

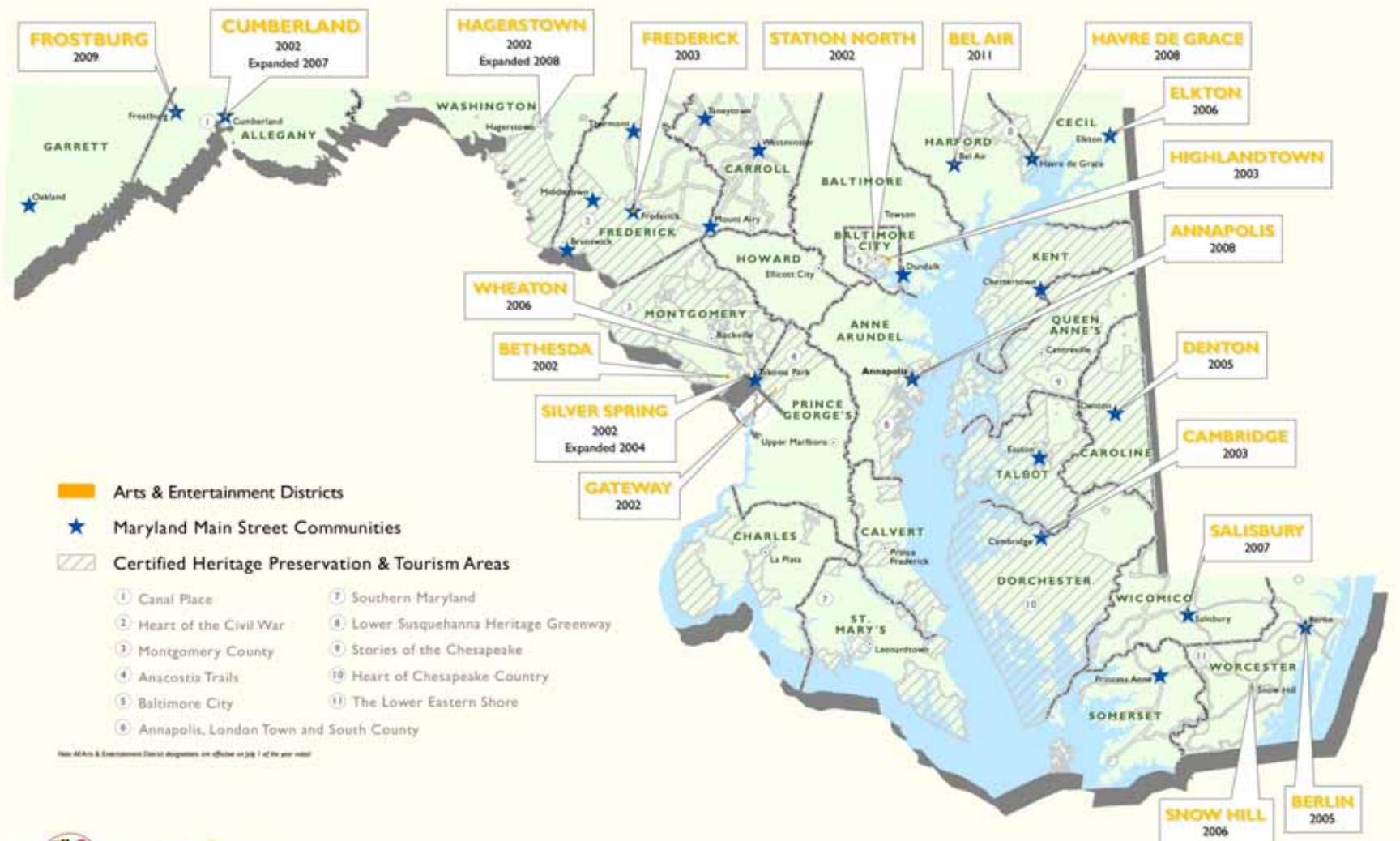


Establishing a Successful Cultural District

Andy Vick
Executive Director
Allegany Arts Council

Community Arts Colloquium
Indiana Arts Commission
October 13, 2011

Maryland's Arts & Entertainment Districts



Martin O'Malley, Governor | Anthony G. Brown, Lt. Governor



Maryland A&E Districts

- State A&E District legislation approved in 2001
- Economic development and revitalization tool
- A&E Program Incentives:
 - Rehabilitation Tax Credit for Property Owners
 - Income Tax Subtraction Modification for Artists
 - Admissions & Amusement Tax Exemption
 - **Marketing Potential**

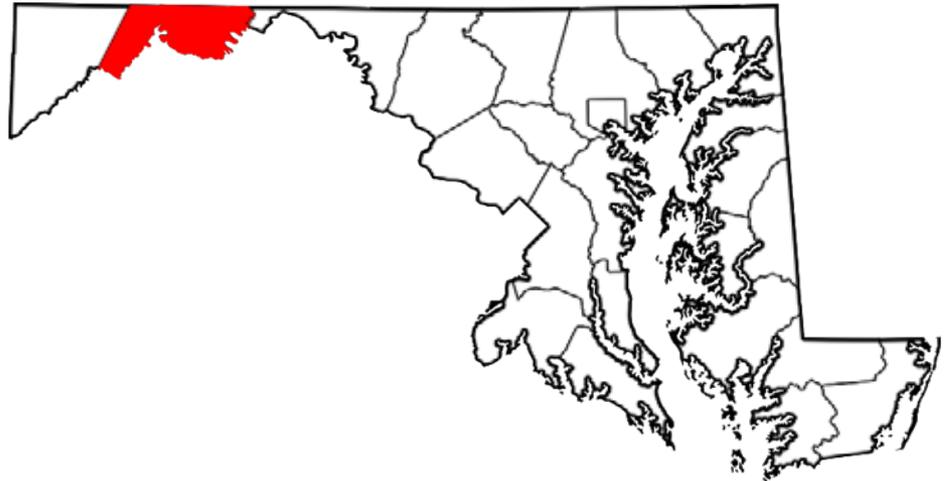
Maryland A&E Districts

Definition: "...a well-recognized, labeled, mixed-use area of the city in which a high concentration of arts and cultural facilities serve as an anchor attraction"

- About 100 contiguous acres
- Usually in a commercial district
- Cities and towns of all sizes
- Uniquely reflects its own artistic personality, local heritage, community assets, and cultural identity

Allegany County, Maryland

- Western Maryland (*Mountain Maryland*)
- Allegany County Population: 75,087
 - City of Cumberland: 20,859
 - City of Frostburg: 9,002
- 2½ hours from:
 - Baltimore
 - Washington
 - Pittsburgh



Allegheny County A&E Districts



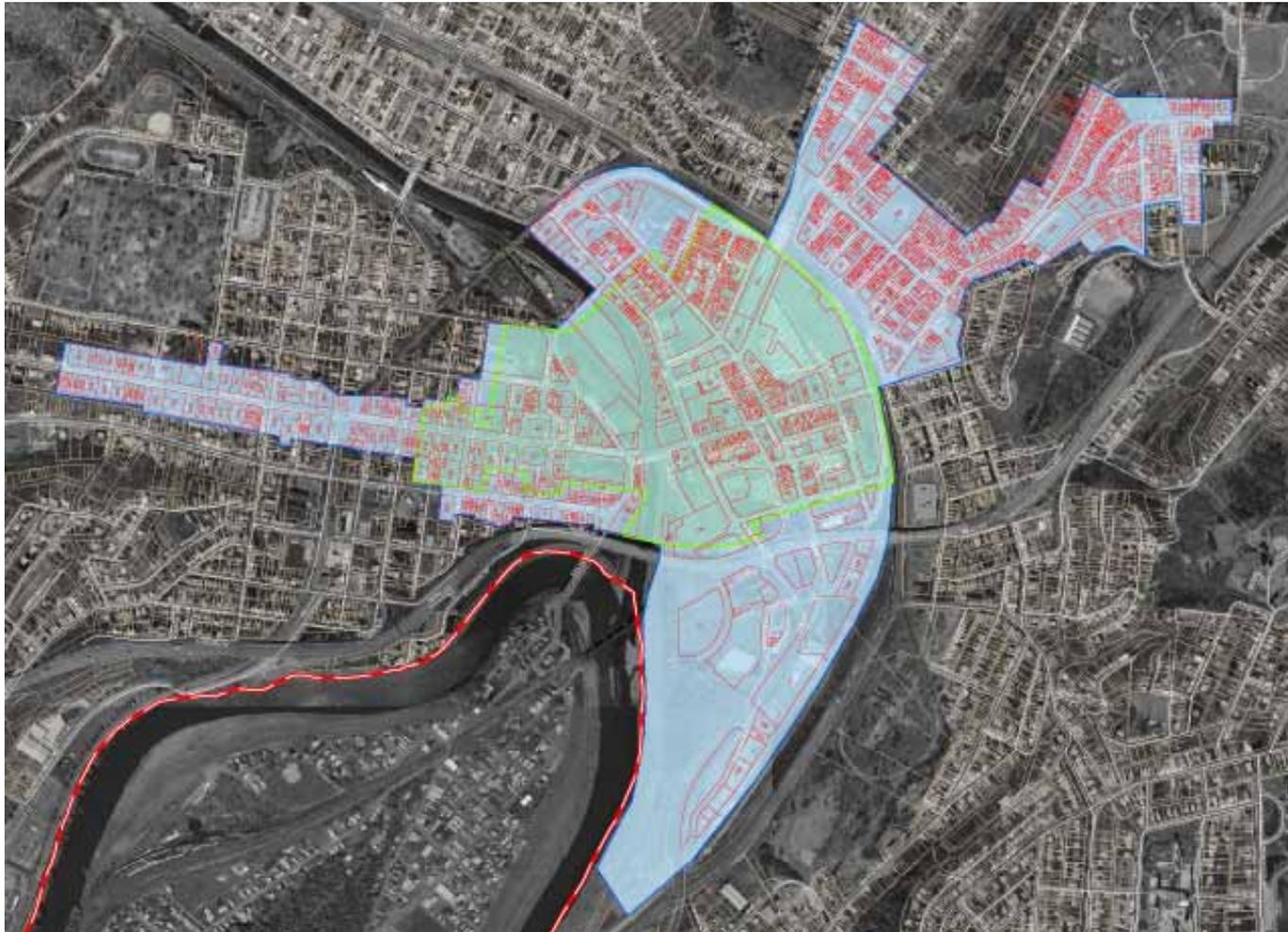
City of Cumberland

- State-Designation in 2002
- Expanded District in 2007

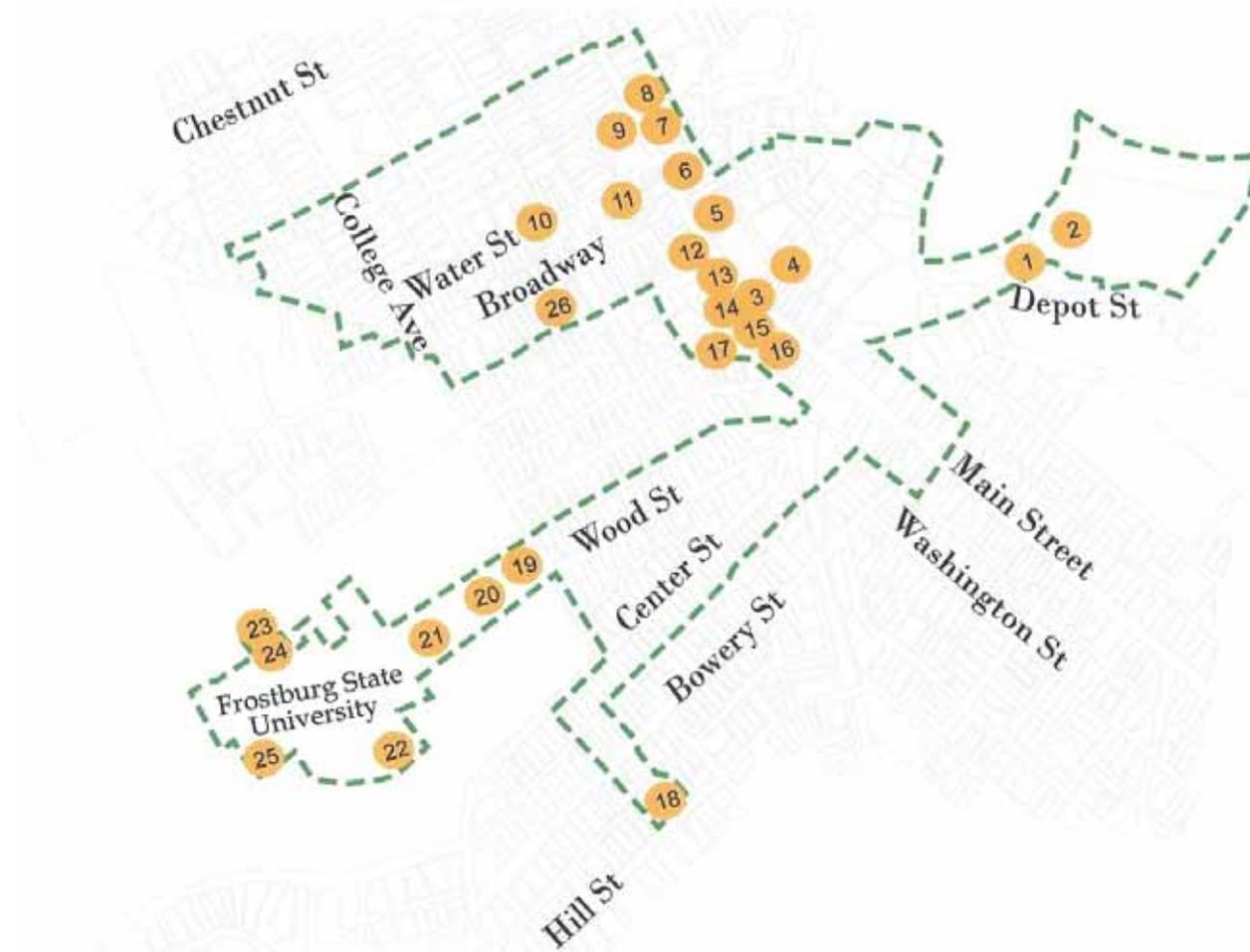
City of Frostburg

- State-Designation in 2009

Cumberland A&E District



Frostburg A&E District



Allegany Arts Council

- Founded 1975
- 501(c)(3) private, non-profit
- 15 member Board of Directors
- \$400,000+ operating budget in FY'12
- Staffing: 2 full-time, 3 part-time, 2 seasonal
- Offices/Saville Gallery in Downtown Cumberland
 - Arts at Canal Place (*Downtown Cumberland*)
 - Mountain City Traditional Arts (*Downtown Frostburg*)



Maryland State Arts Council

- Maryland Department of Business & Economic Development
- Division of Tourism, Film & the Arts
- Maryland State Arts Council
- 23 Maryland Counties & City of Baltimore



My Background

- Raised in Chicago area
- B.A. in History from the University of Pennsylvania
- Moved to Washington, DC after college
- Employed in Human Resources and Marketing
- Married a visual artist
- Spent 10+ years with wife as full-time craft artists
- Relocated to Cumberland, Maryland in 1998
- Became a member of the Allegany Arts Council

A&E Application Process

- City municipality must be lead applicant
- County must approve (re: tax incentives)
- State committee reviews & recommends
- DBED authorization
- Re-authorization every 10 years

- Local “MOU” governs Frostburg A&E District
 - City of Frostburg
 - Allegany Arts Council
 - FrostburgFirst Main Street Program

A&E District Goals

- Expand cultural opportunities and arts programming
- Support existing artists and art businesses
- Recruit new artists to the community
- Establish new art businesses
- Support/promote tourism efforts
- Support/contribute to economic development efforts
- Facilitate collaborations among local stakeholders
- Improve “quality of life” for area residents
- Brand our area as a regional arts destination

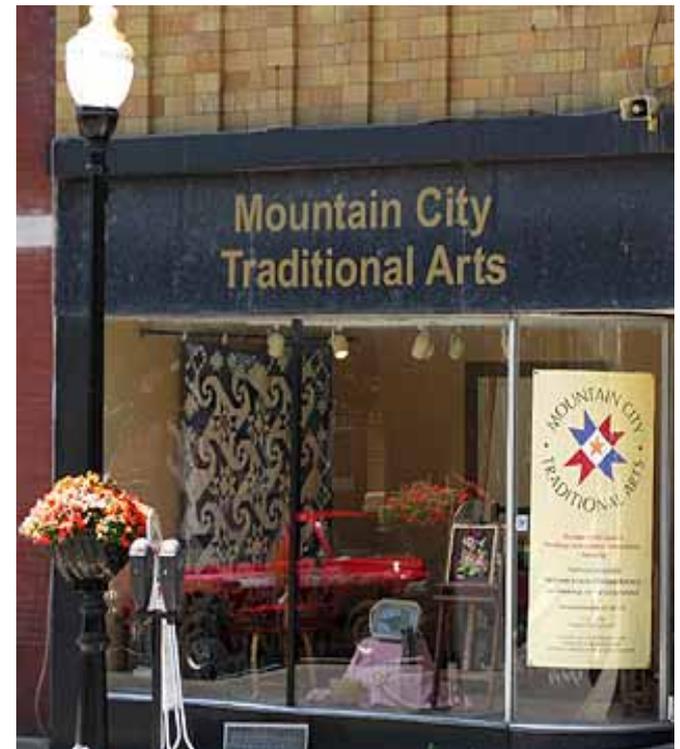
Expand Arts Programming

- Saturday Arts Walks
- Summer in the City concert series
- Saturdays on Broadway concert series
- Shakespeare at Canal Place
- *Backbone Mountain Review*
- Mountain Maryland Plein Air
- Art-o-Mat Machine
- Arts Bus
- Mountain Maryland Art Sale and Tour



Arts Businesses

- Dante's Bar
- Mountain City Traditional Arts



Arts Businesses

- Allegany Arts Council's Saville Gallery
- Manhattan Golf & Gallery



Great Collaborations

- Frostburg State University on Main Street
 - Lyric Theatre Renovation
 - Frostburg Center for Creative Writing
 - Mountain City Traditional Arts
 - Bobcat Store



Branding our Arts Community

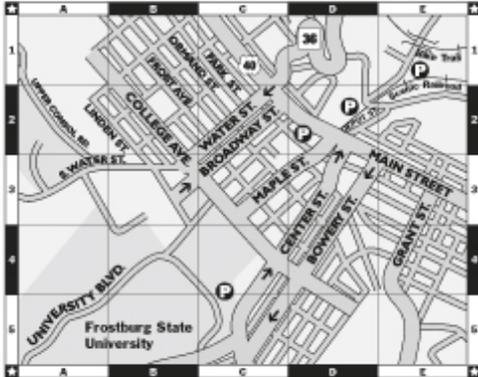
- Coordination with County Tourism
- Web site with “Events Calendar”
- Signature art events
- Public artwork
- Street pole banners
- Social marketing
 - Facebook
 - YouTube
- Local, regional & national PR



Support County Tourism

- Frostburg/Cumberland A&E Districts Map

Downtown Frostburg's Arts & Entertainment District



Map Courtesy of the Police Dept. ©

Welcome to Downtown Frostburg's Arts & Entertainment District

Established in 2009, the Arts & Entertainment District in Downtown Frostburg has already distinguished itself as a great place to experience and enjoy the arts. Anchored by Frostburg State University and a historic Main Street, Downtown Frostburg features a wide variety of performing, literary and visual art venues, great restaurants, unique shopping, and an eclectic mix of local artists.

Hours of operation for some Arts & Entertainment District venues are subject to change, so please call ahead. For additional information about enjoying the arts in Downtown Frostburg, please visit www.alleganyartsCouncil.org or call 301-777-ARTS (2787). For general tourist information in Allegany County, please visit www.mdmountainstate.com or call 1-800-425-2067.

- 01 **Bar Monkey**
69 East Main Street • 301-489-1775
Monday-Saturday 5PM-10PM
- 02 **City Place**
11 South Water Street • 301-489-0880
Performances and events, as scheduled, throughout the year.
- 03 **Deck's**
11 West Main Street • 301-489-8377
Open Thursday-Saturday, 5PM-3AM.
- 04 **Commercial Sound & Music**
65 East Main Street • 301-489-9335
Open Thursday 10AM-7PM, Friday-Saturday 10AM-6PM, Friday 10AM-7PM, Saturday 10AM-5PM.
- 05 **Common Bar & Grill**
112 East Main Street • 301-489-4211
Monday-Saturday 11AM-3AM, Sunday 5PM-3AM.
- 06 **Stobbs by Mikely**
29 Broadway • 301-489-3299
Open Tuesday-Friday 10AM-9PM, Saturday Noon-9PM.
- 07 **Frostburg Center for Creative Writing**
22 East Main Street • 301-687-4340
Open during the Fall and Spring semesters Monday-Thursday 10AM-6PM, Friday 10AM-4PM, Saturday 10AM-2PM. (Summer hours are Monday-Friday 10AM-4PM, Saturday 10AM-2PM).
- 08 **Frostburg Public Library**
65 East Main Street • 301-687-0880
Open Thursday-Thursday 10AM-5PM, Friday and Saturday 10AM-5PM.
- 09 **Frostburg Museum**
148 & Oak Street • 301-689-1195
Open Tuesday-Saturday Noon-5PM, and extended hours during special events.
- 10 **Frostburg Sculpture Garden**
Great Allegheny Passage Trailhead/Trailhead
Open year-round.
- 11 **General Art Store**
19 East Main Street • 301-489-1234
Open Thursday-Friday 10AM-5PM, Saturday 10AM-5PM.
- 12 **Independent Arts**
148 East Main Street • 301-689-1192
Open Tuesday-Saturday 5PM-7PM.
- 13 **165 Pawn Shop**
152 East Main Street • 301-489-4211
Open Thursday-Friday 10AM-4PM, Saturday 10AM-5PM.
- 14 **Lane University Center**
Frostburg State University campus • 301-689-4411
Performances and events, as scheduled, throughout the year.
150 Cultural Events Series Box Office • 301-689-3327
Open Tuesday-Friday 9AM-5PM.
- 15 **Lewis J. 3rd Library**
Frostburg State University Campus • 301-687-4424
Hours may change but if you please call for details.
- 16 **Lyric Theatre**
20 East Main Street • 301-689-4611
Performances and events, as scheduled, throughout the year.
- 17 **Main Street Books**
3 East Main Street • 301-689-5635
Open Thursday-Friday 10AM-5PM, Saturday 10AM-5PM, Sunday Noon-5PM.
- 18 **Mountain City Coffeehouse & Creamery**
69 East Main Street • 301-487-4989
Open Tuesday-Friday 7:30AM-5PM, Saturday & Sunday 10AM-5PM. (Extended summer hours on Friday & Saturday until 7PM).
- 19 **Mountain City Traditional Arts**
25 East Main Street • 301-687-4640
Open Wednesday & Thursday 10AM-5PM, Friday 10AM-5PM, Saturday 11AM-5PM, Sunday Noon-5PM.
- 20 **Palace Theatre**
11 East Main Street • 301-687-0821
Films and live performances, as scheduled, throughout the year.
- 21 **Performing Arts Center**
Frostburg State University campus • 301-687-4345
Performances, as scheduled, throughout the year.
150 Department of Theatre and Dance Box Office • 301-687-7622
150 Theatre • 8122. Open 10AM-5PM weekdays, except 4-day block.
- 22 **Spontaneous Design Services**
6 East Main Street • 301-689-9388
Open Thursday-Friday 10AM-5PM, Saturday 10AM-5PM, Sunday 12:30-2PM.
- 23 **St. John's Episcopal Church Gallery**
32 Broadway • 301-689-4634
Open during regular church hours and for special events.
- 24 **Stephanie Ann Ripper Gallery**
Frostburg State University Fine Arts Building • 301-687-4397
Open during scheduled art exhibitions.
- 25 **Stoniber Garage Museum**
19 Depot Street • 301-489-3390
Open Thursday-Sunday Noon-2PM, and by appointment.







Over to the Cumberland A&E District

Signature Art Events

- Art Sale & Tour (*Oct 22&23 and 29&30*)
- Plein Air (*May 29-June 10, 2012*)

A vertical poster for the Mountain Maryland 2011 Art Sale and Tour. The poster features a stylized landscape with green hills, a blue sky, and a yellow sun. The text on the poster includes:

MOUNTAIN
MARYLAND
2011
Art
SALE AND TOUR

Saturday & Sunday
October 22-23 & 29-30 • 11am-5pm

Featuring 57 Artists
Artwork for Sale
FREE AND OPEN TO THE PUBLIC
www.artsaleandtour.com
www.alleganyartsocouncil.org
301-777-ARTS (2787)

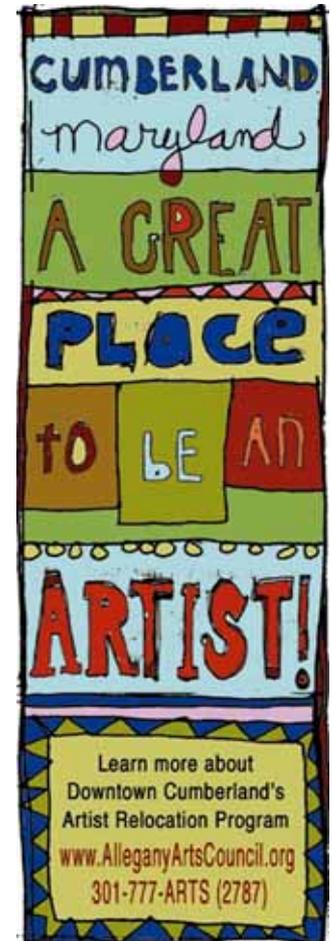
Public Artwork

- Frostburg Sculpture Garden
- Ristorante Ottaviani Mural



Artist Relocation Program

- Paid advertising and free media exposure
- Economic incentives (grants, tax freezes)
- Web site (www.alleganyartscouncil.org)
 - *Try it: Google "Artist Relocation"*
- Google AdWords campaign
- Partnerships (e.g., Realtors Association)
- Word of mouth & artist referrals
- Dynamic and active arts community



Artist Relocation Program

- Furniture maker *from Allentown, Pennsylvania*
- Vocalist/Pianist *from Wurtsboro, New York*
- Painter *from Baltimore, Maryland*
- Writer *from Ashland, Oregon*
- Woodworker *from Silver Spring, Maryland*
- Printmaker *from Washington, DC*
- Video Artists *from New York, New York*

Working with an Arts Council

- Paid staff whose #1 priority is the Arts
- Knowledge/familiarity with the Arts
- Established community agency with resources
- Existing connections to local arts community
- Easily integrate new arts programming
- Strengthens/broadens Arts Council's mission by adding an economic development role

Collaboration & Partnerships

- Main Street Programs
- County Tourism
- Heritage Areas
- Chamber of Commerce/Business Community
- Colleges and Universities
- County Board of Education & County Library System
- City, County and State governments
- Artists, art patrons, local arts organizations

Accomplishments

- Attracted dozens of new artists to our community
- Established new arts venues, attractions, and events that encourage tourism and economic development
- Provided new cultural offerings and opportunities for local artists and area residents
- Facilitated new collaborations among area stakeholders
- Been a catalyst for efforts to enhance the overall “quality of life” in our community
- Raised local awareness and appreciation for the arts

Economic Development

- A&E District properties get renovated, resulting in fewer vacancies and increased property tax revenue
- A successful A&E District sparks more private investment
- Expanded arts programming generates new economic opportunities for area artists and other local businesses
- A vibrant arts community generates fresh perspectives and new creative energy
- A successful A&E District program generates positive regional and national exposure for the entire community

What's Next?

- Strengthen our brand as a regional arts destination
- Create mutually advantageous linkages between the two A&E Districts in Frostburg and Cumberland
- Develop new and innovative arts programming
- Cultivate the next generation of artists/local arts patrons
- Continue to play a leadership roll in the community
- Share our success stories with others

Keys to Success

- Lead with a genuine passion for the arts
- Build upon existing strengths and cultural assets
- Produce quality arts programming
- Maintain a centralized calendar of events
- Earn the trust & respect of the local arts community
- Cultivate partnerships and share the success

Potential Challenges

- Finding the right leadership
- Lack of a critical mass of existing cultural assets
- No support from local government
- Resistance from local artists
- Turf battles among arts organizations
- Financial and operational sustainability
- Expecting a “quick fix”

In Your Community

- Convene a group of local stakeholders
- Inventory existing cultural assets and resources
- Develop a vision that is specific to your community
- Obtain “buy-in” from community leaders
- Identify a leader with passion and the right skills
- Cooperate and be a part of a collaborative solution
- Advocate for State legislation and financial support
- Keep the focus on economic development

Questions?

www.alleganyartsCouncil.org

avick@alconet.org

301-777-ARTS (2787)

Thank you