

Catalyze Your Community Through Arts and Culture



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Why is Arts and Culture Important to YOU?



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Intention of Workshop

- 1) Understand the impact of arts and culture on communities and economies
- 2) Explore how to build arts and culture as the core of community identity
- 3) Learn how Creative & Cultural Districts catalyze communities
- 4) Create an inspiring collective vision for your community
- 5) Learn how to organize and build an inclusive coalition to champion this work and produce results



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Communication & Collaboration

- Engage with the workshop
- Share your points of view
- Create space for everyone to participate
- Listen to other points of view
- Agree to disagree
- Add to ideas instead of judging
- Think big
- Have fun!



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Oregon Arts Commission



To enhance the quality of life for all Oregonians through the arts by stimulating creativity, leadership and economic vitality.



The Arts Defined

Prominent examples of the arts include:

- Visual Arts (crafts, drawing, painting, photography, printmaking, sculpture, mixed media, new media)
- Literature (creative non-fiction, fiction, play writing, poetry)
- Dance (including choreography)
- Music (composition, performance)
- Theatre and Performance Art
- Design Arts
- Media Arts
- Traditional Arts





Arts Commission Programs

- Grantmaking for artists, organizations and projects
- Relief grants for artists and organizations
- Poetry Out Loud
- Percent for Art in Public Places
- Art in the Governor's Office
- Governor's Art Awards
- Artist Registry
- Arts and Economic Prosperity Study
- Creative & Cultural Districts (new program)



Alex Hirsch, *Lighting the Way*,
2013, Southern Oregon University



Oregon Cultural Trust



The Oregon Cultural Trust's mission is to lead Oregon in cultivating, growing and valuing culture as an integral part of communities. We do this by inspiring Oregonians to invest in a permanent fund that provides annual grants to cultural organizations.



Oregon Cultural Trust Programs

- Cultural Tax Credit Program
- Cultural Trust License Plate
- Cultural Partner Organizations
- Poet Laureate
- Organizational & Professional Development Grants
- Cultural Development Program
- County Cultural Coalition Program
- Strategic program investments statewide





Culture Defined

Arts, Heritage and Humanities

Prominent examples of culture include:

- Museums
- Historical societies
- Historic sites and buildings
- Commemorative events
- Culturally-specific events
- Botanical gardens
- Zoos
- Fairs and festivals
- Storytelling
- Public conversations





New Cultural Trust License Plate





Americans Value Arts & Culture

82%

of Americans believe arts & culture are important to local businesses and the economy

87%

of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs



What is the Benefit of Arts and Culture for Communities?



- Economic engine for communities
- Develop an innovative workforce
- Enhance quality of life
- Build community and increase connection
- Improve health and well-being
- Increase tourism
- Improve education, engagement in school and learning outcomes



Arts and Culture Mean Business

- Investment in arts and culture are associated with GDP growth.
- Arts and culture account for \$9,145,079,000 and 3.6% of the Oregon economy.
- Cities with high levels of community attachment—the degree of loyalty and affection residents have for their community—also have high GDP growth over time.



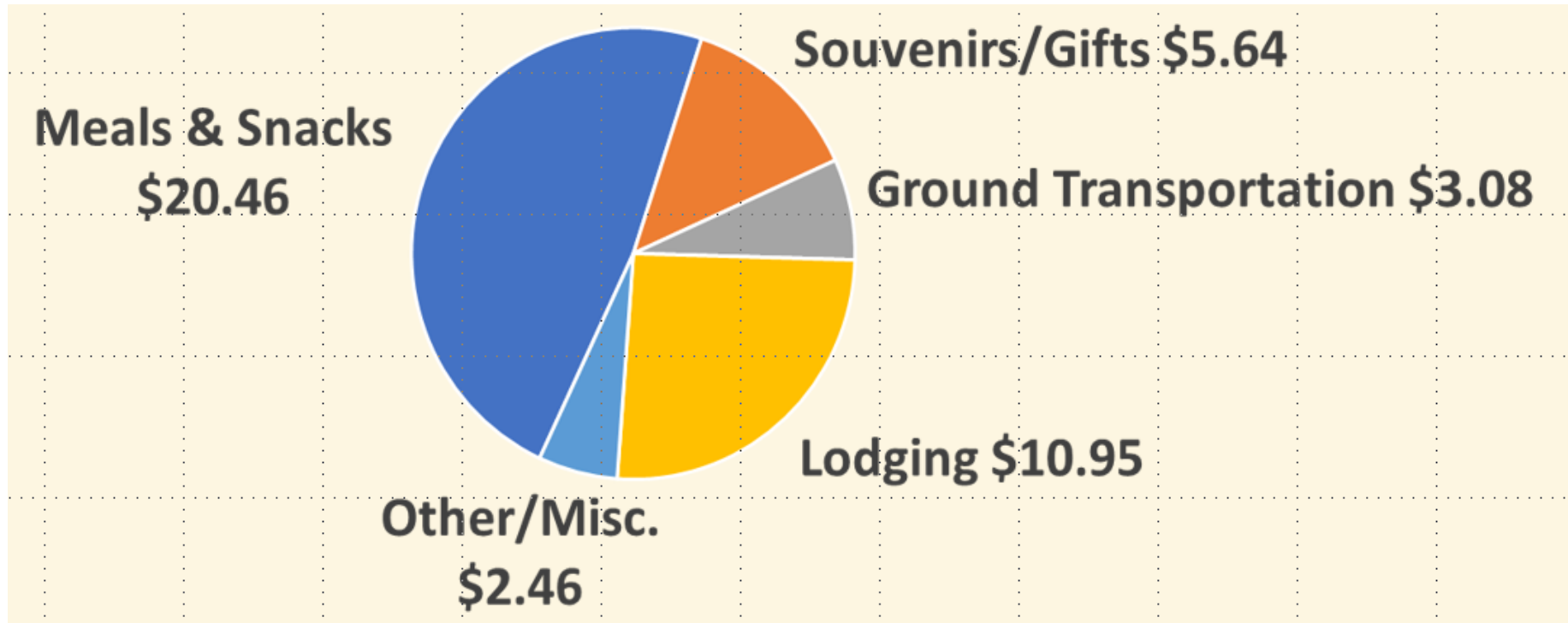


2015 Arts and Economic Prosperity Study

	Total Expenditures (\$ in Millions)	FTE Jobs Supported	Local & State Govt. Revenue	Average Audience Spending
Oregon	\$687.0	22,299	\$53 Million	\$42.59
Central OR Region	\$34.7	968	\$2.4 Million	\$56.71
Clackamas County	\$14.8	417	\$1.1 Million	\$26.83
Clatsop County	\$13.7	359	\$1.3 Million	\$67.49
Corvallis	\$71.9	1,968	\$4.8 Million	\$23.39
Eugene	\$62.2	2,401	\$3.9 Million	\$19.21
Lincoln County	\$10.4	272	\$1.4 Million	\$41.67
Greater Portland	\$330.4	11,505	\$27.6 Million	\$25.23
Washington County	\$21.2	942	\$1.6 Million	\$20.11
Yamhill County	\$45.0	1,150	\$2.9 Million	\$31.22
Northeast OR Region	\$1.2	39	\$72,000	\$29.17
Southern Oregon Area	\$100.6	3,365	\$8.8 Million	\$143.96



Impact on Multiple Industries



Attendees spent \$42.59 per person, per event
Total Attendance 9,911,552



Impact of Tourism

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**



Traveling for Cultural Experiences

SURVEY: HOW FAR WILL YOU GO FOR A CULTURAL EXPERIENCE?

("If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?")

	LOCAL ATTENDEES	NONLOCAL ATTENDEES	ALL CULTURAL ATTENDEES
NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER	30.5%	27.0%	29.4%
NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE	27.5%	20.6%	25.4%
YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY	41.9%	52.4%	45.2%



2022 AEP Study Underway

- 21 communities in Oregon participating—the fifth highest state across the country
- Travel Oregon is our statewide sponsor and partner
- Study period: May 1, 2022, through May 31, 2023
- Final report published Fall 2023

TRAVEL



OREGON





Impact of the Pandemic on Communities

- Loss of arts and cultural events
- Loss of event spaces
- Loss of jobs
- Reduced capacity of cultural nonprofits
- Loss of community gatherings
- Loss of personal and community connection

The pandemic has truly shown us the importance of arts and culture to our personal lives and communities.





Arts and Culture are Essential for Recovery

The arts entice people out of the homes and back into community life—spending time with each other, spending their money with local merchants, and kickstarting the tourism industry.





Importance of Artists

“Creativity, originality and initiative” is the number-three in-demand skill for employers.

Artists are often employed by businesses for beautification, design, marketing, project management, community partnerships and other business solutions.

If you have a business or community problem, you want an artist/creative thinker at the table.





Artists Are Entrepreneurs

Artists are highly entrepreneurial. They are 3.6 times more likely than the total workforce to be self-employed.

Artists are highly educated. 63% of all artists hold bachelor's degrees or higher levels of education, as compared to 36% of all workers in the labor force.





How Do Artists Contribute to Your Community?





What Are Creative & Cultural Districts?

Naturally occurring area in a community in which a high concentration of arts and cultural facilities and events that serve as the anchor of attraction to residents and visitors.

Reflects the community's unique cultural heritage through its built environment and history, showcasing the region's artists and cultural traditions while increasing social engagement and visitors.

[Video from Louisiana](#)



ty



Art Solves Problems





Districts Solve Problems

Almost 20 states in the country have a creative or cultural district program to help communities who are dealing with:

- Economically depressed communities
- Run-down downtowns
- Empty storefronts
- Neglected buildings
- Industries that are no longer viable
- Artists moving to other communities
- Lack of inspiration and vibrancy





District Goals

- Catalyst for downtown revitalization and serve as an incentive for new or relocating businesses.
- Create a vibrant and appealing environment
- Attract and retain artist and creative workforce.
- Position the community as a cultural tourism destination while supporting existing residents.





Districts are Distinct

- Benefit from being “compact and walkable,” but some districts span larger geographic areas of their communities.
- Found in all types of communities from small and rural to large and urban.
- Supports the identity and needs of a community and/or culture.





Community-Driven Process

A broad group of stakeholders work together to create shared goals and programs/projects to serve their needs and vision for their community:

- Arts and cultural nonprofits
- Artists
- Businesses
- Civic leaders
- Economic development
- Tourism
- Artists and culture bearers
- Community influencers
- People who are not normally at the table





Success Factors

- A unique **authentic identity**
- **Community support** and partnerships
- Inclusive planning and vision with input from the broader community.
- **Artists are partners**, not products, and are valued as members of the community.
- High accessibility of **venues and events**
- Clear **demarkation** of the district through district boundaries, good signage, and consistent use of logos and maps
- **Marketing** and promotion.
- Strong **amenities** such as restaurants, lodging





Key Components

- Identity and branding
- Boundaries
- Wayfinding
- Marketing and audience development
- Programming
- Visitor experience
- Stakeholder engagement
- Governance
- Administration
- Funding





Customized Identity

- Arts District
- Cultural District
- Arts and Cultural District
- Creative District
- Arts and Entertainment District
- Historic District
- Cultural Corridor
- Latino Cultural District
- Filipino Cultural Heritage District
- Main Street Cultural District
- American Indian Cultural Corridor





Measuring Success

- Jobs
- New businesses
- Creative businesses
- Visitation
- Funding investments
- Local infrastructure investments

NASAA Policy Brief, 2020





Local Challenges

- **Gentrification.** Displacement of existing residents can lead to the loss of a region's unique and authentic identity and diminish local support.
- **Staffing and administration.** Many districts are staffed as part-time or volunteer positions.
- **Financing** and securing funding,
- **Relevance to local residents** needs to be considered with equal respect to efforts that attract tourism. Districts face hardship when they do not have the support of their own community.
- **Lack of planning.** Planning and evaluation of local efforts can be time consuming and can demand extra resources but are crucial to sustaining a local district.



Intentional Planning

Districts are led by the community and provide **community-driven solutions** to local problems and needs.

Communities will have increased success in reaching their goals with this type of intentional planning among a diverse group of stakeholders.



Photo by [Katy Anne](#) on [Unsplash](#)



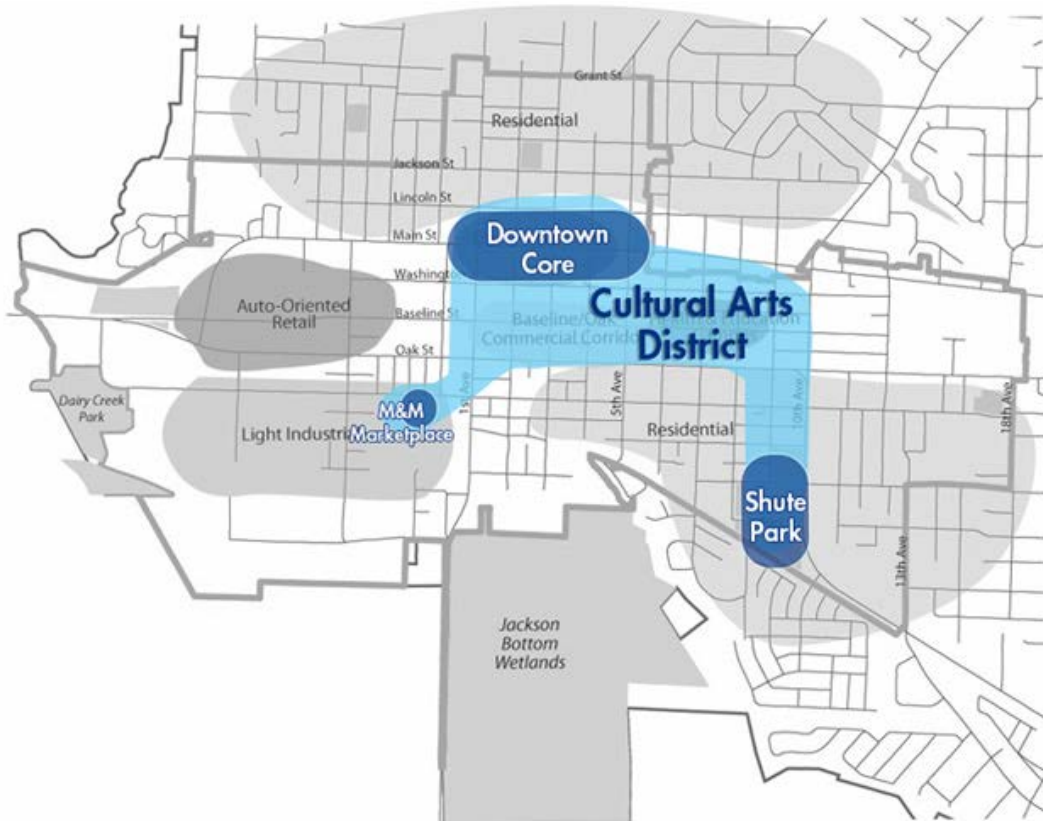
City of Toledo



- Strong City support and leadership
- Hired a consultant
- Broad advisory group
- Main Street community
- Leveraging grants
- Multiple projects including art in storefronts, events, murals



City of Hillsboro



- The City adopted the Hillsboro Cultural Arts Action Plan in 2018 with the help of a consultant.
- Hillsboro 2035 Community Plan outlined Downtown revitalization plans, investments, and activities.
- Recently hired a Cultural District Manager who works for the City
- Working with businesses, artists, organizations, Economic Development and other partners



Cultural Planning Group

- Researched models across the state and country
- Conducted listening sessions and interviews
- Engaged with steering group
- Identified best practices for Oregon
- Identified metrics for success
- Ensured program addresses needs of rural and urban communities
- Developed program framework
- Identified communities who are ready





Steering Group



Nature
HISTORY
Discovery





Oregon Main Street

We are learning from the Oregon Main Street model:

- Tiered approach
- Technical assistance
- Convenings

WESTAF

We can layer Creative & Cultural Districts within Main Streets to enhance their goals. Other communities will have distinct programs.





Stakeholders' Opinions

- Is a great idea
- Will provide benefits for communities across the state
- Must include financial resources – more than just designation
- Must be adaptable for communities across the state
- Should use a broad definition of cultural district to reflect diversity of Oregon communities: arts, culture, heritage, ethnicity and history
- Should forge partnerships and collaborations with other state agencies, private funders, municipalities, etc.

Program Goals

- Economic development
- Enabling affordable spaces for arts, culture and creative businesses
- Increasing arts and cultural vitality in the community
- Increasing equitable access to arts and culture
- Promoting appreciation and awareness of cultural heritage and history
- Define multiple goals but allow each district to select their own individual goals

Hillsboro Cultural Arts District





Importance of Placekeeping

Placekeeping is the active care and maintenance of a place and its social fabric by the people who live and work there.

It is not just preserving buildings but ability of local people to maintain their way of life as they choose.

-US Department of Arts and Culture



American Indian Cultural District
San Francisco Cultural Districts Program

Draft Program Design

Guiding Principles

- “Meeting people where they are”
- Providing pathways towards readiness and success
- Districts will craft their own definition of “creative or cultural district”
- Maintain ongoing relationships with State agency partners and others
- Provide access to resources to ensure success
- Equity at the forefront

Tiers of Participation

- **Existing district:** management entity with dedicated staff and ongoing programs/activities identified or in place.
- **Emerging district:** not existing yet but there are pathways and plans to having a management entity, staff, etc.
- **Exploratory district:** a community seeking to explore definition and development of a district, building on local assets.

Draft Program Design *continued...*

Program Supports

- Funding
- Information, referrals, technical assistance
- Peer networking
- Marketing and branding support
- Tourism support
- Partnerships with other state agencies



Florence, OR



Pilot Program

Two to five communities will work with the Arts Commission directly in the development of their project, organizational structure, and key metrics and outcomes.

Technical assistance program for ALL communities across the state can include:

- Convenings
- Direct consultation
- Site visits
- Workshops
- Support in planning, program development, marketing and evaluation.



Photo by [Senjuti Kundu](#) on [Unsplash](#)



What Are Your Community's Needs?





What is Your Vision for Your Community?





What Are Your Shared Goals?





Build on Your Strengths

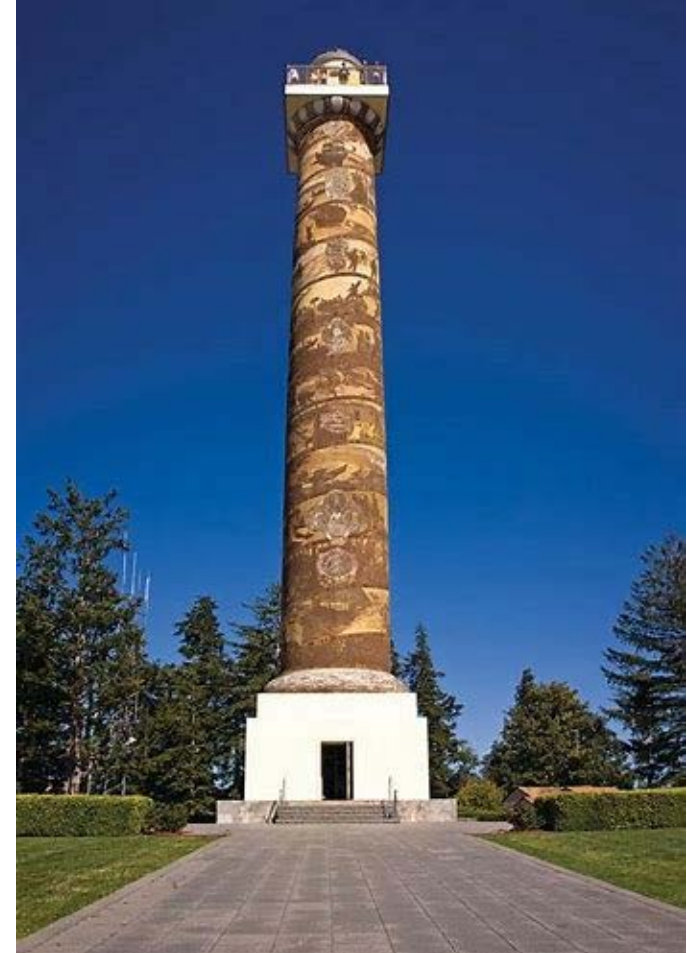
- What are your community's assets and strengths?
- What are your existing cultural assets?
- Which cultural groups reside in your community?
- What is the low hanging fruit?
- Where is there energy and possibility?





Identify Your Unique Brand

- How would other people describe your community?
- How would you describe your community in an interview with NPR?





Get to Know Your Community



- Map your cultural assets (creative spaces, historic buildings) and identify your community partners.
- Collect data on your community's demographics, tourism trends, etc.
- Assess community needs: survey, listening sessions and just talking with people!



Build a Coalition of Champions

Their role can include making connections to businesses and local municipalities, connections to funders, etc.

- Arts and cultural nonprofits
- Businesses
- Civic leaders
- Economic development
- Tourism
- Education
- Artists and cultural leaders
- Community influencers





Create a Working Committee

- Arts and cultural nonprofits
- Businesses
- Civic leaders
- Economic development
- Tourism
- Education
- Artists and cultural leaders (paid)





Who is Not at the Table?

Engage people who not typically at the table including traditionally underserved or underrepresented community members.

- What are their needs?
- Would they want to create a culturally-specific district?
- Talk with them and build relationships
- Go to their activities
- Co-create projects
- Encourage their participation in leadership roles (paid)





Build a Strong Foundation



- What entity will be the administrative home?
- How does this work align with Main Street?
- Who is your lead organizer?
- How can this position dedicate their time to this work? Is it paid?
- What is your committee structure?
- How often will you meet?
- Who can invest and contribute to this work?

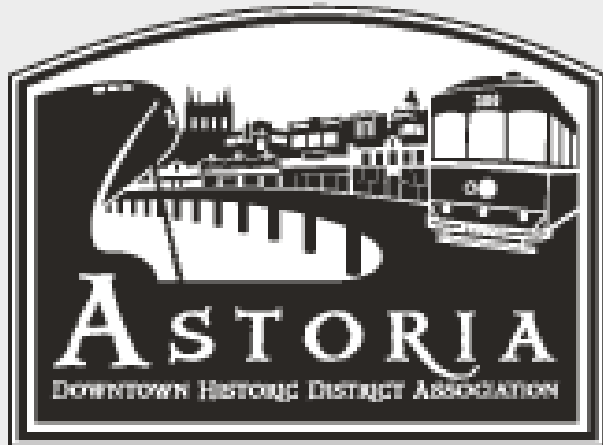


Develop Meaningful Projects

- Create a workplan
- What projects will make an impact?
- Long-range projects and shorter-term projects
- Murals, public art, fairs, events, artist live/work spaces, creative and cultural spaces, zoning issues, housing



Promote Your District





Celebrate Successes!



Look to gain a “win” within six months to build momentum on your team and in the community.

Showcase and share your wins through local and regional channels.



What Are Your Next Steps?

- What came up from this discussion as a possible next step?
- Who else should be at the table?
- Would meetings/convenings with other stakeholders be useful?
- Is it time to create a working group?
- What other resources do you need?





What Are You Excited About?





Thank You!



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