



General Guidelines for Cultural District Designation Letters of Intent

Letters of intent for Cultural District Designation are due on January 31 of each year, and should include these five sections and be no more than five pages in length:

History

In 400 words or less give a brief description of the history and development of the cultural district and the key players in the development including organizations, government, artists, and businesses. (Letters of support from key players will be a part of the full application form.)

Cultural District Description

In 400 words or less give a brief overview of what the cultural district has to offer the community and visitors, the location of the district within the community, and the events and activities scheduled to occur in the cultural district. On a separate page, include a map (computer generated or hand drawn) of the cultural district as it relates to the community as a whole.

Strategic Plan

In 200 words or less give three to five strategic goals for the cultural district, a short explanation of the goal, and the timeframe expected for completion.

Marketing Plan

In 200 words or less outline plans for marketing the cultural district and the events and activities scheduled to occur in the district.

Management Structure

In 200 words or less outline a description of the management structure for the cultural district, staff, and how the decision making process for cultural district will occur. Consider brief job descriptions for management, marketing, information technology and artistic staff. Indicate whether these positions will be paid or volunteer.

Letters should be mailed to:

Texas Commission on the Arts
Cultural District Designation
Jim Bob McMillan, Deputy Director
PO Box 13406
Austin, TX 78711-3406

Letters can be scanned and sent as an email attachment to:

Email: jimbob@arts.state.tx.us