

Arts & Cultural Districts OVERVIEW

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Information provided by the California Arts Council, the state's arts agency



OVERVIEW OF CULTURAL DISTRICTS

- Definition
- Other states' programs
- Benefit of states' program
- Legislation info and status
- Legislative directives
- How cities could benefit
- Questions



About the Presenter

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 - Chair, US Urban Arts Federation
 - Board member, Californians for the Arts
- Research and information provided California Arts Council, state arts agency

www.arts.ca.gov



What is an Arts & Cultural District?

- General /informal definition: “Well recognized, labeled, mixed-use area of a city in which a high concentration of cultural facilities serves as an anchor.” (Americans for the Arts)
- State program definition: “Special areas, designated or certified by state governments, that utilize cultural resources to encourage economic development and foster synergies between the arts and other businesses.” (National Assembly of State Arts Agencies)



National Trend

- 14 other states have cultural district programs
 - Arkansas, Colorado, Indiana, Iowa, Kentucky, Louisiana, Maryland, Massachusetts, New Mexico, Oklahoma, Rhode Island, South Carolina, Texas, West Virginia
- Handful of others allow local entities to declare cultural districts – drawbacks include
 - Informal coordination
 - Lack of collective efforts



Components of States' Programs

- Some include **tax incentives**, but most do not
- Variety of state agencies involved in state cultural district programs:
 - **State arts agencies**
 - Economic development & small business
 - Tourism
 - Historic preservation
 - “Main Street” network (often nonprofit)



Benefits of Arts & Cultural Districts

- Attracting **artists** and **cultural enterprises**
- Encouraging **businesses** and **jobs***
- Addressing **urban** and **rural**
- Establishing **tourism destinations**
- Encouraging **preservation**
- Enhancing **property values**
- Fostering **local cultural development**

* 1 in 10 jobs in California is related to the Creative Economy. See *Otis Report* for more info:
http://www.otis.edu/sites/default/files/2015_Otis_Report_on_the_Creative_Economy_CA.pdf



California Legislation: AB 189

- Authored by Assembly Member **Bloom**; Co-authors Calderon and Waldron, and Senator Allen
- Establishes “State-Designated Cultural Districts” in CA
- **California Arts Council** would establish criteria and guidelines for state-designated cultural districts
- **Certification for 5 years**, renewals every 3
- Passed both houses and enrolled Sept. 10
- Sent to **Governor’s desk Sept 17**
- Governor has until October 11 to sign



Legislative Directives in AB 189

- Competitive application system by which a community may apply
 - **Areas: Urban, rural, suburban**
 - **Entities: cities, counties, chambers, associations**
- Technical assistance
 - **Branding and signage**
 - **Tourism efforts**
 - **Communication coordination**
- Collaborate with other public agencies and private entities to maximize benefits



How a City could Utilize an Arts & Culture District

- Placemaking activities, promotion and tourism
- Economic and cultural development benefits
- Promotes creative economy and assets including
 - Artists and creative entrepreneurs
 - Arts organizations
 - Arts and cultural facilities
 - Public art
 - Creative businesses



RESOURCES AND REFERENCES

- **State Cultural Districts: a policy brief**, by the National Assembly of State Arts Agencies, 2015. <http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/StateCulturalDistrictsPolicyBrief.pdf>
- **Cultural Districts: The Arts as a Strategy for Revitalizing our Cities**, Americans for the Arts, 1998: http://www.americansforthearts.org/sites/default/files/pdf/2013/by_topic/cultural_districts/Cultural%20Districts.pdf
- **Text of AB 189** by Assembly Member Bloom, with additional background available: http://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160AB189
 - Assembly Member Richard Bloom: <http://asmdc.org/members/a50/>
 - Co-author Assembly Member Ian Calderon: <http://asmdc.org/members/a57/>
 - Co-author Assembly Member Marie Waldron: <https://ad75.assemblygop.com/>
 - Co-author Senator Ben Allen: <http://sd26.senate.ca.gov/>
- **Various resources on Creative Placemaking** compiled by the National Assembly for State Arts Agencies: <http://www.nasaa-arts.org/Research/Key-Topics/Creative-Economic-Development/Creative-Place-Making-Research-and-Resources.php>
- **Creativity and Neighborhood Development: Strategies for Community Investment** report from The Reinvestment Fund and the University of Pennsylvania's Social Impact of the Arts Project - http://www.trfund.com/wp-content/uploads/2013/06/creativity_neighborhood_dev.pdf
- **Otis Report on the Creative Economy of California 2014**. Otis College of Art and Design with the Los Angeles County Economic Development Corporation. http://www.trfund.com/wp-content/uploads/2013/06/creativity_neighborhood_dev.pdf

QUESTIONS?

