



St. Croix Heritage House Community Development Initiative (SHHCD)

The Genesis of St. Croix,
USVI as a newly US National
Heritage Area

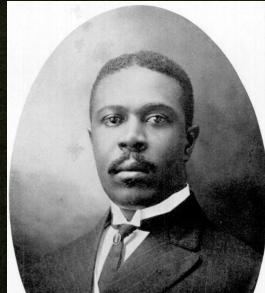
SHHCD Community Revitalization Plan



St. Croix Heritage House Society



We Want Better



St. Croix, United States Virgin Islands A US National Heritage Area



St. Croix Heritage House Society



A St. Croix National Heritage Area Development Initiative



Club Comanche Renovation & Restoration Initiative



Alexander Hamilton and Other Famous Historic Figures, Artifacts, Rare Documents Exhibits



I Want Better

PILLARS OF COMMUNITY REVITALIZATION



ECONOMIC DEVELOPMENT

- Downtown or Target-area Revitalization
- Business Development
- Economic Development — growing employers and jobs
- Improvements in infrastructure
- Improvements in services and amenities (health, education, shopping, etc.)



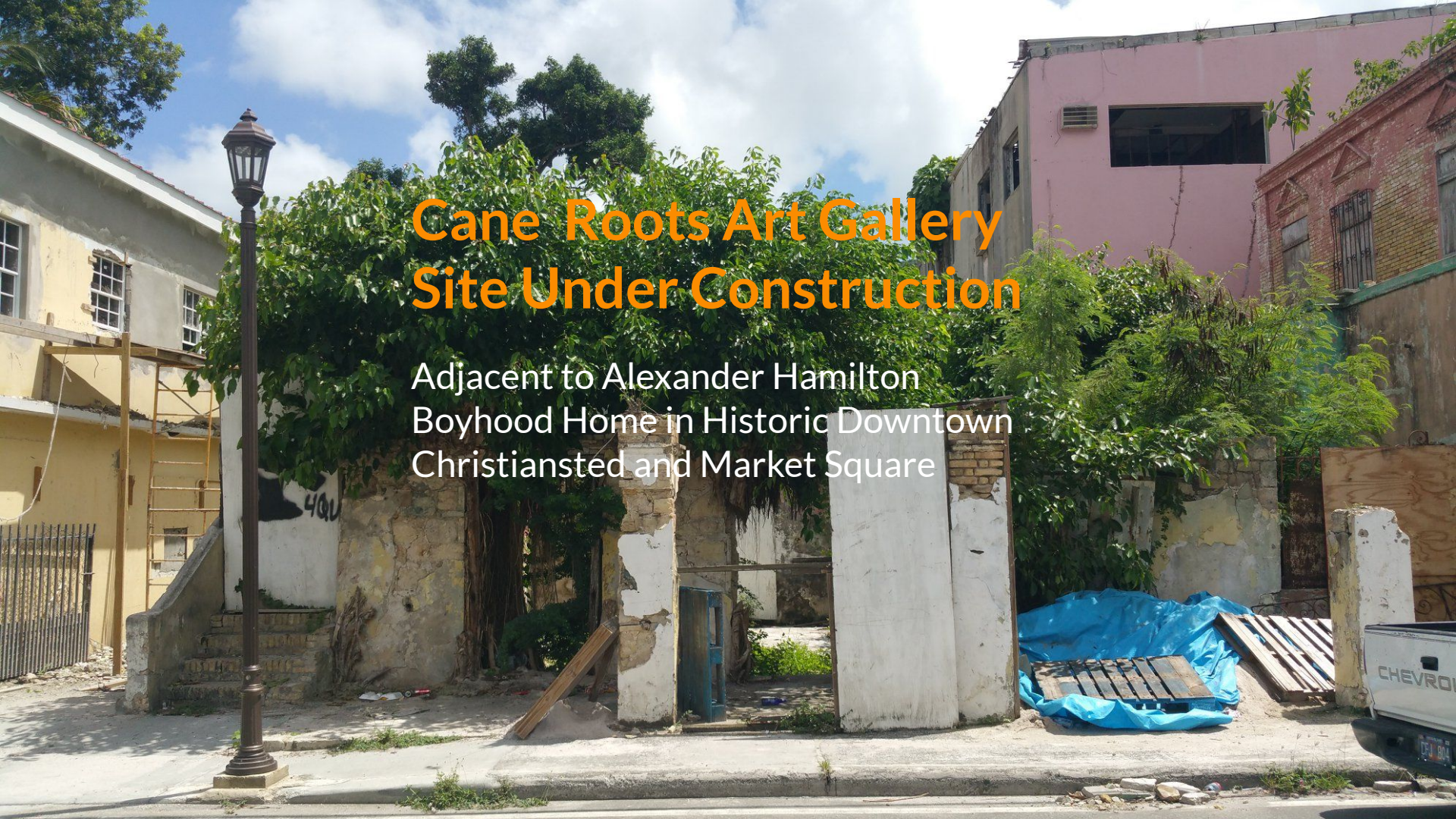
HOUSING DEVELOPMENT

- Improvement in housing stock
- Infill housing/reduction in vacant lots
- Rehabilitation of dilapidated properties



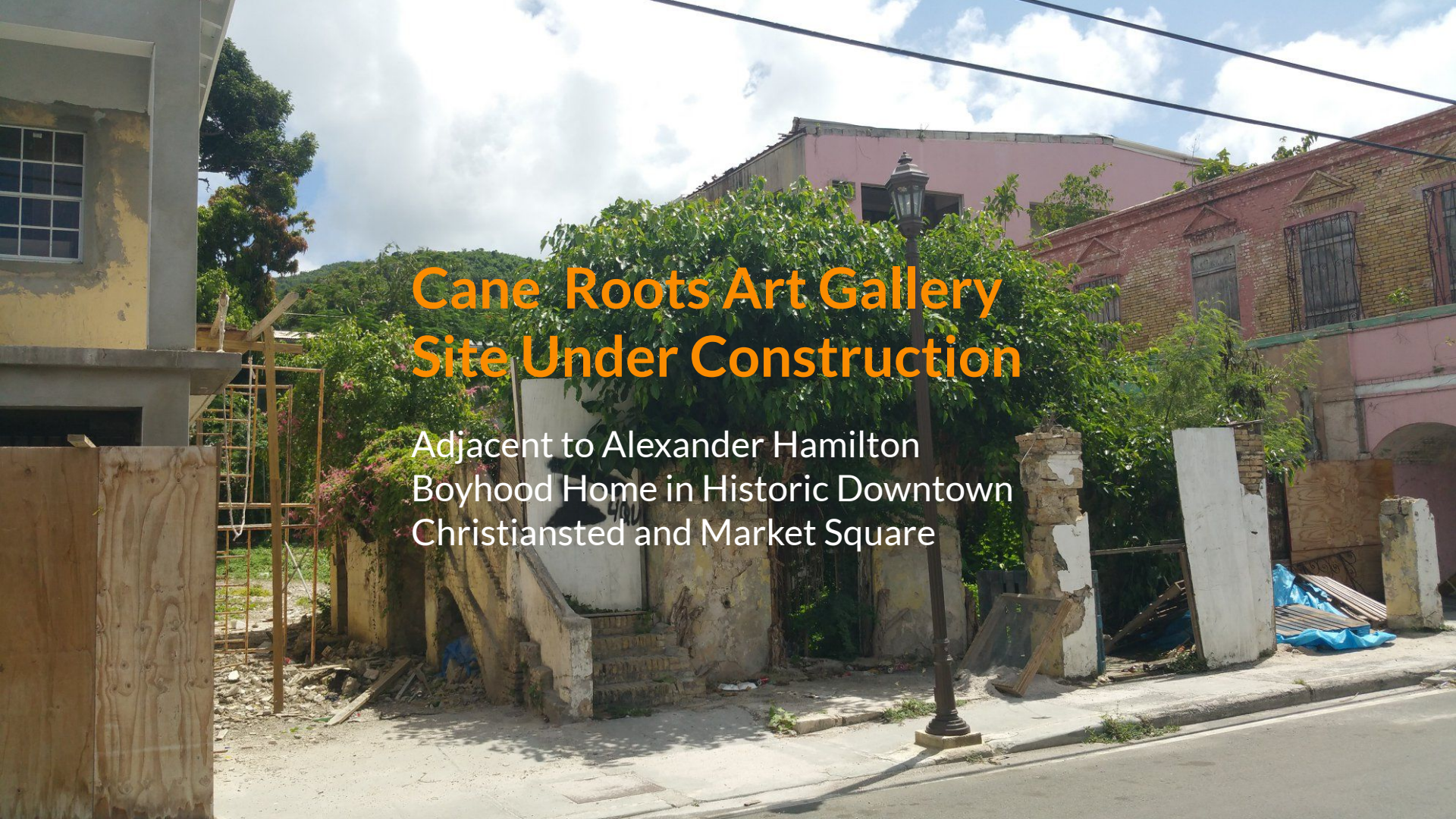
COMMUNITY DEVELOPMENT

- Increase in community meetings/ neighborhood organizations
- Increase in public safety
- Increase in transportation option and access
- Increase in walkability
- Improvement in recreational opportunities
- Natural resource protection
- Community gardens
- Environmental Planning and initiatives
- Improvement in storm water management

A photograph of a street scene in historic downtown Christiansted. In the foreground, a black lamppost stands on the left. A large, leafy green tree dominates the center, partially obscuring a building under construction. The building has a white wall with a blue door and a brick chimney. To the right, a pink building and a brick building are visible. A blue tarp and wooden pallets are on the ground near the construction site. A white pickup truck with 'CHEVRO' is partially visible on the far right. The sky is blue with white clouds.

Cane Roots Art Gallery Site Under Construction

Adjacent to Alexander Hamilton
Boyhood Home in Historic Downtown
Christiansted and Market Square



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Alexander Hamilton An
American Founding
Father and Boyhood
Home St. Croix



ALEXANDER HAMILTON

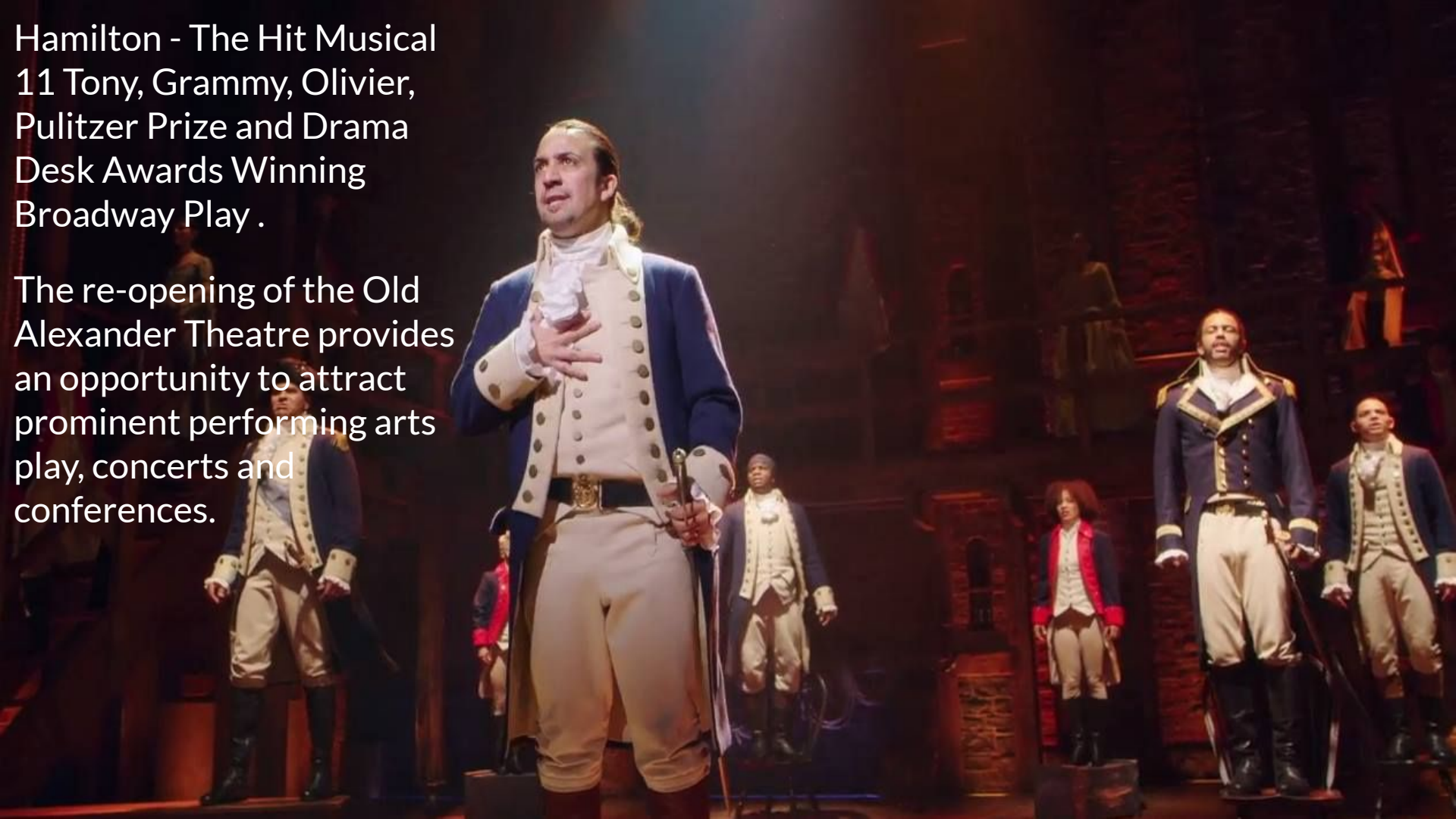
The Formative Years

MICHAEL E. NEWTON



Hamilton - The Hit Musical
11 Tony, Grammy, Olivier,
Pulitzer Prize and Drama
Desk Awards Winning
Broadway Play .

The re-opening of the Old
Alexander Theatre provides
an opportunity to attract
prominent performing arts
play, concerts and
conferences.



Downtown Market Square St. Croix

St. Croix has been officially designated
as new US National Heritage Area
Designation,



Downtown, Frederiksted Waterfront



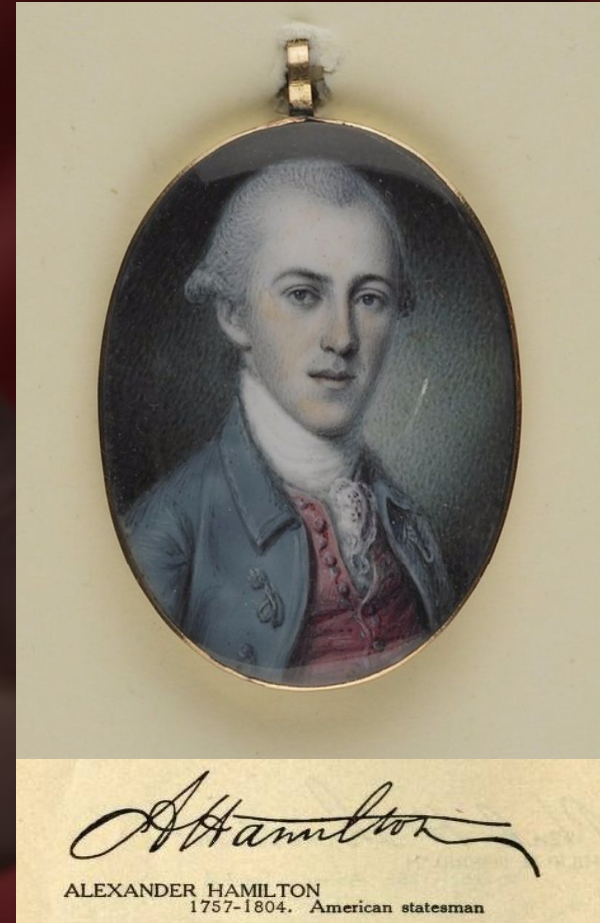


Strand Street Frederiksted

King Street, Frederiksted, St. Croix



Smart Island Development IoT & Smart Museum City Mapping.



A wide-angle photograph of a busy street during the FFAM Festival in St. Croix. On the left, a food stall with a red and white striped awning displays various dishes. People are walking along the street, some looking at the food. In the background, there are historic buildings, including a church with a tall steeple and a palm tree. The scene is lively and festive.

Transforming St. Croix into Arts, Culture & Creative Economy

Food. Fashion. Art & Music (FFAM) Festival

A New Arts, Culture & Creative Economy Sector Hub

Arts Sector Contributed \$763.6 Billion to U.S. Economy—More Than Agriculture or Transportation, New Data Shows

The arts and cultural sector contributed over \$763.6 billion to the American economy in 2015—more than the agriculture, transportation, or warehousing sectors, according to new U.S. government data released Tuesday by the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA).

“What’s great about this government report is a formal recognition of arts and culture as an industry by the economists of the U.S. government. So in the same way that ‘travel and tourism’ is treated like a real industry, so are the arts,” said Margy Waller, a senior fellow at the research group Topos Partnership.



What do we mean by cultural heritage tourism?

Cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the United States. Travelers who engage in cultural tourism activities visit the following:

- art galleries, theater and museums
- historic sites, communities or landmarks
- cultural events, festivals and fairs
- ethnic communities and neighborhoods
- architectural and archaeological treasures

Who are the cultural travelers?

Most cultural travelers want to enrich their lives with new travel experiences. This is particularly true among those aged 18-34, 75 percent of whom agreed that trips where they can learn something new are more memorable to them.

- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed.
- Generation X and Y'ers (ages 18-34), are more apt than Matures aged 55+ to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Households headed by Baby Boomers (ages 35-54) are most likely (41%) to participate in these activities.

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The arts generated 4.2% of the overall U.S. GDP, with roughly 4.9 million Americans working in the sector in 2015, the latest year for which data is available. Collectively, those employed in the sector earned over \$370 billion, according to the findings.

The sector expanded by an average of 2.6% annually between 2012 and 2015, just outpacing the 2.4% growth of the economy overall, according to the report. Between 2014 and 2015, the sector grew at a rate of 4.9% after adjusting for inflation.





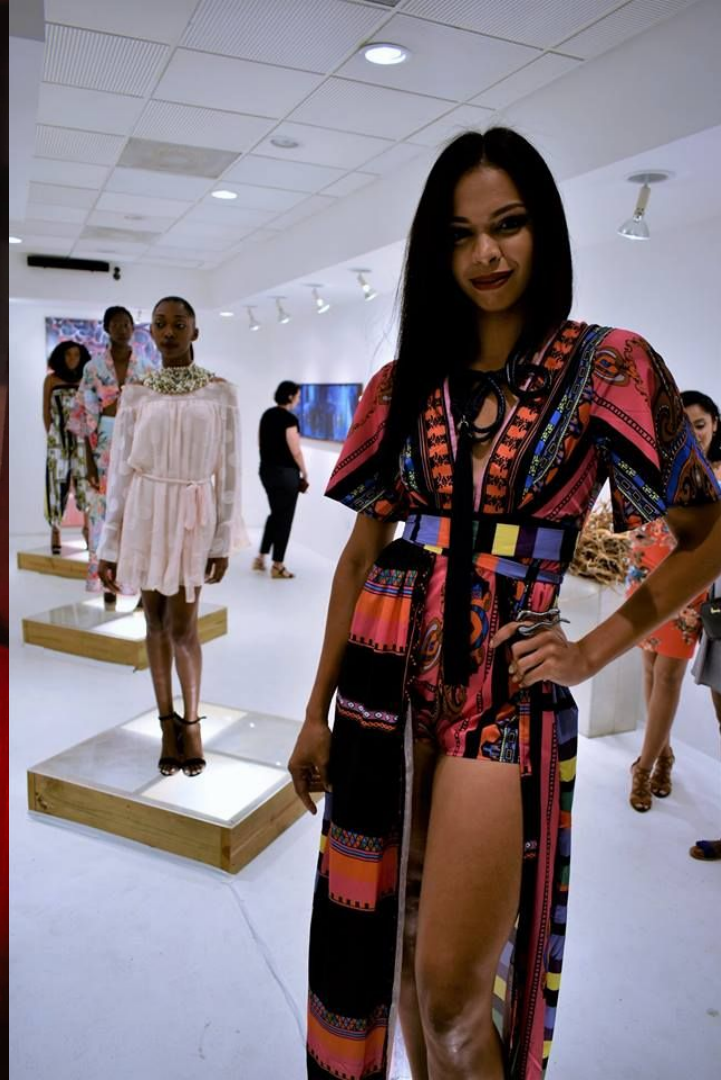
Food & Wine Showcase

Transforming St. Croix Culinary Community. Presenting the finest Restaurants and Cuisines.

Source: FFAMFestival.com



Fashion & Music Showcase Combining the Arts and Fashion



Guardian of Culture Moko Jumbies



Source: FFAMFestival.com

Economic Impact of the Nonprofit Arts & Culture Industry (2015)



Total Direct Expenditures

\$63.8 BIL + \$102.5 BIL



Resident Household Incomes

\$49.43 BIL + \$46.64 BIL



Total Government Revenue

\$11.86 BIL + \$15.68 BIL



Full-time Equivalent Jobs

2.3 MIL + 2.3 MIL

■ Organization ■ Audiences ■ Total



ARTS &
ECONOMIC PROSPERITY 5



SCDI Vision 2024 Milestones

October 2024

Introduction of SCDI Vision
2025 Economic Development

April 2025

Projects grant funding application sourcing
and management

2024

2025-2028

January 2025

Launch, planning and
implementation of St. Croix
Community Development
Initiative

July 2025

Scrape, paint, and renovate of
properties and buildings, both
private and public.

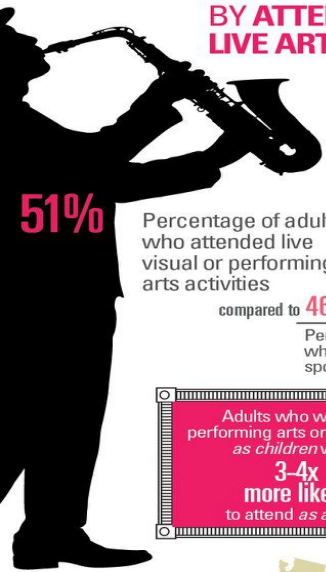
**Art Galleries,
Theaters and
Museum**

**Historic Sites,
Communities and
Landmarks**

**Cultural Events,
Festivals and
Fairs**

How do Americans participate in THE ARTS?

BY ATTENDING LIVE ARTS



51%

Percentage of adults who attended live visual or performing arts activities

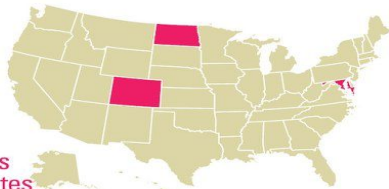
compared to 46%

Percentage of adults who exercised or did a sports activity



Colorado
Maryland
North Dakota
had

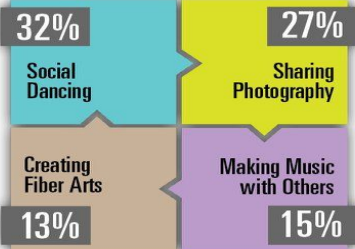
Performing Arts Attendance Rates of **50%**



average state attendance: 37%

BY ART MAKING AND ART SHARING

Popular Genres



19%

used electronic media to share art they created, edited, or remixed.

African Americans were more likely

than other racial/ethnic groups to create or perform visual arts or music through electronic media.

Men were twice as likely

as women to use electronic media to create or perform music.

BY USING ELECTRONIC MEDIA

71%

used electronic media to watch or listen to art

34%

used an electronic device to download, watch, or listen to music

45%

used the Internet to watch or listen to broadcast arts performances

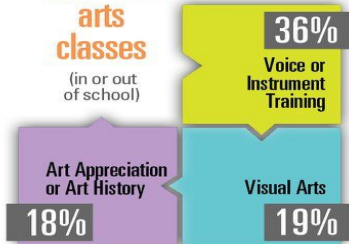


BY ARTS LEARNING

More young adults reported taking art classes or lessons in childhood in past 10 years.

More African Americans and Hispanics took acting, dance, creative writing, and music classes.

Most popular childhood arts classes
(in or out of school)



FFAM/CGT Music Showcase and Caravelle Hotel & Casino Concert



Source: FFAMFestival.com