



TCA Cultural District Designation Application

Application Year:

City:

Name of Cultural District:

SECTION A: GENERAL INFORMATION

1. Cultural District Management Entity (CDME):
2. Year CDME took formal charge of cultural district:
3. CDME employer ID number (EIN):
4. CDME is a: ☐ 501(c)(3) nonprofit ☐ governmental entity ☐ other
 - a. If other, please describe:
5. CDME DUNS number:
6. CDME contact person:
7. CDME contact person title:
8. CDME chair/president:
9. CDME physical address:
10. CDME city, state, zip:
11. CDME mailing address:
12. CDME city, state, zip:
13. CDME email:
14. CDME website:
15. CDME phone:
16. CDME Texas Legislators:
 - a. Texas House:
 - b. Texas Senate:
17. Cultural district Texas Legislators (if district is covered by more than one, please list all):
 - a. Texas House:
 - b. Texas Senate:

SECTION B: CULTURAL DISTRICT GOVERNANCE

1. Describe the cultural district governance structure and membership makeup:

2. Describe the qualifications of the CDME staff and leadership (particularly in managing a cultural district):

3. How frequently does this group meet?

4. Are minutes of these meetings kept?

SECTION C: CULTURAL DISTRICT PROFILE BY-THE-NUMBERS

1. Year cultural district was established:
2. Number of annual visitors to the cultural district last year:

Take care not to double-count any organizations listed in #3 to #5:

3. Current number of **nonprofit art** organizations physically located in the cultural district (e.g., art museums, music, dance, film, theater, literary arts, folk/traditional arts, visual arts):
4. Current number of **nonprofit historical/cultural/natural heritage** organizations physically located in the cultural district (e.g., history museum, children's museum, botanical garden, parks, heritage site, science museum, library):
5. Current number of **arts-related for-profit businesses** in the cultural district (e.g., commercial gallery, art supply store, bootmaker, etc.):
6. Current number of artists living or working in the cultural district:
7. Current number of restaurants in the cultural district:
8. Current number of those restaurants that are locally originated (vs. chain or franchise):
9. Current number of hotels/B&Bs in the cultural district:
10. Total number of guest rooms/suites in those hotels/B&Bs combined:
11. Number of bars/clubs in the cultural district:
12. Number of bars/clubs with regular (at least monthly) live performances:
13. Number of festivals/art walks held annually in the cultural district:
14. Three biggest drawing events/exhibitions/activities in the district last year:
 - a.
 - b.
 - c.
15. Using Google Maps, what is the **walk time, one-way** between the farthest points of the district:
 - a. length of the district:
 - b. width of the district:
16. Are 100% of the sidewalks in the cultural district ADA compliant?
17. Total marketing cash expenditures made for cultural district last year (not to market individual institutions):
18. Total return on investment (ROI) of the cultural district last year:

SECTION D: CULTURAL DISTRICT PROFILE

1. **Cultural district website:**
2. **Brief description of the overall community where the cultural district is located** (proximity to other communities, highways, airport, economy, assets, demographics, etc.):
3. **Brief description of the cultural district and how it benefits the community:**
4. **Describe systems currently in place for tracking visitors:**

5. Describe how the ROI of the district is calculated:

6. What are the three biggest challenges for the district?

SECTION E: ASSETS & AMENITIES

1. Describe the current artistic assets of the cultural district (may include arts, entertainment and cultural organizations, local performing arts organizations, museums, commercial galleries, artist studios, arts schools, cinemas, and other entertainment facilities):

- 2. Describe the other cultural assets in the cultural district** (Cultural assets can be material, immaterial, emotional, or even spiritual. Examples are historic properties, events, heritage sites, gardens, libraries, parklands and even stadiums. Stories, too, might be cultural assets if they are attached to particular peoples and places.):
- 3. Describe the visitor amenities in the cultural district** (hotels, restaurants, bars, shopping, etc.):
- 4. Describe the current and ongoing events and activities occurring in the cultural district, noting when the event began and providing some information about the audience and the event** (exclude from this section any events that are planned and have not yet occurred):

- 5. Describe the visitor navigation and transportation options in and around the cultural district** (parking availability, biking, public transportation access, wayfinding, etc.):

SECTION F: CULTURAL DISTRICT PLANNING

1. **Describe the assessment** that was conducted prior to the creation of the cultural district plan. Describe how the general public, artists, arts organizations, cultural entities, business representatives, and government representatives were involved in the needs assessment.
2. **Describe the assessment of the artists** living and working in the cultural district and the amenities available to them (studio space, affordable housing, rehearsal and art making space, etc.).

3. **Describe the planning process** and who was involved. Discuss how the assessment was used and if an outside consultant was used in the creation of the plan. Make sure to describe how focus groups and/or public meetings were utilized to gather feedback on the preliminary planning documents. Include a description of proposed events and activities for the cultural district, noting how the event fulfills a need, what audiences will be targeted, and when the event is expected to occur.

4. What is the **vision** for the cultural district?

5. What is the **mission** of the cultural district?

6. List **five goals** that resulted from the cultural district planning process (the plan should cover a five-year period and include a timeline, staffing, and resources required for each goal):

SECTION G: MARKETING THE CULTURAL DISTRICT

The primary goal of any cultural district is to attract visitors to the activities and programs that occur in the district.

Summarize the top five marketing strategies for the cultural district outlined in the separate marketing plan document:

SECTION H: FIVE-YEAR BUDGET FOR CULTURAL DISTRICT

NOTES: Budget should include funding to achieve planning and marketing goals described in application.

ALL of the funds reflected in this budget should be CASH that flows through the financial books of the CDME

INCOME	Year 1	Year 2	Year 3	Year 4	Year 5
Earned Income					
Admissions, box office					
Fees					
Interest					
Other earned income (describe on next page)					
Private Income					
Contributions					
Foundation support					
Other private income (describe on next page)					
Carry over cash from previous year					
Government Support					
Local government support (HOT)					
Local government support (General Fund)					
State government support					
Federal government support					
Other government support (describe on next page)					
TOTAL INCOME					
EXPENSES	Year 1	Year 2	Year 3	Year 4	Year 5
CDME, salaries, benefits, contracts					
Artistic salaries, benefits, contracts					
Facility and CDME operations					
Marketing and promotion costs					
Program and event costs					
Capital expenditures					
TOTAL EXPENSES					
SURPLUS/DEFICIT (explain on next page)					

Notes to the budget (break out the detail of the budget and give a description of each category)

List any commitments for in-kind/donated services such as public relations, marketing, facilities, etc. (These may include contributions and things that do not run through the financial books of the CDME)

SECTION I: ASSURANCES PAGE

Assurances

If designation is granted, the applicant hereby gives assurance to the Texas Commission on the Arts that:

1. The activities and services for which designation is sought will be administered by the applicant organization;
2. The applicant agrees to complete annual reports and submit to a reauthorization process at the end of each ten-year period in order to remain a TCA designated cultural district;
3. The applicant has read, understands, and will conform to the intent outlined in the Guide to Programs and Services;
4. The applicant will comply with Title VI of the Civil Rights Act of 1964, with labor standards under Section 5(j) of the National Foundation of the Arts and Humanities Act of 1965, with Section 504 of the Rehabilitation Act Amendments of 1974, with Title IX of the Education Amendments of 1972, with the Americans with Disabilities Act of 1990, with the Age Discrimination Act of 1975, and with the Drug Free Workplace Act of 1988;
5. The applicant will comply with Section 10(7)(b) of the Commission's Enabling Legislation, which prohibits the Commission and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program which includes obscene material as defined in Section 43.21 Penal Code of Texas;
6. If the applicant is a nonprofit entity as defined by the I.R.S., an educational institution, or a unit of government, the application has been duly authorized by an authorized official for the applying organization.

X_____

ORIGINAL SIGNATURE

Name of Authorizing Official:

Title of Authorizing Official:

Mailing Address:

City/State/Zip:

Email:

Phone:

REQUIRED ATTACHMENTS:

1. **Audiovisual sample:** Think about your AV as a combination of a virtual visit to the district and a graphic version of this application. Spend time developing these materials. Evaluators will get as much (or more) information from your AV materials as they do from your written application. Quality counts! Evaluators use AV to judge Artistic Quality (50 out of 100 points - half of your score). Make sure your AV tells the whole story of the cultural district. This is your opportunity to show the cultural district using pictures, video and story. Think about this as a way to introduce your cultural district to visitors. The evaluators will view NO MORE than five minutes, so make sure that the audiovisual material fits within the time limit.
2. A **map of the city**.
3. A **map of the cultural district**.
4. A **resolution or letter of endorsement** from City government.
5. **CDME policy and commitment to accessibility** and the ADA.
6. **CDME board/committee roster** with titles and affiliated organizations or institutions included.
7. **Detailed cultural district plan** including plans for sustaining the cultural district for five years (25 pages maximum). Must include SWOT analysis: strengths, weaknesses, threats and opportunities.
8. **Detailed cultural district marketing plan** for five years (15 pages maximum).
9. **List of pertinent web links** (focus on premium art and cultural organizations, unique things, events, and area amenities that are important to attracting tourism).
10. **Signed Assurances Page** (application original must include an original signature).

Optional attachments:

- Resolution or letter of endorsement from County government
- Between 3 and 5 unique letters of support and commitment for the cultural district

APPLICATION DEADLINE: June 15 (postmark deadline)

Mail the original application and six copies to:

Cultural Districts Designation Program
Attention: Jim Bob McMillan, Deputy Director
Texas Commission on the Arts
PO Box 13406
Austin, TX 78711-3406

OR Courier the original application and six copies to:

Cultural Districts Designation Program
Attention: Jim Bob McMillan, Deputy Director
Texas Commission on the Arts
920 Colorado, Suite 501
Austin, TX 78701

Questions: Jim Bob McMillan, 512/936-6572 or jbm@arts.texas.gov