

Arts, Culture and Entertainment (ACE) District Planning

Committee Meeting #3

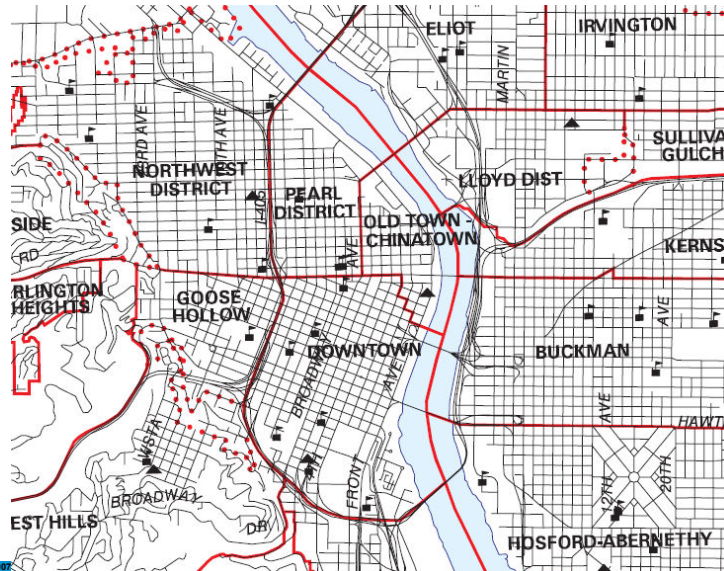
September 11, 2007

Presentation Agenda

- Case Studies
 - ▶ Portland – Collaborative Marketing
 - ▶ Ventura – Affordable Housing
 - ▶ Paducah – Artist Relocation Program
 - ▶ Santa Ana – Artists Village

Portland

- Population ~530,000



Portland (cont.'d)

- Downtown Marketing Initiative
 - ▶ City dedicated \$1.3 million over 3 years (\$400K in first year)
 - ▶ Public/private partnership
 - City
 - TriMet (public transportation authority)
 - Portland Business Alliance (PBA)
 - Downtown Retail Council
 - Various downtown coordinating and advisory committees
 - ▶ 1 employee – marketing & communications manager
 - Uses office space in Chamber (PBA)
 - ▶ Programming includes marketing outreach campaign on Portland Mall Light Rail Project
 - TriMet donating \$1 million of transit advertising to DMI
 - PBA continues downtown marketing includes promotions, Sidewalk Ambassadors, newsletters; total efforts ~ \$1.1 million
 - “Win A Window” – entrants vote on favorite holiday window display with possibility of winning contents of window
 - “Give More. Get More” – downtown retail discount card (15% on select items)
 - Retail “happy hours”
 - ▶ Advertising tagline is “We’re Live Downtown. Why Aren’t You?”

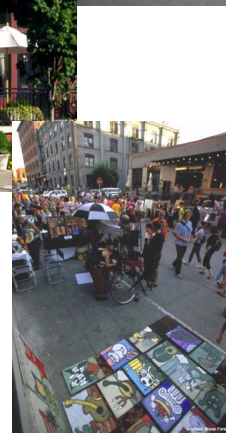
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Portland (cont.'d)

- Pearl District Business Association

- ▶ District population ~1,113 residents
- ▶ Vision is “to continue to be a model of an ideal urban neighborhood with a great combination of art, culture, residential, families, affordable housing, parks, public transportation system, and thriving business environment.”
- ▶ ~300 members
- ▶ ~\$300,000 annual budget
- ▶ Marketing includes
 - Brand for district – logo
 - Website
 - District map
 - Bi-Monthly magazine in Oregonian Newspaper
 - Annual events such as sidewalk sale, holiday event
 - First Thursdays organized by Portland Art Dealer's Association
 - Partnership with downtown marketing initiative

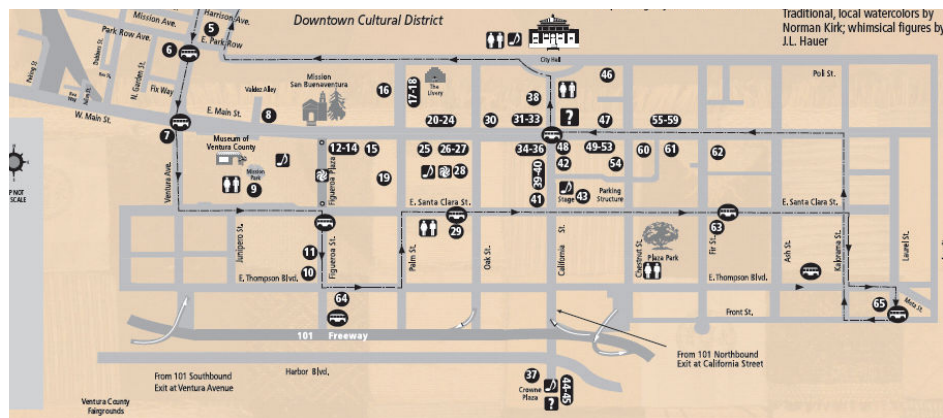


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Ventura, CA

- Population ~105,000



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Ventura (cont.'d)

- Cultural District (Cultural Affairs Dept.)
 - ▶ Designation that does not have any benefits at this time
 - ▶ Plans for development of incentives for cultural and entertainment development in district include:
 - Fee waivers to developers who include cultural/art elements
 - Low interest business loans to arts businesses
 - Promote/assist in the opening of new galleries
 - ▶ 3 annual art walks
 - 150 artists
 - ~20,000 visitors per event
 - Effort to decrease to 2 art walks and pool marketing to reach regional market
 - Budget is \$20,000/year
 - ▶ 2 street fairs
 - 20,000 to 30,000 visitors per event
 - More regional market – 50% from outside Ventura County

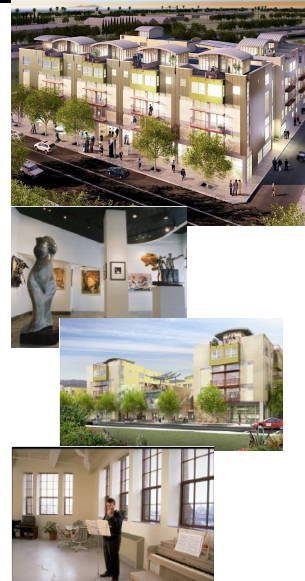


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Ventura (cont.'d)

- Working Artists Ventura (WAV)
 - ▶ Affordable live/work project in coordination between City of Ventura (Redevelopment Agency) and PLACE
 - ▶ \$44 million project
 - ▶ 1.7 acres
 - ▶ 13 market rate units for sale ranging from \$600K to over \$1 million (?)
 - Expecting \$3 million from this sale to help subsidize affordable units
 - ▶ 15 units of supportive housing for those transitioning from homelessness
 - ▶ 49 live/work units designed for artists
 - ▶ 6,000 sq. ft. of ground floor commercial (arts-friendly business)
 - Theater, galleries, coffee house, sidewalk café, etc.
 - ▶ Artist selection process begins once construction begins
 - Local panel will decide
 - Income requirements will be 60% or less of local median household income (\$65K); about \$35,000/year
 - Possibility that at least 25% of artist residents have to be local; or no more than 25% are not local

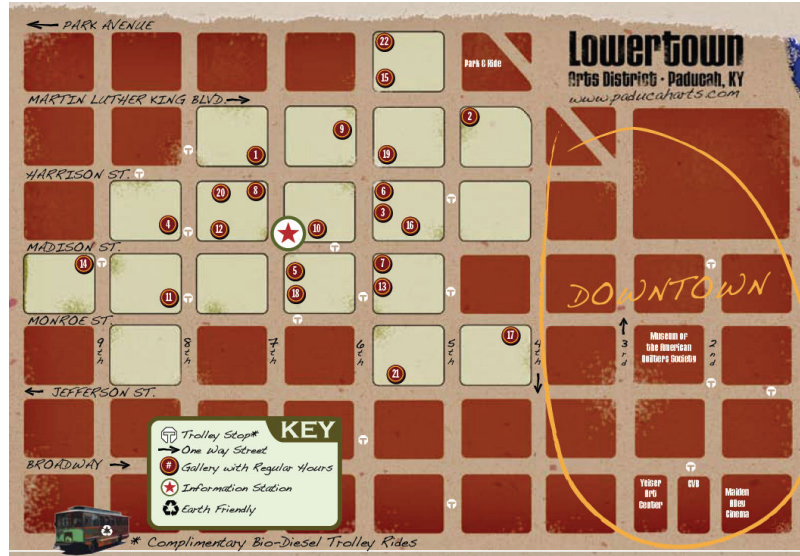


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Paducah, KY

- Population ~26,000



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Paducah (cont.'d)

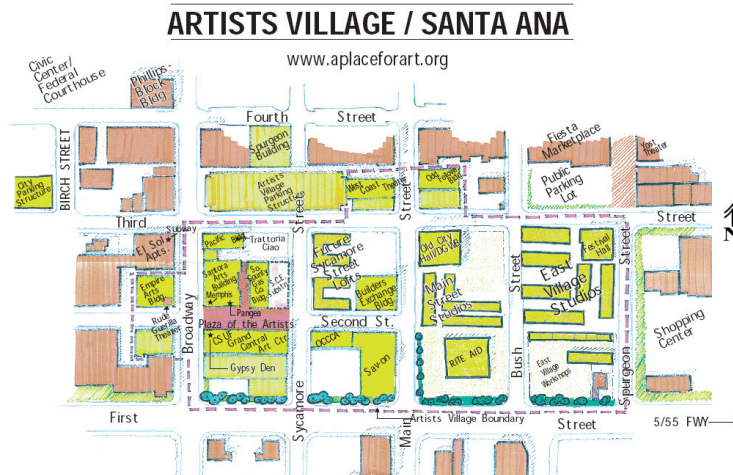
- Artist Relocation Program
 - ▶ Artist-attraction program started in 2000 to bring artists downtown in order to revitalize community
 - ▶ Lowertown dual zoned for commercial and residential
 - ▶ 100% financing to buy and renovate existing structure or build new on vacant lot
 - ▶ Basic loan is 7% to 30yrs fixed rate
 - ▶ City will pay up to \$2,500 for architecture and other professional services
 - ▶ Shared marketing services including website, map, events
 - ▶ Currently 18 galleries, 28 artists
 - ▶ Events include art and music festival, annual quilt festival, art walks
 - ▶ Helped activate construction of new \$44 million performing arts center (1,800 seats)
 - Touring and Broadway presentations
 - Concerts
 - Educational programs



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Santa Ana

- Population ~338,000



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Santa Ana (cont.'d)

- Artist Village
 - ▶ Mixed use arts development
 - Graduate student housing, ground floor studios, theater, gallery, restaurant, print workshop, basement classrooms
 - ▶ Partnership between City and University Fullerton
 - City owns property; university foundation leases for \$1/year and manages
 - Foundation hires 1 site manager, 4 part time employees (often graduate students)
 - City provided \$9 million for renovations
 - Both City and foundation cover subsidy (~\$110,000/year)
 - Parks & Rec Dept. maintains "A Place for Art" website that has list of galleries, museums, restaurants, etc. and downloadable map



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Santa Ana (cont.'d)

- ▶ Revenues \$350,000
 - \$70,000 restaurant (rent plus commission?)
 - \$10,000 printmaking studio
 - \$80,000 gallery
 - \$100,000 student housing (below market @ \$700/month inc. utilities, parking)
- ▶ First Saturday Events bring 1,000 to 5,000 people
- ▶ Catalyst for developing district
 - 80 unit live/work space in development
 - OC High School for the Arts located in area
 - Creative businesses related to advertising and video moved in



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Reminder: Cultural District Success Factors

ESSENTIAL	⇒	Role for the arts in urban design, planning and economic development
	⇒	Activities and special events
	⇒	Coalitions and Coordination
	⇒	Leadership
	⇒	Reliable source of funding
	⇒	Image-building
DESIRABLE	⇒	Facilities
	⇒	Public Infrastructures
	⇒	Coordination of Public Agencies
	⇒	Residents & 24-hour users
SUPPORTIVE	⇒	Secured use of space and land
	⇒	Developer incentives
	⇒	Codes and Regulations
	⇒	Public Art

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