



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.





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

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



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?

CALIFORNIA CULTURAL DISTRICTS PRESENTATION

Q & A

NEXT STEPS

- Consider convening a meeting and providing structured feedback to a set of questions
- Take the survey and share it with your colleagues and members
www.surveymonkey.com/r/CAC-CD
- Speak on the topic at an upcoming California Arts Council meeting

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 – November, 2016
- Program implementation – likely early 2017