



# ARTS & ENTERTAINMENT DISTRICTS

A REGIONAL APPROACH TO MAIN STREET REVITALIZATION

CNY Arts presents an innovative approach to revitalize the main streets and downtowns of Central New York through Arts & Entertainment Districts made possible by an Empire State Development planning grant. Developed through a year-long planning process that utilized national and local creative placemaking and downtown business development consultants, CNY Arts created a comprehensive Master Plan to establish and implement five pilot Arts & Entertainment Districts for five cities in the Central New York Regional Economic Development Council (REDC) region:



- ★ Auburn (Cayuga)
- ★ Cortland (Cortland)
- ★ Oneida (Madison)
- ★ Oswego (Oswego)
- ★ Syracuse (Onondaga)

**Through a \$10 million implementation allocation, the Governor and Legislature can lead the way in establishing a model for Arts & Entertainment Districts that is scalable and replicable across every region of New York State.**

## WHAT IS AN ARTS & ENTERTAINMENT DISTRICT

*An Arts and Entertainment District is a designated area within a community intended as a place to promote the creative arts industries, art production, cultural activities and entertainment, public art and placemaking. Adopted planning policies and initiatives include new incentives, marketing and economic development programs, the design of public spaces, zoning and regulatory changes, investments in art venues, and public-private partnerships that help facilitate and support arts and cultural activities in the district. Collaborative efforts between municipalities, downtown management organizations, economic development entities, and arts assets and institutions are necessary to lead and successfully implement arts and entertainment development efforts.*

## BENEFITS OF A&E DISTRICTS

- Generates new and expanded job opportunities and wage growth (i.e. access to mass transit, walkability of nearby urban neighborhoods, etc.)
- Increase tourism visits
- Contributes to an inclusive and equitable economy
- New businesses and new building rehabilitations
- Creative accessible places benefit all residents / visitors
- Main street revitalization
- Strengthened cultural agencies (anchor institutions)

## CASE STUDY: MARYLAND

Trends show states and cities across the United States are investing in arts and entertainment. 26 other states already have certified A&E District programs. Maryland's statewide A&E Districts Program was created in 2001. Last year, 25 Districts in total generated:

- **\$1 Billion in state GDP**
- **\$72.1 Million in state and local tax revenues**
- **9,987 Jobs**
- **\$320 Million in wages**

## MASTER PLAN IMPLEMENTATION

Each city's specific plan has:

- Identified **A&E District boundaries**
- Established **A&E Workgroups**
- **Regional marketing services and wayfinding**
- **Competitive New Programming Fund** for arts institutions to develop new and diverse programming to develop new audiences (aka "Risk Capital")
- **Per capita funding formula** to build equity across the region

- **Competitive A&E Incentive Fund** each city will have an allocation based on their county's population. Within that allocation, there will be a competitive process for shovel-ready city projects, nonprofit arts projects, festivals, ambiance/façade improvement, potentially some arts-related Downtown Revitalization Initiative (DRI) Projects. The optimum match will be 75% of the project, but there are localities where the match may have to be adjusted. Each project will be reviewed on a case-by-case basis but all will be reviewed and approved by the relevant State agency. Funds are designed to provide an incentive (much the way the CNY Film Fund does) for arts and entertainment investment and productivity.

## A&E DISTRICT ECONOMIC IMPACT

*According to the National Endowment for the Arts, every federal arts dollar allocated leverages an additional \$9 of investment. This does not include the direct expenditures of art agencies and audience spending, which are significant. In the greater Syracuse area alone, a 2018 Le Moyne College study showed 47 arts organizations and their audiences generated \$148,188,199. We conservatively estimate that each dollar invested in the CNY A&E Districts will generate approximately \$4 which goes towards jobs, local and audience spending, and local & state tax revenue.*

## SUPPORTERS

- The five Mayors of the A&E cities and Onondaga County Executive have endorsed the plan
- 45 Focus Groups of 275+ Individuals
- 8,100 ENGAGE CNY Participants

A REGIONAL APPROACH FOR ARTS & ENTERTAINMENT DISTRICTS IS **BOLD. COMPELLING. HUMAN. SMART.**