

Ten Tips For Building Successful Arts and Cultural Districts

- 1. Capitalize on your community’s assets to create a destination.**

Cultivate authenticity by identifying locations where artists currently congregate, places of historical, cultural or architectural significance and natural features like rivers and greenbelts. Make sure that your location choice is accessible to residents and visitors.
- 2. Involve all members of your community in planning and implementation.**

Add to the dynamic and original content of your plans by drawing on the expertise and enthusiasm of residents, community leaders and business owners. Garner the support of local politicians.
- 3. Cultivate leadership.**

Identify a leadership organization that can spearhead the master plan process, drive development forward and eventually take responsibility for managing the district.
- 4. Create a strong vision for the future and adopt a master plan to achieve it.**

Develop a strong and positive vision for your district, and a coherent master plan to achieve this vision.
- 5. Design a vibrant place.**

Encourage distinctive urban design, preserve beautiful historic elements and façades, create unifying streetscapes, and promote a coherent mix of uses, places, programs and activities.
- 6. Develop a sustainable funding plan.**

Garner public and private support through a coherent plan to attract private donors, create dedicated sources of public revenues and produce events that will create ongoing revenues for the district.
- 7. Nurture public-private partnerships.**

Cultivate strong partnerships between the private development community and the public sector to stimulate new development and encourage the renovation and reuse of existing buildings.
- 8. Integrate all these elements into a coherent strategy.**

Bring together a strong master plan, effective funding resources, community support, political leadership, stellar design, and robust infrastructure into a coherent strategy. Learn from other communities’ successes.
- 9. Celebrate your district’s achievements.**

Tell everyone how the district improves your community’s quality of life, stimulates new ideas and creativity, attracts new visitors, creates new jobs, brings people from all walks of life together etc.
- 10. Continually reinvigorate your district.**

Encourage innovation among your cultural, arts and historic preservation groups and stimulate them to create new offerings, events and developments each year.