorian neighborhoods in decay. It had become a medical hub, and did attract high income people who liked culture, and had a history of craft with the quilt museum and 3 other major museums. It is a very safe, petdstrial community with unique assets. The restaruants have tripled in the last year.
Outcomes	With incentives for artists to rehab buildings, and a marketing campaign, the city has been acquiring buildings to rehab and turning them over to artists to add sweat equity. Paducah is not quite at critical mass yet, but they have come a long way.
Lessons	Their incentive and marketing program is definitely something to examine in detail. It has been very successful. Their streetscaping and signage project connecting the various areas is something to look at as well. The open online calendar (ilist DRPN-V5AP4JV-00029360Paducah) is worth looking at in that it has open access to all.
Paducah, Kentucky	Key players and notes
Cultrual Development	City of Paducah Planning Department, Monica Bilak 270-444-8690, two artist collectives: Paducah Arts Alliance, and Paducah Painters Alliance, Paducah Renaissance Alliance, non-profit art center
Plan	nearly completed, being done by downtown commission, last plan done in 2002
Downtown Revitalization	A national Main Street plan, funded through tht Kentucky Heritaige Council. Lower town first, then added Downtown.
Redevelopment	Yes we have, but we also lots of infrastructure is still missing, looking for transportation grants now.
Cultural District	Lower Town Arts District Association (LTADA), Middletown, the south side of Downtown is highlighting Paducah's musical roots, with a renovation of a historic hotel as a historic blues/jazz venue.
Public Plaza	Use the whole street of Broadway for cultural events for street fair every week in the summer.

Events	Quilt festival draws 40K visitors/year and fills the hotels for miles around. Other events: Lowertown Art & Music Festival * Second Saturday * 4th Annual WKCTC Student Show * It's Never Just Black and White * Writers Showcase * Barbeque festival on the river attracts 60,000
Historic Preservation	20 blocks in downtown Paducah is on national historic register. Also listed with the State Preservation Board. About to start a riverfront project with Preserve America with streetscape, sculpture, and connections between the districts, with signage, etc.
Recruitment/Retention of Artist programs	"Artist Relocation Program" * 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. * Facade improvement grants
Public Art	No formal program
Marketing	Paducah tourism (Marry Hammond), Paducah Conventions and Visitors Bureau, LowerTown Arts District Association is dedicated to promoting the common interests of businesses, artists, and other entities within LowerTown. iList Paducah is the city online calendar, open to all events.
Community Support	Two businesses and one individual, now that they formed a non-profit they can do a membership drive.
Tallahassee, Florida Demographics	
Population:	160K, metro: 340K, Leon Co. - 260K
Rough Demographics:	income- \$49K, age: 23
Coastal/River:	lakes
Resort/retirement community	college town
College or University:	Florida State (film) and Florida A&M, Film Festival collaboration with Film School Supporting environment for writers, young writers moving here. Universities own most of performing space. A strong Community College.
Tallahassee, Florida Strategies	
Key Strengths	Two Universities, a state capitol, with a well educated public is good for audiences.
Key Assets	Knight Foundation City, Richard Florida held brainstorming session that led to the Plan in 2003
Outcomes	The plan is being executed, but we lack a business and philanthropic base to really take advantage of our outcomes
Lessons	I would be good for Bradenton to leverage the proximity to other nearby communities to attract a wider base of arts supporters. Tallahassee could lend support.
Tallahassee, Florida Key players and notes	
Cultural Development	Council on Culture and the Arts, Peggy Brady, 850-224-2500, State Arts Council, Shandy Shaughnessy, 850-245-6470, Knight Foundation City.
Plan	YES, 2003, also seminar with Richard Florida prior to plan.
Downtown Revitalization	Yes, trying. Recently a pedestrian plan for vacant office buildings, focus on Gainstreet area in south of city, artists, Sohoish, mixed use development. All understand arts is significant factor in, theaters, coffee houses, housing. Get Gains Going,

Redevelopment	Greenovation: initiative to attract green business to area. (see redevelopment websites collected)
Cultural District	In partnership with the Council on Culture and Arts (COCA), Artspace, is developing an arts incubator in the Gaines Street corridor known as the Arts Park on Gaines. The Arts Park will feature artist lofts, affordable housing, shops and restaurants, classroom and workshop spaces, a professional scene shop and other exciting venues. 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.
Public Plaza	A lack. We raised money for a new one, Cascades Park for performance.
Events	Tallahassee Film Festival, Writers conference, Photofest, First Friday festivals * Springtime Tallahassee – largest 501c3 * Southern Shakespeare Festival
Historic Preservation	122 properties on historic role. 50% tax abatement from city and county and grants available. 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.
Recruitment/Retention of Artist programs	Gainstreet District, Historic Railroad Square (70% artists or art related businesses)
Public Art	Art program at City Hall and at Airport to showcase local artists. Sculpture park and Photofest. 1% state program.
Marketing	Not as many sales locally for visual artists, artists sell on internet. We market with on-line calendar sponsored by arts council. Accessed by people all over country, we have magazine also regional, include some georgia. One newspaper markets all the arts. Cultural Tourism.
Community Support	We have good audiences, but not a lot of philanthropy because there is so much government here, we talked about workplace giving, but social services were threatened, so we did not do that. Some banks, lawyers, etc.
Cumberland/Allegany, Maryland	Demographics
Population:	Cumberland 20K, Allegany County: 75K
Rough Demographics: income:	31K, cost of living very low, age: 41
Coastal/River:	Potomac River
Resort/retirement community	
College or University:	Frostburg University, Allegany College of Maryland, Allegany College of Maryland is also a key player downtown, especially since moving its School of Hospitality, Tourism, and Culinary Arts into a four-story building that formerly housed a variety store.
Cumberland/Allegany, Maryland	Strategies

Key Strengths	Cumberland has been an arts district since 2002 with tax incentives from the state of MD. . 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 has worked real well for an economic engine.
Key Assets	Heritage Center at Canal Place is tourist draw. It is in a scenic mountainous area. Railroads are real big.
Outcomes	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.
Lessons	Artists are looking for home and a base for sales, more than incentives. Create a climate where this can happen. Have an organization to “drive the bus” to weave arts into the fabric of the community.
Cumberland/Allegany, Maryland	Key players and notes
Cultural Development	Allegany County Arts Council: Andy Vick, Director, 301-777-2787
Plan	Yes, 2004 from plan: 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.
Downtown Revitalization	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.
Redevelopment	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.
Cultural District	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. Arts and Ent. District tax credits for 10 years, based on improvements made. Exempt from admissions tax. and some income tax exemptions.
Public Plaza	Yes, at Canal Place
Events	Heritage Festival - 2 days
Historic Preservation	City, State, County Historic District Tax Incentive Program, Cumberland is Historic District.
Recruitment/Retention of Artist programs	Rehabilitation tax credit program, Arts and Entertainment District tax exemption program, (301) 722-4156
Public Art	New state program is run by the state.
Marketing	Downtown Cumberland, Allegany Tourism
Community Support	Significant, big time philanthropy

Charleston, South Carolina	Demographics
Population: .	120K, metro: 660K county: 330 fastest growing city in SC
Rough Demographics	median age: 34.5 median income: 47K
Coastal/River:	both coast and rivers
Resort/retirement community	major tourist destination, major port
College or University:	South Carolina Medical University, Art Institute of Charlestown
Charleston, South Carolina	Strategies
Key Strengths	The Spoleto festival USA is the huge 32 year festival stimulated the renaissance here. It and a very involved, visionary mayor of 9 terms can take a lot of the credit for the rebirth of Charleston. It is a beautiful, historic city
Key Assets	Very diverse culture that blends West African, traditional southern American and French elements, as well as the English. A commitment to historic preservation. There 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.
Outcomes	There did not used to be opportunities for seriously trained artists here, but now there is. The investment in history and culture has paid off big time for Charleston.
Lessons	Charleston is a lesson in how important civic leadership and vision play. Having an energetic and visionary leader (in this case the mayor) can galvanize the rest of the community, and success feeds on success.
Charleston, South Carolina	Key players, notes
Cultural Development	City office of Cultural Affairs: Ellen Dresslor Moryl, Phone (843) 724-7305
Plan	Unofficial one in '93, but leadership changed before it could be accomplished. Low Country plan done in '93 as well. Not well done, no strong leadership. Growth of culture has happened organically out of mayor's vision, rather than a plan.
Downtown 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
Redevelopment	City and Preservation Council are the leaders. Mayor's Institute of Civic Design started here, Mayor Joe Riley is in his 9th term, and instrumental in the entire transformation in the last 32 years. Design and Preservation Dept. part of Planning. Convention Center started it off, then he got Spoleto to come here. The waterfront was reclaimed from polluted land. Restored history and charm while invigorating the arts.
Cultural District	King Street revitalization home to old theaters and churches which are music venues.
Public Plaza	* Court House Square * Liberty Square * Marion Square (hosts farmers market and arts and crafts each week)* Market Square * Washington Square* Wragg Square

Events	Spoletto Festival USA, a 17-day art festival featuring over 100 performances , Piccolo Spoleto is the local performers version that happens at the same time. MOJA Arts Festival, which is a major, two-week celebration of African-American and Caribbean arts, music. Charleston Fine Art Dealers' Association's Fine Art Annual and Charleston Art Auction attracts hundreds of art collectors to the city.
Historic Preservation	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. It is HUGE in the renovation and funded both publically and privately.
Recruitment/Retention of Artist programs	No, Charleston is too expensive for artists to live. They are starting to go to N. Charlestown, the Navy dockyards have lots of large buildings and less expensive cost of living. But that area does not have the magic of historic Charlestown. The way the artists are retained is to bring in the buyers from out of town to support their success at the Fine Arts Dealers Association annual event.
Public Art	No. there is no support of public modern art, only historic. 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.
Marketing	Arts council and the tourist board.
Community Support	Lots of investment both public and private.
Charlottesville, Virginia Demographics	
Population:	45K, Albemarle County: 92K
Rough Demographics: :	median age: 23, median income: 31K/household, 24% below poverty line,500K tourists each year, Montecello, 69%white,
Coastal/River:	Riveanna River
Resort/retirement community	A little of both, plus a college town
College or University:	University of Virginia, graduates come back to retire
Charlottesville, Virginia Strategies	
Key Strengths	Pedestrian mall was redone in 1976 by Lawrence Halprin, to get people out and about was very successful. It got the Arts council and growth of the arts going around then, like the McGuffey Art Center. The economic engine of the arts is very apparent. City is diverse with lots of wealth. Political climate is progressive and supportive of the arts. Vibrant music and theater arts.
Key Assets	Started a vibrant art scene in the 70s with the mall and McGuffey, revitalized during the 80s, music and theater are most evident and have lots of private funding. The new IX area is green and vibrant, right downtown.
Outcomes	ranked #1 best place to live in 2004
Lessons	Mine your retirement community as a volunteer resource.
Charlottesville, Virginia Key contacts and notes	
Cultural Development	Piedmont Council of the Arts: Maggie Guggenheimer, Executive Director 434-971-ARTS (2787) , McGuffey Art Center, Virginia Commission for the Arts, Charlottesville Area Community Foundation: 434-296-1024
Plan	The city does not want a cultural planning process, they have resisted this. They have a strategic work plan from 2007, and a vision statement

Downtown Revitalization	The Mall redevelopment was the original catalyst, now the IX center,
Cultural District	Belemont, Fifeville are arts districts. McGuffey Arts center (70s) is live/work center, public comes in for free, started in the 70s. IX is over seventeen acres Retail, Residential, Office and Arts spaces latticed with parking and compact green park areas three blocks from mall.
Public Plaza	The Mall acts like a Square, the new Pavillion is a private indoor venue for large music events and festivals.
Events	Festival of the book and photograph, Live Arts, Second St. Gallery, large music festivals, chamber music, Fridays after 5,
Historic Preservation	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, this is where the IX is.
Recruitment/Retention of Artist programs	Not that I could find, only the McGuffey center, which is seen as archaic.
Public Art	The non profit foundation, ArtInPlace
Marketing	Chamber of Commerce, Charlottesville Tourism, City of Charlottesville, Piedmont Council for Arts, Monticello, Monticello Avenue, University of Virginia Art Museum
Community Support	Warren Capshaw was manager of Dave Mathews Band is major investor/developer/arts supporter, visionary.
Sante Fe/ Albuquerque, New Mexico	Demographics
Population:	Santa Fe-75K, Sante Fe County.-130K Albuquerque-520K San Berillio Co.-610K
Rough Demographics:	Santa Fe median age - 40, income 42K, Albuquerque median age - 35, median income-40K
Coastal/River:	Rivers, not much water
Resort/retirement community	Sante Fe - resort/retirement, Albuquerque-neither
College or University:	University of NM Albuquerque., 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 university's mission.
Sante Fe/ Albuquerque, New Mexico	Strategies
Key Strengths	Both are well known for Native American art, Sante Fe for both contemporary and native art is #1 art market in the country.
Key Assets	Very scenic part of country with a strong architectural and cultural connection to place (stronger in Santa Fe)
Outcomes	Santa Fe is a successful arts destination location, with a world class reputation. Albuquerque is the stop over to get to Sante Fe, and overlooked in comparison. A 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.

Lessons	Alburquerque is a good lesson in what not to do. They invested in a cultural plan, but did not get buy in from the mayor. As they tried to execute the plan and institute a room tax to support the arts, the mayor did not support the tax and even lobbied for a competing measure. Santa Fe, on the other hand is well known world wide not only for their visual arts, but for Chamber Music and Opera as well.
Sante Fe/ Albuquerque, New Mexico	Key players, notes
Cultural Development	Albuquerque Arts Alliance, Cricket Apple, director, 505-424-1878, Sante Fe Council for the Arts 505-424-1878
Plan	Albuquerque - 1995 updated in 2002, Santa Fe - Economic Dev. Plan-2004
Downtown Revitalization	Albuquerque-Central Avenue,
Cultural District	Central Arts District in Albuquerque, Historic Old Town Districts in both cities
Public Plaza	Both cities have the old spanish central plaza, which functions as a draw for tourists primarily. There is a civic center in Albuquerque. Performance and activities managed by city cultural affairs. In Santa Fe the cultural events (Music and Opera) happen on a hill well outside the old town that functions more as a visual arts center.
Events	Albuquerque: GO! Arts Festival 2008, Globelquerqeu, 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. Santa Fe: Chamber Music Festival, Opera, BlueGrass, Roots Rock, International Contemporary Art, Native, tons of festivals and events every day of the year.
Historic Preservation	Old Town Districts in both cities
Recruitment/Retention of Artist programs	Albuquerque - housing, yes: Several studio locations, 3/4 buildings converted for studio space, not live work. New live/work spaces coming on line. Harwood
Public Art	Yes, New Mexico State Public Art, 1% Albuquerque - Sherri Brueggemann, Phone: (505) 768-3833
Marketing	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. Tourism, collaboration is improving, they focus on Native American only.
Community Support	City, State (some) Local community foundation, some private, few small family foundations, modest individual Contributions. Santa Fe has many foundations and donors, a very rich history of public and private support.
Santa Cruz, California	Demographics
Population:	55K, county: 250K
Rough Demographics:	median income- 54K, age-32, nearly 3x national average of gays and lesb.
Coastal/River:	Coastal
Resort/retirement community:	Resort
College or University:	UofC at Santa Cruz, Shakespear festival. Active Community College with excellent art facilities and venue
Santa Cruz, California	Strategies
Key Strengths	Beautiful setting that has attracted artists and arts lovers for years. Somewhat isolated, but very close to San Francisco and San Jose for a good source of patrons. The community is enthusiastic and full of arts supporters.

Key Assets	Very large community of independent artists, and a strong culture of patrons and collectors. Packard and Irvine Foundations are major funders. The key to this vital community is the arts tour for three weekends each fall. This tour is heavily marketed and juried. It has become a cultural phenomena that gets the locals and surrounding patrons to become involved as collectors and supporters of visual arts and allows many artists (3-400) to live off their work, many without galleries.
Outcomes	An interesting mix of a reluctant government, and an enthusiastic public base. The plan done in 1999 is still being used, in the process of being updated, and there is a new artist live/work space that may be the largest in the country coming on line.
Lessons	****This population is similar to Bradenton, and the community is also very visually arts based. The lesson of the excellent and fantastic studio tour is a good one. Some artists make up to \$40,000 in those three weeks!
Santa Cruz, California	Key contacts and notes
Cultural Development	Arts Council: Alberto Rafols, 831- 475-9600 x14
Plan	Yes, originally done in 1999, redone in 2002, being redone now. Still used a lot for direction and lobbying politicians, quote from it heavily.
Downtown Revitalization	City totally rebuilt since the earthquake of 1989. Arts have played a big part.
Cultural District	Not really, artists are all over. Watsonville arts district and now we have the Tannery Art Center
Public Plaza	Lack of square and venues, venues are at colleges, not in town
Events	Shakespeare Santa Cruz * Cabrillo Festival of Contemporary Music * Santa Cruz Film Festival *Arts and Lectures
Historic Preservation	Tannery Art Center, not much else
Recruitment/Retention of Artist programs	Artists come because it is so beautiful, but it is expensive to live here, the reason for ArtSpace Tannery Center. The open studio's annual fall art tour is a juried studio tour of 300 open studios in the county. It is heavily promoted by a glossy calendar that functions as a marketing tool for the rest of the year as well. Ads are placed in SF and San Jose newspapers and art magazines with heavy PR in the media. It's success may be why there are fewer galleries in Santa Cruz than one would expect. This is a cash cow for the artists that included.
Public Art	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. 2% for public art . Crystal Birns (831) 420-5256
Marketing	For visual arts the marketing is concentrated in the open studio tour. The convention and visitors bureau, CVC, Maggie Ivy is director. Also some artist collectives.
Community Support	Strong enthusiasm for events and visual arts, big lack of government support. Have rich patrons and foundations but not much business support.
Ventura, California	Demographics
Population:	100K, county: 800K
Rough Demographics:	income - 52K, age - 37
Coastal/River	Coastal
Resort/retirement community	arts destination trying to become resort, not retirement history of working class
College or University:	Brooks Institute of Photography, Ventura College

Ventura, California	Strategies
Key Strengths	Located between LA and Santa Barbra on the coast, Ventura, which was a sleepy little coastal town has attracted artists and brings in the patrons to support them. Very strong support since the mid-80s, a lot of the new population since then are artists and art supporters. The local 2% on capital improvements was a spring board for them to build on. Several artist groups/collectives are supported and hundreds of artists. The state public art money was used for major works that help build the arts destination story. This was controversial at first, but now with all the art education funds, the public understands the investment and appreciates a wider range of art.
Key Assets	They have used their ample 2% for public art to collect major works that are visible from the highway. and used it for working artist grants. This has helped put them on the map of art destinations. They have strategically grown their audiences by bringing in 'Rock the Arts' to bring in younger audiences, and Arts Explosion to bring in young families to enjoying the arts.
Outcomes	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.
Lessons	A generous public art program can put a community on the map to attract visitors and patrons. They wish they would have included maintenance projects in it as well in hindsight. They also, like Santa Cruz do a tour that brings in collectors from LA and Santa Barbra twice a year.
Ventura, California	Key contacts and notes
Cultural Development	City Cultural Affairs Department, Denise Sendolora manager of visual arts
Plan	Creating Claifornia's New Art City 2005
Downtown Revitalization	Yes, Downtown arts district being redeveloped since the early 90s. Lots of large steel sculptors work downtown.
Cultural District	Downtown Arts district, now a new one on the waterfront
Public Plaza	We use the two parks and the historic mission for events
Events	* Arts Explosion – this celebration of the arts - from dance, to music, to theater, to storytelling and puppetry – is aimed to get families involved in the arts * Rock the Arts – Two rock music festivals succeeded in reaching a much broader cross section of our community and served to raise their awareness of our established arts scene. the twice yearly open studio tours bring in art collectors from LA and Santa Barbra.
Historic Preservation	The mission is historic, and the waterfront project includes historic renovation. Named a Preserve America city we will receive funds for signage on freeway, and to connect the parts of town.
Recruitment/Retention of Artist programs	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.
Public Art	The City's Percent for Art ordinance allocates 2% of qualifying projects from the Capital Improvement Program for the inclusion of public art.
Marketing	Ventura Arts Online – launched in 1999, provides the most comprehensive, searchable calendar of cultural events throughout our County, also the Visitor and Convention Bureau.

Community Support	Very challenged in this economic environment. Aiming at creating new collectors with young families and we support that by programs and lots of education.
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