



CALIFORNIA ARTS COUNCIL

# CULTURAL DISTRICTS

PROGRAM DEVELOPMENT

FALL 2016

The background features abstract geometric shapes in yellow, teal, and magenta. A large yellow triangle is in the top right. In the bottom right, there are overlapping teal and magenta shapes. In the top left, there are smaller teal and magenta shapes. A thin yellow line forms a triangle in the top left and another in the bottom right.

CALIFORNIA CULTURAL DISTRICTS PROGRAM DEVELOPMENT

# **BACKGROUND**

# ENABLING LEGISLATION - AB 189

“state-designated cultural district” means a geographical area certified pursuant to this chapter with a concentration of cultural facilities, creative enterprises, or arts venues that does any of the following:

- (1) Attracts artists, creative entrepreneurs, and cultural enterprises.
- (2) Encourages economic development and supports entrepreneurship in the creative community.
- (3) Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
- (4) Fosters local cultural development.
- (5) Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
- (6) Promotes opportunity without generating displacement or expanding inequality.

# CAC CHARGE (in the legislation)

The Arts Council shall establish criteria and guidelines for state-designated cultural districts.

- (1)** Establish a competitive application system by which a community may apply for certification as a state-designated cultural district.
- (2)** Provide technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and provide promotional support for state-designated cultural districts.
- (3)** Collaborate with other public agencies and private entities to maximize the benefits of state-designated cultural districts.

The background features abstract geometric shapes in yellow, teal, and magenta. A large yellow triangle is positioned in the upper right. In the lower right, there are overlapping teal and magenta shapes. On the left side, there are teal and magenta shapes, some of which are outlined in yellow. The overall design is modern and colorful.

CALIFORNIA CULTURAL DISTRICTS PROGRAM DEVELOPMENT

# **SUMMARY OF PROCESS**

# PROGRAM DEVELOPMENT PROCESS

- Research: interviews, program & document review – July/August/September, 2016
- Community input: public meetings & survey – September/October, 2016
- Development of consultant recommendations – October, 2016
- CAC review and approval – December, 2016
- Program implementation – likely early 2017



CALIFORNIA CULTURAL DISTRICTS PROGRAM DEVELOPMENT

# **PRELIMINARY RESEARCH FINDINGS**

# CULTURAL DISTRICTS

## Across the United States.....

- Thirteen states have established statewide cultural district programs
- Arkansas and California have enacted cultural district policies but have yet to launch programs
- Legislation for new programs is under consideration in several other states.
- Rhode Island has the oldest program (1998)
- Newest is South Carolina (2014)
- Number of districts **per state** range tremendously from 78 in Louisiana to under 10 in a number of states

# OVERVIEW BY STATE

State	Number of Districts (Year Program Began)	Certification Cycle	Recertification Process	Decertification	Evaluation/Metrics Method
CO	18 (2010)	Biennial (pending)	Yes (every 5 years)	n/a	Annual report
IA	35 (2005)	Ongoing	Yes (every 10 years)	No	Periodic evaluation by the department of revenue
IN	6 (2008)	No policy; in practice about every other year	n/a	Yes, but no formal process	Annual report
KY	6 (2011)	Annual	Yes (each year district files public value report)	Yes	Annual report, site visits
LA	78 certified (2008)	Annual	n/a	Yes	Annual report
MA	32 (2010)	Rolling applications	Yes (every 5 years)	No formal process	Annual report, site visits
MD	24 (2001)	Biannual	Yes (every 10 years)	n/a	Annual report
NM	8 (2008)	Biennial (districts in cities with population over 50,000 can self- designate)	Yes (every 5 years)	Yes	Annual report, site visits
OK	7 (2013)	Triennial	Yes (every 3 years)	n/a	Annual report, site visits
RI	9 (1999)	Ongoing (legislation necessary to certify)	n/a	No formal process	State tax office collects data on tax incentives; state arts agency has conducted one survey
SC	6 (2014)	Ongoing	Yes (every 5 years)	No	Annual report
TX	28 (2009)	Annual	Yes (every 10 years)	n/a	n/a
WV	8 (2005)	Ongoing	Can be evaluated every 3 years	Yes	State arts agency evaluation any time after first 3 years of designation

# WHAT DO MOST STATE PROGRAMS OFFER?

- Technical assistance
- Joint marketing
- Convening
- Access to selected state resources

# EMERGING THEMES FROM RESEARCH

- Goal – leverage California’s assets of culture, creativity, and diversity
- Cultural Districts - a helpful tool and also call for concern
- California’s Cultural Districts program
  - an opportunity to:
    - build something that pre-emptively addresses issues and concerns
    - tailor program mechanisms to places and goals
- Resource bank will be key tool

# TYPES OF CULTURAL DISTRICTS

## Potential classifications:

- **District type:**
  - Production
  - Consumption
  - Heritage
- **District context:**
  - Urban
  - Rural
  - Suburban

# WHAT MAKES FOR A SUCCESSFUL DISTRICT?

- Pre-existing density
- Cultural asset mapping
- Cohesive identity
- Multi-sector leadership
- Partnerships
- Data

# WHAT IS EVIDENCE OF A SUCCESSFUL DISTRICT?

- It's a destination
- Economic influx and revitalization
- Retention of artists and arts organization
- Retention of homegrown assets and uses
- Inclusive development

# WHAT ARE THE BENEFITS OF A CULTURAL DISTRICT PROGRAM?

- Most often cited benefit is imprimatur
  - Translates to leverage and focus
- Access to funding
- Technical Assistance
- Convening

# WHAT PROBLEMS HAVE PEOPLE ENCOUNTERED IN IMPLEMENTATION?

At both the state and district level:

- Lack of clear purpose/goals
- Lack of dedicated leadership/staffing
- Lack of data

At the district level:

- Lack of retention of pre-existing assets
- Escalating real estate values
- Loss of authenticity

The background features abstract geometric shapes in yellow, teal, and magenta. A large yellow triangle is positioned in the upper right. In the lower right, there are overlapping teal and magenta shapes. In the upper left, there are teal and magenta shapes. A thin yellow line forms a triangle in the upper left, and another thin yellow line forms a triangle in the lower right.

CALIFORNIA CULTURAL DISTRICTS PRESENTATION

# **BREAKOUT SESSION**

# BREAKOUT SESSION QUESTIONS

- At its best, what would be the benefits of cultural district designation?
- Do you have any concerns about a cultural district program?

# NEXT STEPS

- Take the survey and share it with your colleagues and members:

<https://www.surveymonkey.com/r/CAC-CD>

# REMINDER - PROCESS OVERVIEW

- Research: interviews, program & document review – July/August/September, 2016
- Community input: public meetings & survey – September/October, 2016
- Development of consultant recommendations – October, 2016
- CAC review and approval – December, 2016
- Program implementation – 2017