



AMERICANS
for the
ARTS

WELCOME

WHAT IS A CULTURAL DISTRICT

Who



What is a Culture District?

- Unique to the character, community, and resources available locally.
- Significant economic impact on cities, attracting businesses, tourists, and local residents to a central part of the city.
- Revitalize neighborhoods and increase the quality of life for its residents.
- Vehicle to assist in the support and marketing of local nonprofit cultural organizations.
- Focal point to brand a city's unique cultural identity and embrace its historic significance.
- Might have more informal, unofficial boundaries that become a focal marketing point to cluster arts organizations.
- Sometimes have formal boundaries lines with specific zoning ordinances and economic tax incentives.



What types exist?

- In general, most cultural districts are divided into the following types:
 - Cultural Compounds
 - Major Cultural Institution Focus Districts
 - Downtown Area Focus Districts
 - Cultural Production Focus Districts
 - Arts and Entertainment Focus Districts
 - Naturally Occurring Focus Districts



Steps in the process

Find the right
partners

Plan your district

Create legislative
descriptions

Acquire funding

Make a marketing plan



Resource

National Cultural Districts

Exchange

- Basics

- Map

- Research and briefs

- Developing and advancing
toolkit

<http://www.americansforthearts.org/by-program/reports-and-data/toolkits/national-cultural-districts-exchange-toolkit>





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THANK YOU!
