

Cultural District Application

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Objective

- Provide an update on the Texas Commission on the Arts Cultural Districts Program application process
- Seek Council direction on Cultural District boundaries and governance structure

Background

Cultural districts are defined geographical areas which encourage and celebrate arts, culture, entertainment, and history for the purpose of economic and community development

- Formed around an *existing concentration* of “cultural assets” clustered in a walkable area that a city wants to promote to visitors and residents
- Cultural assets include performances and exhibitions, creative activity, architecture, and historical offerings
- Cultural districts do not obligate property owners to any type of additional regulations

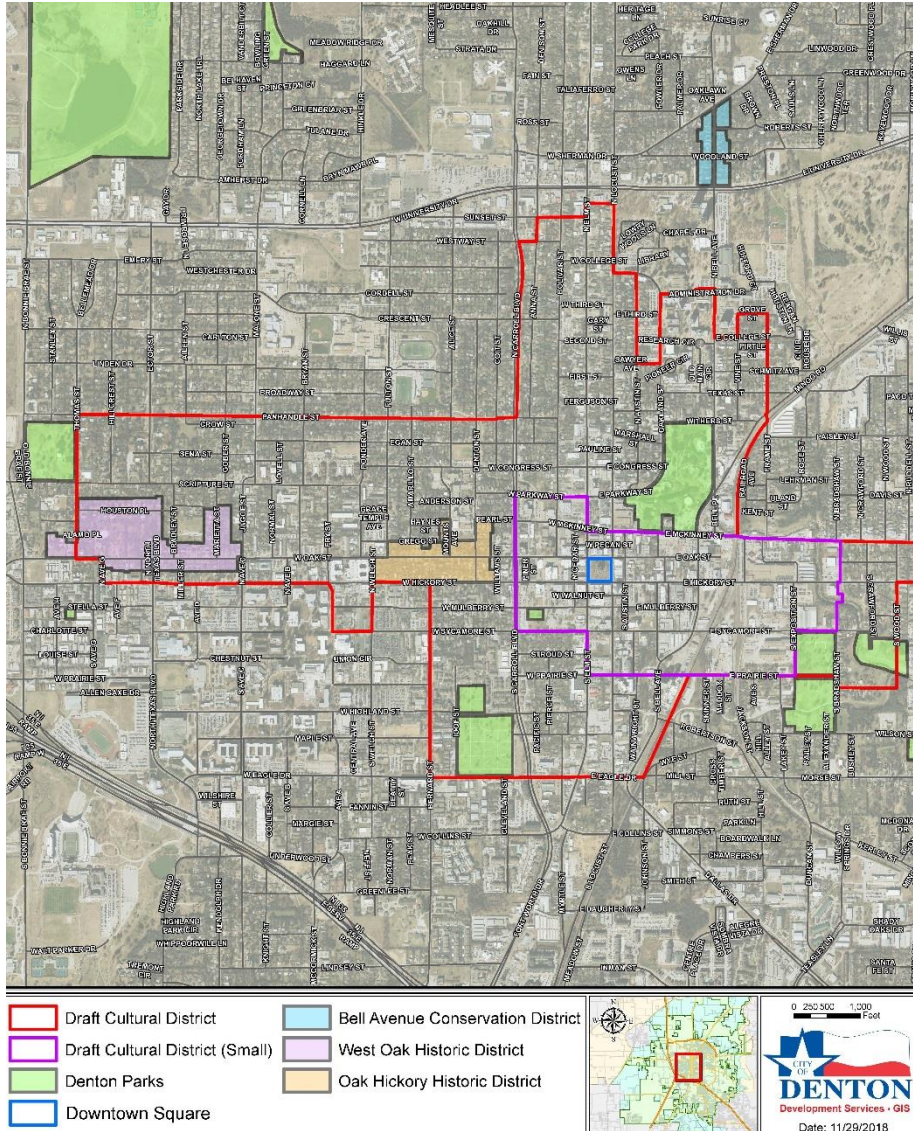
Background

- Primarily used as a marketing tool for communities
- Grant funding from TCA for cultural tourism projects is available to designated districts
 - Up to 50% of a project's budget, not to exceed \$250,000
 - Dollar-for-dollar match required
 - Eligible categories include high-quality arts programming, cultural district enhancements for safety and accessibility, improved signage and wayfinding, promotion of the district, and support for management and operations
- Must submit an annual report to TCA
- Must be re-certified every 10 years

Background

- February 2018 – Work session on TCA's Cultural Districts Program; Council direction to pursue application in 2019 cycle
- March-April 2018 – Staff research
- May-August 2018 – Ad hoc advisory group meetings
- September-October 2018 – Staff research and consultation with TCA
- November 2018 – ISR to Council
- January 2019 – Letter of Intent submitted to TCA

THE
Original
DENTON
DISTRICT



Option 1 (purple boundary):
0.35 square miles;
Downtown TIF boundary

Option 2 (red boundary):
1.8 square miles; 1917 city
limits

Governance Options

Option 1: Public Art Committee

- Existing Council-appointed Committee
- 9 voting members and 1 ex-officio representative from Greater Denton Arts Council
- Two-year terms
- Could add additional members, if necessary

Option 2: Create New Committee

- Council-appointed committee with Department of Economic Development staff serving as committee liaison
- 11 voting members, 4 ex officio representatives
 - Two visual artists, two performing artists, two in-district residential property owners, two in-district business or commercial property owners, one UNT and one TWU representative, one at-large member (qualified voter of the City of Denton)
 - City, County, Convention & Visitors Bureau, and Greater Denton Arts Council representatives are ex officio
 - Two-year terms

Application Requirements

- *Community needs assessment*
- *Artists needs assessment*
- *5-year detailed cultural district plan*
- Vision and mission statements
- 5-minute "virtual visit" video
- Visual identity development and brand standards
- 5-year detailed marketing plan
- Web site
- City Council resolution of support
- County Commissioners Court resolution or letter of support
- Business & community group letters of support

Startup Funding Needs

Application/Startup Costs – not to exceed \$25,000

- Consultant to facilitate the community and artists needs assessment and draft the cultural district plan
- Domain acquisition
- Initial advertising/promotion

Potential funding source: budget savings in Economic Development

Next Steps

Approximate timeline of steps necessary to complete the application:

- January 30, 2019 – deadline to submit letter of intent (COMPLETE)
- February – consultant engaged
- March – public meetings and focus groups
- April/May/June – development of cultural district plan and marketing plan; completion of application
- June 17, 2019 – deadline to submit completed application

Next Steps (continued)

- July 2019 – TCA evaluation panel reviews applications
- August 2019 – City is notified of evaluation panel's recommendation to the TCA Commissioners
- September 2019 – TCA Commissioners hold final vote to create new districts; official public announcements of new districts
- Post-announcement – local recognition of district; local governance begins

Staff Recommendations & Council Direction

Staff Recommendations:

- Smaller boundary (Downtown TIF area)
- Public Art Committee governance

Seeking Council Direction:

- **Boundary**
 - Option 1 – smaller boundary
 - Option 2 – larger boundary
- **Governance**
 - Option 1 – Public Art Committee
 - Option 2 – New committee