

January 22, 2018

McKinney City Council Work Session

Cultural District Designation Historic Downtown McKinney



OPPORTUNITY – CULTURAL DISTRICT DESIGNATION

Texas Commission on the Arts

WHAT is a cultural district?

A cultural district is the **anchor** of a recognized, labeled, mixed-use area of a community in which there exists a high concentration of **arts and cultural facilities, individual artists** and **events** that are promoted to attract cultural tourists.

WHO should apply?

Communities with an **existing** concentration of arts & cultural assets in one **walkable area** of the city that they want to promote to visitors.

CITIES WITH DESIGNATION

Abilene

Alpine

Amarillo

Arlington

Austin

Bastrop

Bryan

Clifton

Corpus Christi

Dallas

Denison

El Paso

Fort Worth

Galveston

Georgetown

Houston (5)

Huntsville

Lubbock

McAllen

Plano

Rockport

Rosenberg

Salado

San Angelo

San Antonio (2)

San Elizario

Smithville

Texarkana

Waco

Wimberley

Winnsboro

PROCESS

- * January 16 – Support from McKinney Main Street Board
- * January 22 – Work Session
- * January 30 – Letter of Intent
- * June 15 – Application Due

REQUIRED

- * Partnerships with local arts/cultural organizations, Arts Commission, CVB, Chamber, MISD, MCDC
- * Resolutions from City, County & managing non-profit
- * District designation spans 10 years

BENEFITS

- * State recognition of McKinney's cultural assets
- * Marketing & Promotional opportunities – continues to highlight Historic Downtown McKinney
- * Opportunity to develop/increase collaboration with partner entities
- * Project-based funding/grants from TCA, foundations, NEA



Texas
Commission
on the Arts

**CULTURAL
DISTRICT
AWARDS
BY CITY**

ABILENE

ABILENE CULTURAL DISTRICT

Abilene Cultural Affairs Council

SENATE DISTRICT: 28

Enhancements to the District

HOUSE DISTRICT: 71

FY2017 \$90,000

DALLAS

DALLAS ARTS DISTRICT

AT&T Center for the Performing Arts

Dallas Museum of Art

Dallas Theater Center

SENATE DISTRICT: 23

High Quality Arts Programming

High Quality Arts Programming

High Quality Arts Programming

HOUSE DISTRICT: 108

FY2017 \$270,000

FY2016 \$500,000

FY2016 \$10,000

EL PASO

EL PASO DOWNTOWN CULTURAL DISTRICT

El Paso Downtown Cultural District

SENATE DISTRICT: 29

Promotion and Marketing

HOUSE DISTRICT: 77

FY2016 \$94,950

FORT WORTH

FORT WORTH CULTURAL DISTRICT

Kimbell Art Museum

Modern Art Museum of Fort Worth

SENATE DISTRICT: 12

High Quality Arts Programming

High Quality Arts Programming

HOUSE DISTRICT: 99

FY2017 \$450,000

FY2017 \$450,000

GALVESTON

GALVESTON ARTS AND CULTURAL DISTRICT

Galveston Arts Center

Grand 1894 Opera House

Grand 1894 Opera House

SENATE DISTRICT: 11

High Quality Arts Programming

Enhancements to the District

High Quality Arts Programming

HOUSE DISTRICT: 23

FY2016 \$34,375

FY2016 \$100,000

FY2017 \$90,000

HOUSTON

GREATER EAST END CULTURAL DISTRICT

Greater East End Cultural District

Greater East End Cultural District

SENATE DISTRICT: 6

Signage and Wayfinding

Signage and Wayfinding

HOUSE DISTRICT: 145

FY2016 \$30,000

FY2017 \$73,737

HOUSTON MUSEUM DISTRICT

Museum of Fine Arts, Houston

Museum of Fine Arts, Houston

SENATE DISTRICT: 15

High Quality Arts Programming

High Quality Arts Programming

HOUSE DISTRICT: 147

FY2016 \$100,000

FY2017 \$450,000

HOUSTON THEATER DISTRICT

Alley Theatre

Da Camera of Houston

Houston Ballet Foundation

Houston Ballet Foundation

Theatre Under the Stars

SENATE DISTRICT: 13

Promotion and Marketing

High Quality Arts Programming

High Quality Arts Programming

High Quality Arts Programming

High Quality Arts Programming

HOUSE DISTRICT: 147

FY2016 \$50,000

FY2016 \$50,000

FY2016 \$20,000

FY2017 \$450,000

FY2017 \$45,000



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**CULTURAL
DISTRICT
AWARDS
BY CITY**

HOUSTON (continued)

MIDTOWN HOUSTON CULTURAL DISTRICT

Community Artists' Collective
Ensemble Theatre
Ensemble Theatre
Midtown Management District

SENATE DISTRICT: 15

High Quality Arts Programming
Signage and Wayfinding
High Quality Arts Programming
Promotion and Marketing

HOUSE DISTRICT: 147

FY2017 \$13,500
FY2016 \$50,000
FY2017 \$41,754
FY2016 \$25,000

WASHINGTON AVENUE CULTURAL DISTRICT

FotoFest
Fresh Arts
Multicultural Education & Counseling

SENATE DISTRICT: 6

High Quality Arts Programming
Promotion and Marketing
High Quality Arts Programming

HOUSE DISTRICT: 145

FY2016 \$185,000
FY2017 \$69,816
FY2017 \$29,700

LUBBOCK

LUBBOCK CULTURAL DISTRICT

Broadway Festivals
Charles Adams Studio Project
Louise Hopkins Underwood Center
Lubbock Arts Alliance
Lubbock Arts Alliance
Lubbock Symphony Orchestra

SENATE DISTRICT: 28

High Quality Arts Programming
Enhancements to the District
Enhancements to the District
High Quality Arts Programming
Promotion and Marketing
High Quality Arts Programming

HOUSE DISTRICT: 84

FY2016 \$25,000
FY2016 \$25,000
FY2016 \$100,000
FY2016 \$50,000
FY2017 \$25,200
FY2016 \$15,000

SAN ANGELO

SAN ANGELO CULTURAL DISTRICT

San Angelo Historic Cultural District

SENATE DISTRICT: 28

Enhancements to the District

HOUSE DISTRICT: 72

FY2017 \$135,000

SAN ANTONIO

KING WILLIAM CULTURAL DISTRICT

Blue Star Contemporary
King William Cultural Arts District

SENATE DISTRICT: 26

Promotion and Marketing
Signage and Wayfinding

HOUSE DISTRICT: 123

FY2017 \$87,522
FY2017 \$18,315

SAN ELIZARIO

SAN ELIZARIO HISTORIC ARTS DISTRICT

San Elizario Historic Art District

SENATE DISTRICT: 29

High Quality Arts Programming

HOUSE DISTRICT: 75

FY2016 \$12,850

WIMBERLEY

WIMBERLEY VALLEY CULTURAL DISTRICT

Wimberley Players

SENATE DISTRICT: 25

Enhancements to the District

HOUSE DISTRICT: 45

FY2016 \$20,000

THANK YOU!