



Art and Downtown Development

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GCA Mission

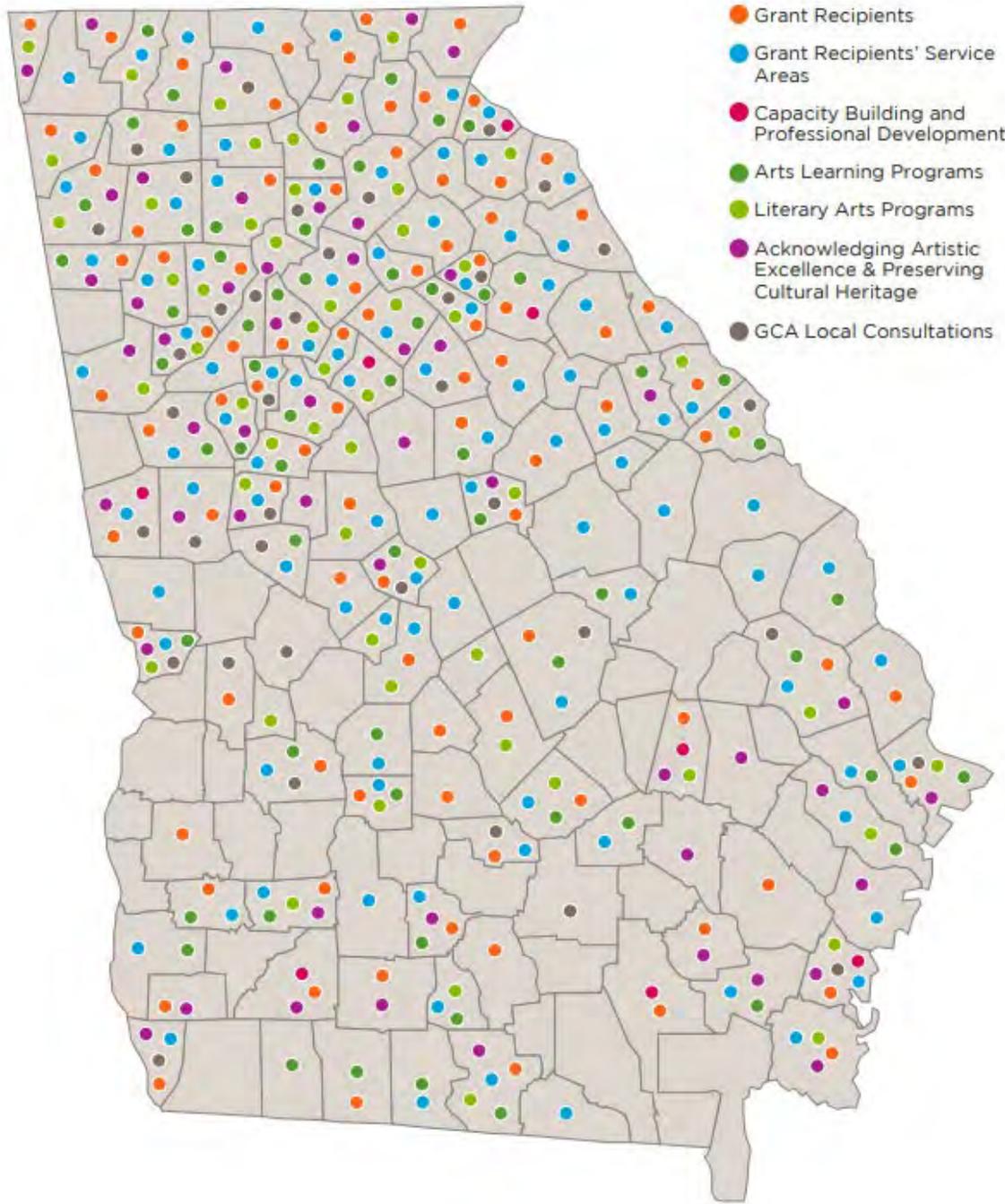
The mission of Georgia Council for the Arts is to cultivate the growth of vibrant, thriving Georgia communities through the arts



Mural by Cole Phail, Augusta



Atlanta Beltline Lantern Parade

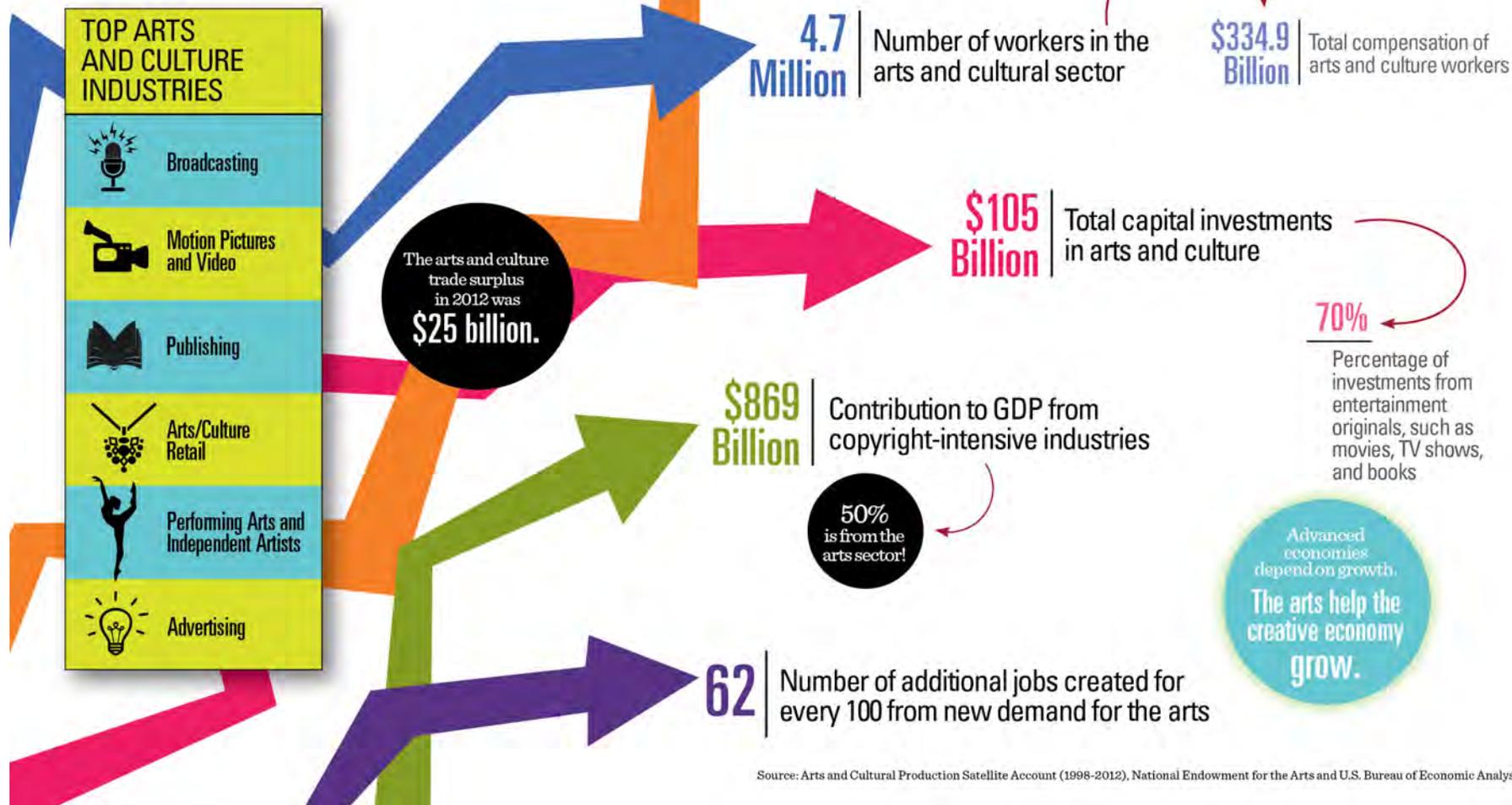






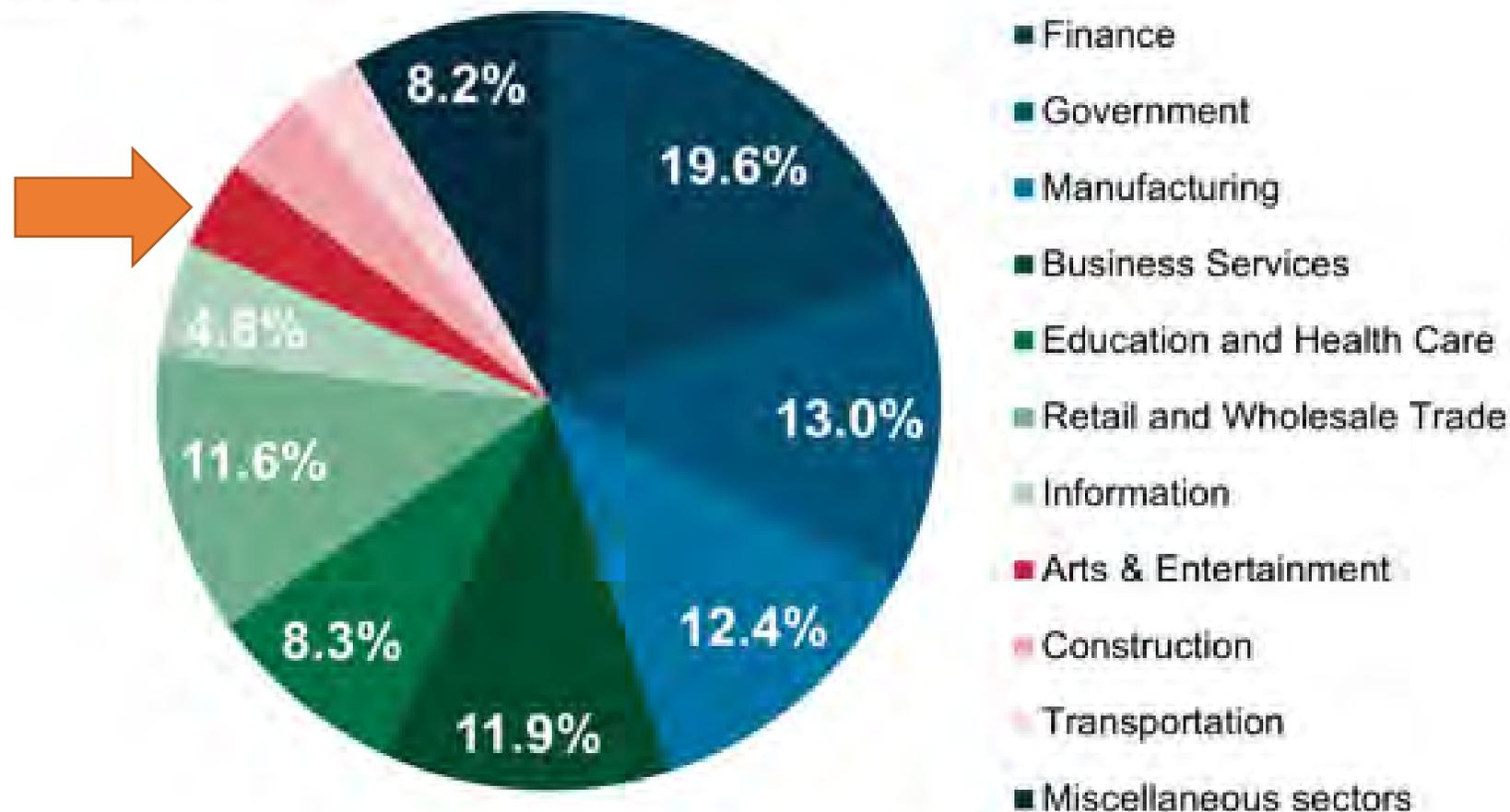


What is the economic value of THE ARTS?



Source: National Endowment for the Arts

GDP by Industry



Percentage of U.S. Workforce (2015)

Elementary School Teachers // **1.00%**



Nonprofit Arts & Cultural Organizations // **0.83%**



Police Officers // **0.48%**



Lawyers // **0.44%**



Farming, Fishing, & Forestry // **0.33%**

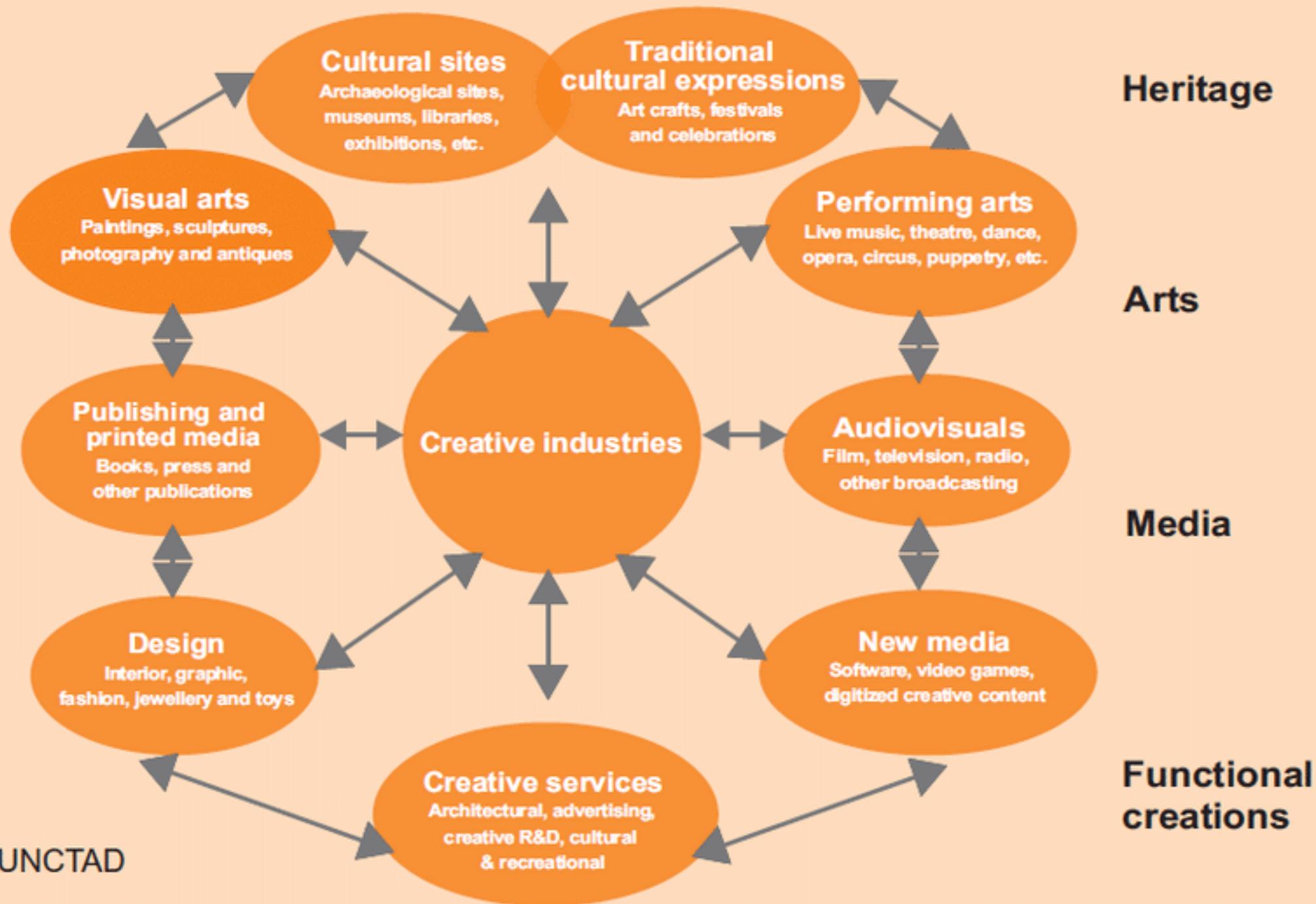


Firefighters // **0.23%**



Computer Programmers // **0.21%**





Source: UNCTAD



Georgia's creative industries
represent **200,000 jobs** and
\$62.5 billion in economic impact

Savannah Music Festival



RIPPLE EFFECT in Arts & Culture



378 JOBS

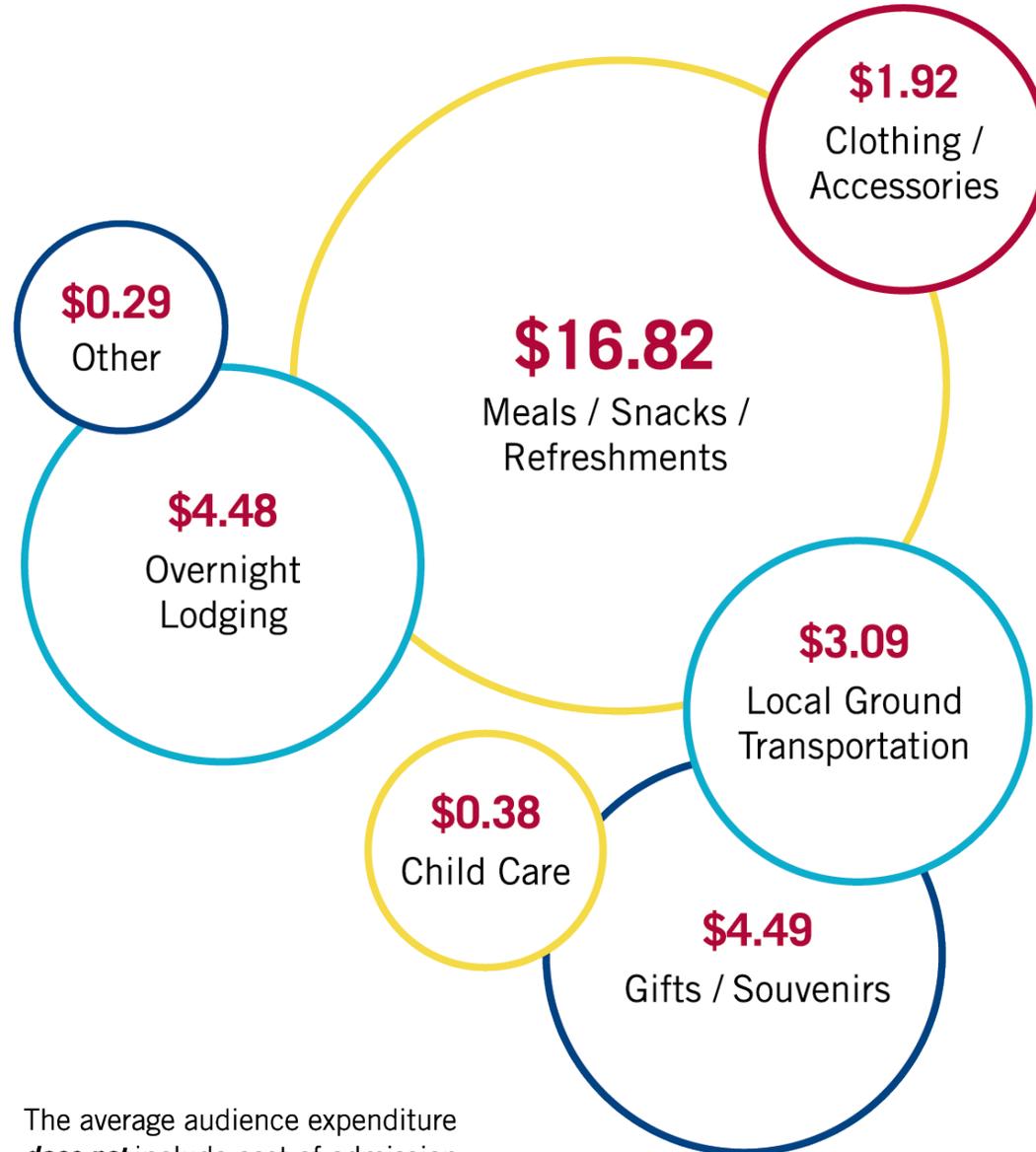
are created in other industries for every
100 jobs in the arts and entertainment
industry.

Source: Economic Policy Institute
<https://www.politicopr.com/>

Ripple Effect

Average Per Person Per Event

Audience Expenditures: \$31.47



The average audience expenditure **does not** include cost of admission.

Source: Americans for the Arts

Ripple Effect

Local vs. Nonlocal Arts Audience Spending

Local Audience Spending // **\$23.44**



Nonlocal Audience Spending // **\$47.57**



“The arts are not the dessert, but a key part of the meal.”

Jeremy Nowak



Arts and Culture can...



Examples

Attracting Tourists to New Parts of the Community

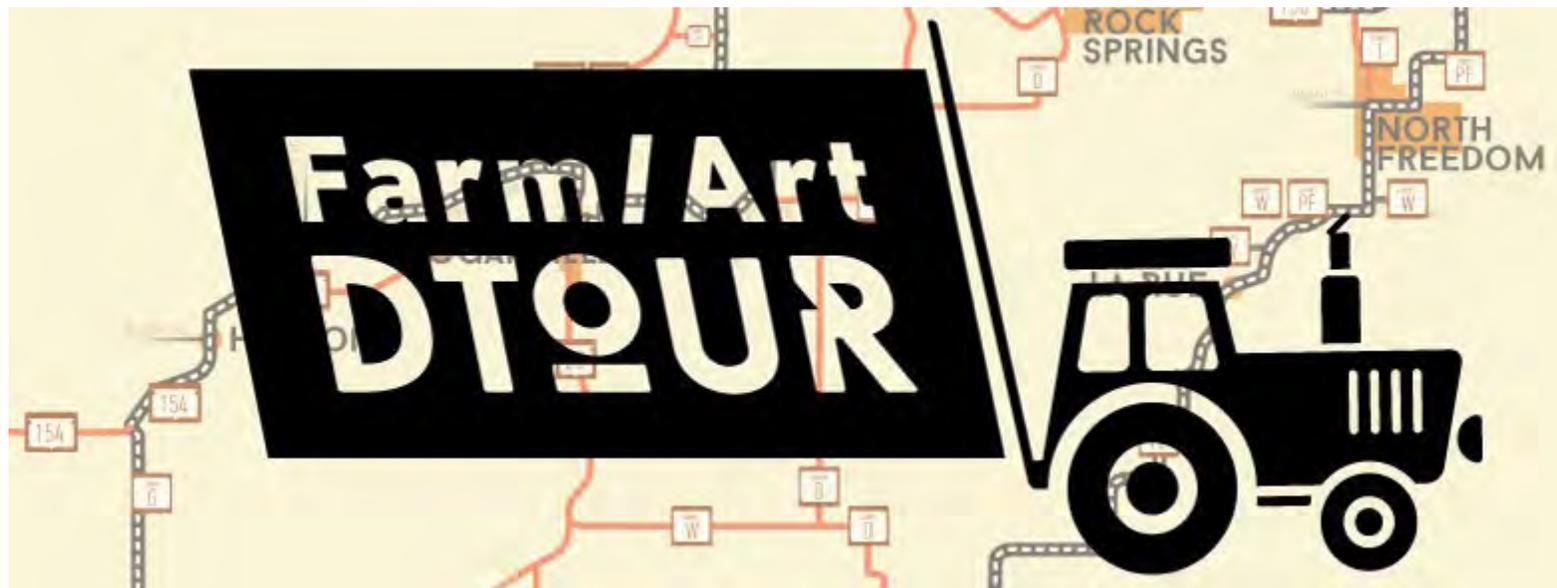
Hapeville

County: Fulton Population: 6,373



“ You absolutely have to have buy-in from the government. And you get that buy-in by having a cohesive vision and implementing it step by step. Without it, you won't have the collaboration you need. ”

- Ann Ray, Vice Mayor, Hapeville



<https://www.fermentationfest.com/farm-art-dtour>



<https://www.clemson.edu/extension/agandarttour/>

FARM/ART DTour MAP 2015

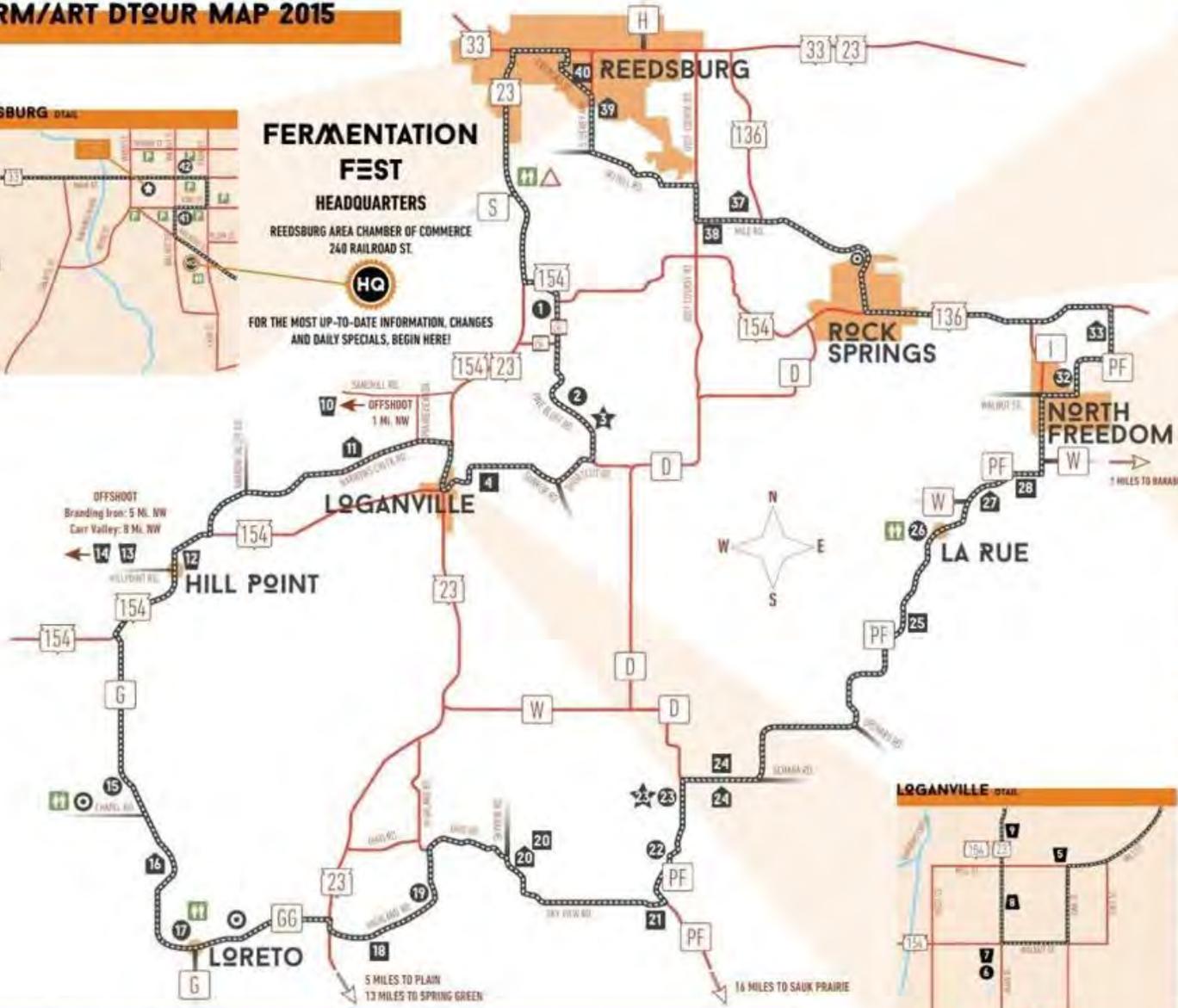
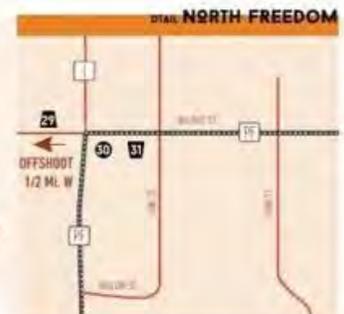


**FERMENTATION
FEST
HEADQUARTERS**

REEDSBURG AREA CHAMBER OF COMMERCE
240 RAILROAD ST.



FOR THE MOST UP-TO-DATE INFORMATION, CHANGES
AND DAILY SPECIALS, BEGIN HERE!



LEGEND

DTour Route	Town Road Intersections	State Roads & County Highways
Restrooms	Parking	Wayside

KEY TO DTour STOPS

- ART WORK:** Installations created by invited professional artists
- FARM FORM:** Creations by farmers, landowners, area businesses and community groups
- FIELD NOTES:** Rural culture education sites
- PASTURE PERFORMANCE STAGE:** Performances take place here each weekend day
- FOOD CHAIN:** A marketplace of food, art and ideas
- ATTRACTION:** Places to play and explore along the route
- VENDOR:** Places to shop and eat along the route
- POINT OF INTEREST**





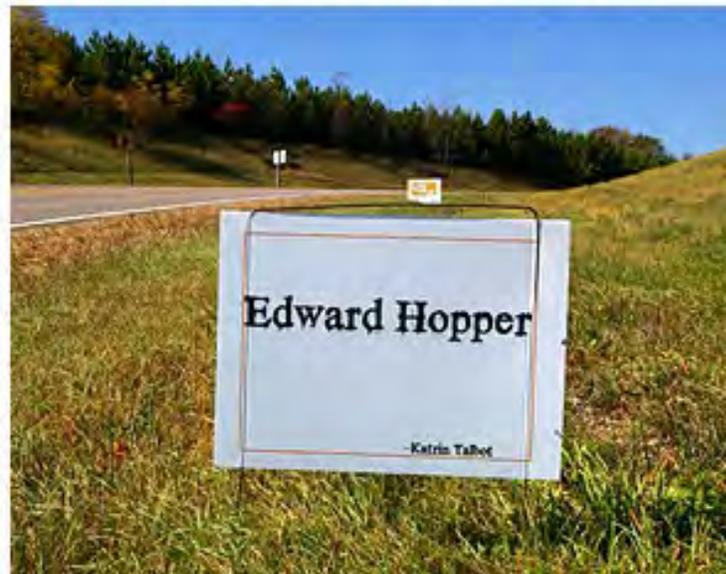
Cribs by Brenda Baker, 2012 Farm/Art DTour





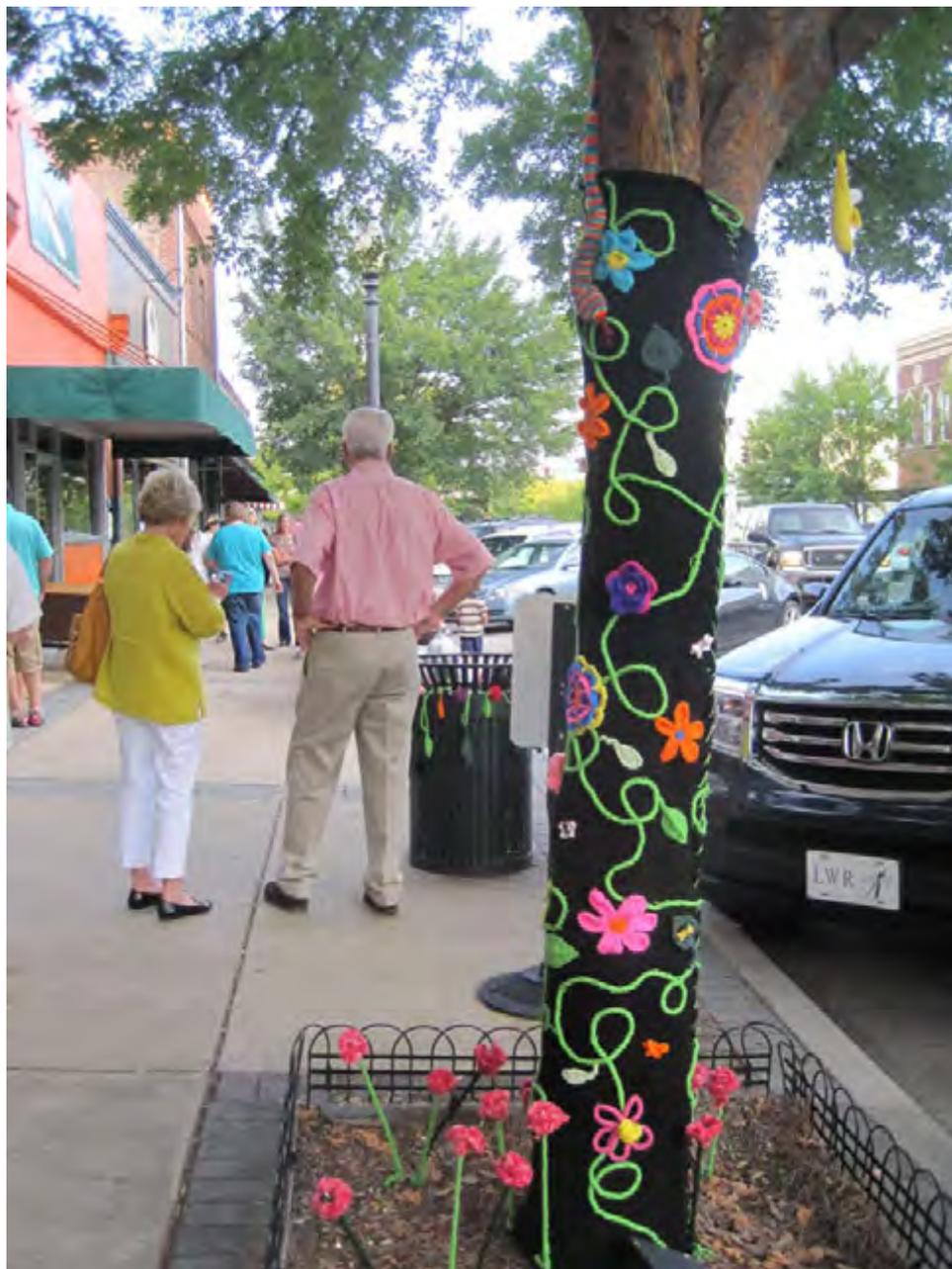


©Julie Raasch



Attracting Business

Thomasville Center for the Arts Thomasville, GA (pop. 18,700)









Interpreting History



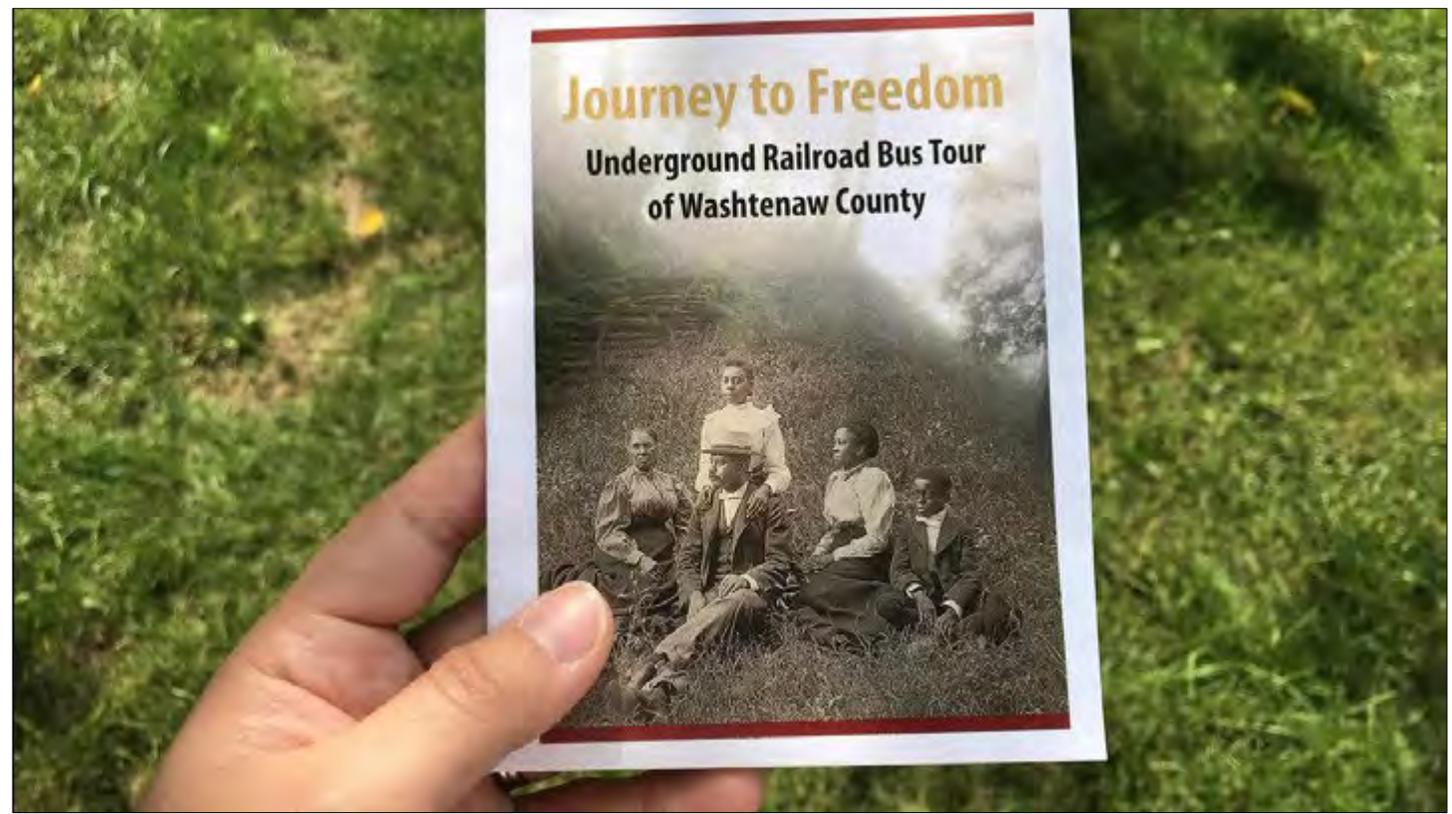
Colquitt, GA
Population 2,274



Estimated Economic Impact of Swamp Gravy 2007

	Direct	Indirect	Induced	Total
Swamp Gravy Operations	\$1,390,621	\$101,090	\$141,224	\$1,632,925
Non-local Visitors	\$370,168	\$38,360	\$64,648	\$473,176
Total	\$1,760,790	\$139,449	\$205,872	\$2,106,111









Kelton House
Columbus, OH

Empty Downtown Storefronts





Examples

New York

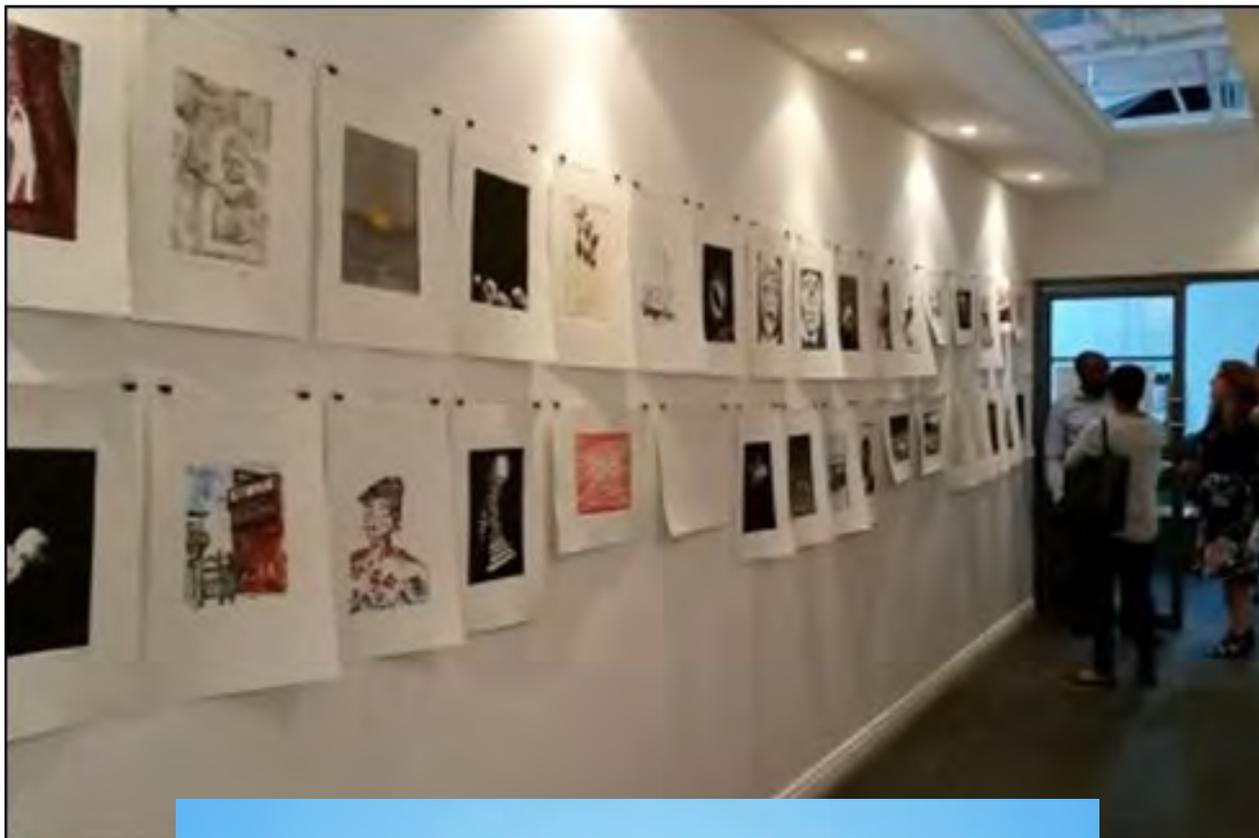
<https://www.nytimes.com/2010/03/12/us/12cnc-popup.html>

<https://www.csmonitor.com/The-Culture/Arts/2021/0630/Window-dressing-Empty-storefronts-host-New-York-City-artists>

Seattle <https://shunpike.org/storefronts/>

Toolkit for utilizing empty storefronts

<https://springboardexchange.org/yourideahere/>



THE POP-UP PHENOMENON:

Why It's A Marketing Strategy
You Should Definitely Try



Workforce Development

Vollis Simpson Whirligig Park

Wilson, NC (pop 49,325)



Vollis Simpson Whirligig Park



Workforce Development/Revitalization Vollis Simpson Whirligig Park

Partners

- **National Parks Service:** *Representatives were part of a team of experts who helped develop the protocols for repairing and conserving the whirligigs.*
- **Tuckerbrook Conservation:** *Served on the team of experts to help with the repair and conservation of the whirligigs.*
- **Los Angeles County Museum of Art:** *Representatives advised the leadership team on their future plans to develop a museum.*
- **Smithsonian's Air & Space Museum and Philadelphia Museum of Art:** *Helped in the early stages of project development.*
- **University of North Carolina at Chapel Hill:** *Associate Professor Juan Logan provided conservation expertise.*
- **St. John's Community Development Corporation & Opportunities Industrialization Center of Wilson:** *Served as partners on an 18 month workforce training project. The two organizations recruited participants, conducted soft skills training, and provided case management and job referrals.*
- **Wilson Community College:** *Provided initial training for the conservation team and additional training for participants in welding, safety, and workforce readiness for the 18-month workforce training program.*

re :loom®
weaving a better life



Community Development



Delray Cultural Loop and History Trail

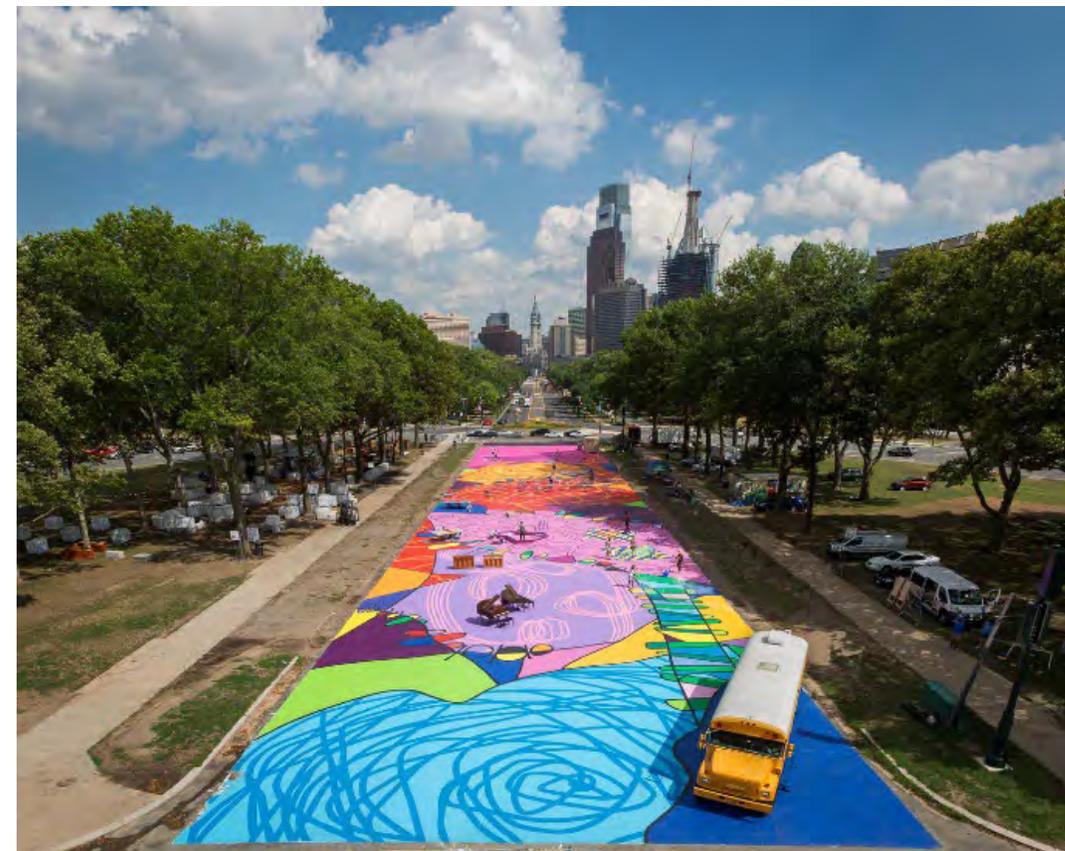
Delray Beach, FL Population 65,055



Mural Arts Philadelphia



Industrious Light by Phillip Adams



Rhythm & Hues by Brad Carney

Start From Here by Isaac Tin Wei Lin

Mural Arts Philadelphia

EVERY MURAL STARTS IN THE COMMUNITY



Look

Seeing the Big
Picture



Listen

Active Listening Is
Powerful



Connect

Building Bridges of
Dialogue



Create

Making Resources and
Opportunities



Celebrate

Both the Journey
and Each Other

Philadelphia Mural- The Peace Wall

<https://www.nytimes.com/2008/10/07/us/07mural.html>



The Stamp of Incarceration

Shepard Fairey



Family Interrupted

Eric Okdeh



Portraits of Justice

Russell Craig and Jesse Krimes



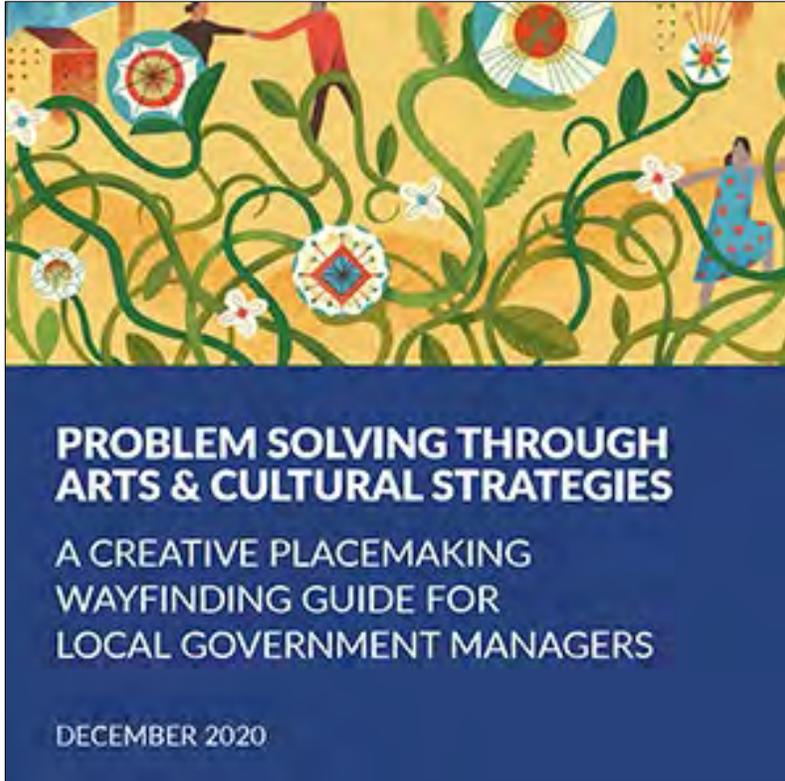
The Guild

- Since the programs' inception in 2009, it has consistently maintained a one-year recidivism rate below 15%. (Philly's overall rate is 35%)
- 85% of Guild graduates are employed or enrolled in education programs or vocational training one year after graduation.



Tactics

Sources of Inspiration



ArtPlace

<https://www.artplaceamerica.org/resources>

National Endowment for the Arts Our Town Grant Case Studies

<https://www.arts.gov/impact/creative-placemaking/exploring-our-town>



Arts Assessment

- What are the arts organizations in the community?
- Who are the individual artists living or working in the community? (i.e. painters, writers, photographers, composers, etc.)
- Does the community have a history of traditional arts? (i.e. quilting, Sacred Harp singing, pottery, basket weaving, etc.)
- What arts events regularly take place in the community?
- Do local schools teach arts classes?



Georgia artist Jeff Mather

Artist Incentives



Examples of incentives:

- Low- or no-interest loans
- Money to pay for moving costs
- Low- or no-rent live/work spaces
- Exemption from paying local sales tax on artwork sold
- Grants to local artists for public art projects
- Assistance setting up websites

Live/Work Space



3. Attract investment by creating live/work zones for artists: *Support artists and artist live/work spaces as anchors around which to build local economies*

- Create a downtown artist and historic district with live/work space
- Provide incentives for property improvement and business and educational programs relocation
- Convert factory space to artist studio, gallery, and museum space
- Take advantage of vacant mixed-use properties and scenic riverfront, waterfront, and/or historic architecture
- Jointly promote historic district and artists
- Establish partnerships between government agencies and community groups

Source: Borrap, Tom, with Partners for Livable Communities. *The Creative Community Builders Handbook*. St. Paul, MN: Fieldstone Alliance Publishing Center, 2006.

Support Local Arts Organizations

- Partner with arts organizations on projects
- Give grants
- Ask for input
- Offer in-kind services
- Serve on the board



Blue Ridge Mountain Arts Association

Sources of Funding

Georgia Council for the Arts
<https://gaarts.org/what-we-do/grants/>

Project Grant	Vibrant Communities Grant	Cultural Facilities Grant
Up to \$6,000	Up to \$5,000	Up to \$75,000
Match- 50%	Match- 50%	Match- depends on applicant's budget size
Supports a single arts project (mural, theatre production, art exhibit, etc.)	Supports a single arts project (mural, theatre production, art exhibit, etc.)	Supports the renovation, restoration, or acquisition of an arts facility
Eligible applicants- non-profits, government entities, schools, libraries, colleges	Eligible applicants- non-profits, government entities, schools, libraries, colleges (check guidelines for eligible counties)	Eligible applicants- arts non-profits or government entities
Deadline- February	Deadline- August	Deadline- August



<https://www.southarts.org/community-organization-grants>

Cross Sector Impact Grants	Express Grants	Presentation Grants	Traditional Arts Touring Grants
Up to \$15,000	Up to \$2,000	Up to \$7,500	Up to \$5,000
Supports "arts and..." projects developed by partners—one arts organization or artist, and one non-arts organization	Supports arts projects in rural communities with less than 50,000 people	Supports organizations presenting a Southern artist for a performing arts, literary arts, visual arts, or film engagement.	Supports bringing a traditional artist/ensemble and a scholar/folklorist for multi-day residencies
Deadline-March	Deadline- rolling	Deadline- May	Deadline- October

All grants are for historic theatres

- Emergency Needs- \$50,000
- Historic Structures Study- \$75,000
- Technical Assistance- \$25,000
- Preservation- \$250,000

<https://www.foxtheatre.org/support/fox-theatre-institute/grants-program>



USDA



“Human creativity is the ultimate economic resource.”

Richard Florida

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- **Deadline-** March 30 and September 30
- **Request-** \$2,000
- **Types of Projects Funded-** film screenings with discussions, literary festivals, historic walking tours/printed guidebooks, exhibitions, oral history projects, educational workshops, and living history programs.
- **Types of Project GH Will Not Fund-** performing arts programs, research expenses, book publications, construction or restoration of buildings

- Museum Assessment Program (MAP)
- Collections Assessment Program (CAP)
- Museums for America (MFA)- up to \$500K
- Museum Grants for African American History and Culture- up to \$150K



INSTITUTE *of*
Museum and **Library**
SERVICES

Challenge America- \$10,000

Guest Artists, Cultural Tourism,
Public Art

Our Town- \$200,000

- Funds Creative Placemaking
- Requires a partnership between a nonprofit arts organization and local government
- Does not fund: Construction, purchase, or renovation of facilities.

**NATIONAL
ENDOWMENT
for the ARTS**
 arts.gov

The logo for the National Endowment for the Arts, featuring the words "NATIONAL ENDOWMENT" stacked above "for the ARTS". Below the text is a graphic consisting of two horizontal lines, one red and one blue, followed by the website address "arts.gov".

Resources- Tourism

- Cultural Tourism Toolkit-
<https://www.americansforthearts.org/node/101695>
- How to Use Public Art to Boost Tourism
<https://www.brhoward.com/new-blog/how-to-use-public-art-to-boost-tourism>
- How Art Economically Benefits Cities
<https://www.pps.org/article/how-art-economically-benefits-cities>
- Cultural Tourism-Attracting Visitors and their Spending
https://www.americansforthearts.org/sites/default/files/pdf/2014/by_program/reports_and_data/tool_kits/cultural_districts/issue_briefs/Cultural-Tourism-Attracting-Visitors-and-Their-Spending.pdf



*AthFest
Athens, GA*

Resources- Pop-Up Shops

<http://www.newyorker.com/business/currency/pop-shop-every-artist>

<http://artsandcrafts.about.com/od/openingastorefront/a/How-To-Open-An-Arts-And-Crafts-Retail-Pop-Up-Store.htm>

<http://blog.thestorefront.com/how-to-set-up-a-pop-up-art-gallery-in-7-steps/>

<http://www.torquayheraldexpress.co.uk/Artists-pop-shop-brightens-town/story-22841066-detail/story.html>

<https://www.etsy.com/seller-handbook/article/how-to-organize-a-pop-up-shop/43256725936>



Resources- Public Art



The Peanut Farmer by Charlie Johnston Colquitt

Project for Public Spaces:

<https://www.pps.org/article/pubartdesign>

Americans for the Arts: <https://www.americansforthearts.org/by-topic/public-art>

Public Art Archive: <https://www.publicartarchive.org/>

Atlanta Office of Cultural Affairs Artist Registry:

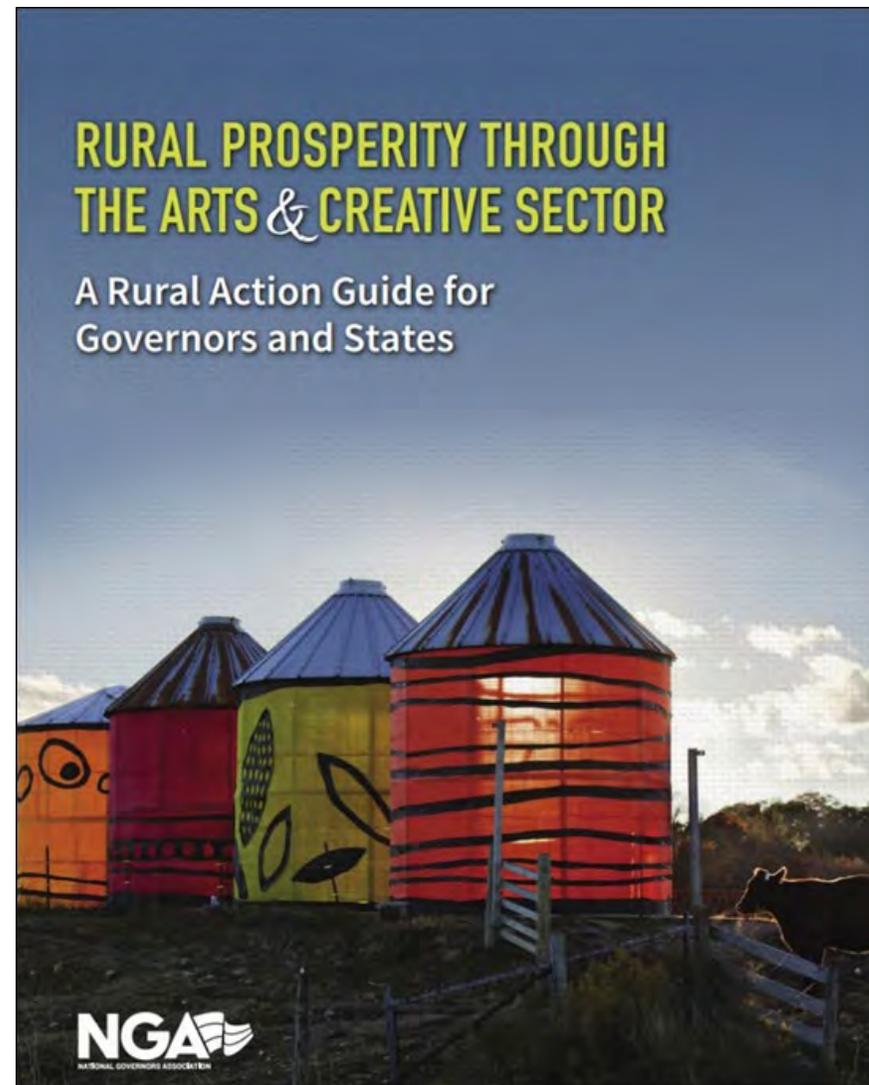
<http://www.ocaatlanta.com/arts-hub/#search/artists>

Public Art and Creative Placemaking Toolkit:

<http://2vu7r51wf6it1bb04v1trak.wpengine.netdna-cdn.com/wp-content/uploads/2012/12/Places-of-possibility-public-art-toolkit.pdf>

Resources- Rural Communities

- Rural Prosperity Through the Arts & Creative Sector: https://www.nga.org/wp-content/uploads/2019/01/NGA_RuralArtsReport.pdf
- Americans for the Arts: Arts Resources for Rural America: <https://blog.americansforthearts.org/2014/02/21/arts-resources-for-rural-america>
- The Role of Arts-based Economic Development Strategies in Georgia Communities: <https://gaarts.org/impact-of-the-arts/arts-and-economic-development/>
- Municipal-Artist Partnerships: <https://municipal-artist.org/>



Resources- Arts Funders

Georgia Council for the Arts- www.gaarts.org State arts council that provides multiple grant programs for arts projects

South Arts- www.southarts.org Regional arts organization that provides grants to present theatre, music, dance or guest writers

Georgia Humanities- www.georgiahumanities.org State humanities council that provides grants for humanities-based cultural and education programs such as history exhibits, lectures, walking tours, oral history projects, etc.

Fox Theatre Institute- <http://foxtheatre.org/the-fox-theatre-institute/> FTI provides grants for the restoration of historic theatres

ArtPlace- www.artplaceamerica.org National funder awarding large grants in creative placemaking projects where the arts play a central role in a community's planning and development strategies.

National Endowment for the Arts- www.nea.gov National funder with multiple grant programs for arts projects. Rural communities should note two programs: Challenge America (\$10,000 to reach underserved audiences) and Our Town (up to \$200,000 for creative placemaking projects that are partnerships between arts organizations and local government)

National Endowment for the Humanities- www.neh.gov National funder with multiple grant programs for humanities projects

Citizen's Institute on Rural Design- <http://rural-design.org/> An annual competitive opportunity to host an intensive, two-and-a-half day community workshop for rural communities with design challenges

USDA- www.usda.gov USDA Rural Development forges partnerships with rural communities, funding projects that bring housing, community facilities, business guarantees, utilities and other services to rural America.