



Introduction



Cultural Tourism

Cultural Tourism

Tourist:

Someone traveling at least 50 miles away from home for pleasure.

Cultural tourist:

Individuals or groups seeking out distinctive and authentic experiences focusing on visual and performing arts, architecture, cuisine, and craft.

Cultural Tourism

“Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations, and experiences that define this nation and its people, reflecting the diversity and character of the United States.”

-Partners in Tourism



celebration



landscape & galleries



art production



music history



adaptive reuse & interpretation



architecture

Cultural Tourism **By the Numbers**

- 76% of all domestic tourists engage in cultural activities
- The size of the market is estimated at 129.6 million adults in the USA spending approximately \$171 billion annually
- Cultural Tourists typically spend more and stay longer than other types of domestic travelers (\$1,319 per trip vs \$820 per trip)
- Cultural Tourists also take more trips than general domestic travelers: 3.6 vs. 3.4 trips annually

Cultural Tourism Who are Cultural Tourists?

- Predominately affluent
- Well-educated
- Predominately Baby Boomers, but increasingly Gen Xers and Millennials
 - 64.8% of Baby Boomers seek cultural experiences when traveling
 - 67.8% of Gen Xers seek cultural experiences when traveling
- 56% of cultural tourists prefer leisure travel that is educational
- People who want to engage in “immersive experiences”
- 40% will pay more for distinctive lodging reflecting a destination's culture.

Cultural Tourism The Complete Package

- Lodging
- Dining
- Architecture
- Trails
- Museums
- Galleries
- Experiences
- Performance
- Tours
- Public art
- Arrival/Departure



Cultural Tourism Successful Destinations

10 A's OF SUCCESSFUL TOURISM DESTINATIONS

1.	Awareness	This attribute is related to tourists' level of knowledge about the destination and is influenced by the amount and nature of the information they receive.
2.	Attractiveness	The number and geographic scope of appeal of the destination's attractions comprise this attribute.
3.	Availability	This attribute is determined by the ease with which bookings and reservations can be made for the destination, and the number of booking and reservation channels available.
4.	Access	The convenience of getting to and from the destination, as well as moving around within the destination.
5.	Appearance	This attribute measures the impressions that the destination makes on tourists, both when they first arrive and then throughout their stay in the destination.
6.	Activities	The extent of the array of activities available to tourists within the destination.
7.	Assurance	The safety and security of the destination for tourists.
8.	Appreciation	The feeling of the levels of welcome and hospitality.
9.	Action	The availability of a long-term tourism plan and a marketing plan for tourism are some of the required actions.
10.	Accountability	The evaluation of performance by the DMO.

Source: Alastair M. Morrison, *Marketing and Managing Tourism Destinations*, 2013

Cultural Districts



A diagram illustrating the types of cultural districts. It features a central blue circle at the top right containing the title 'Types of Cultural Districts'. Below and to the left of this circle are six red circles, each containing a specific type of cultural district. The circles are arranged in two rows: three in the top row and three in the bottom row. The text inside each circle is white and bold.

Types of Cultural Districts

**Arts &
Entertainment
Districts**

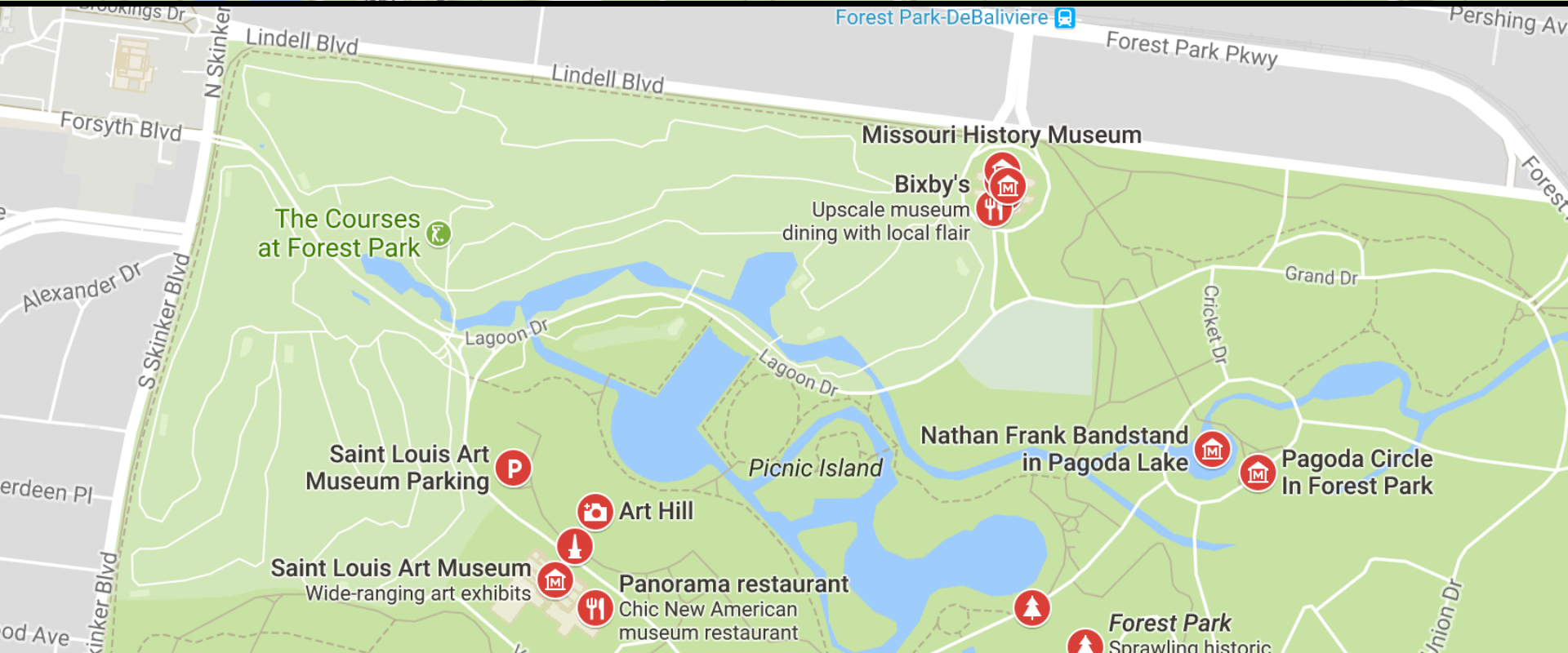
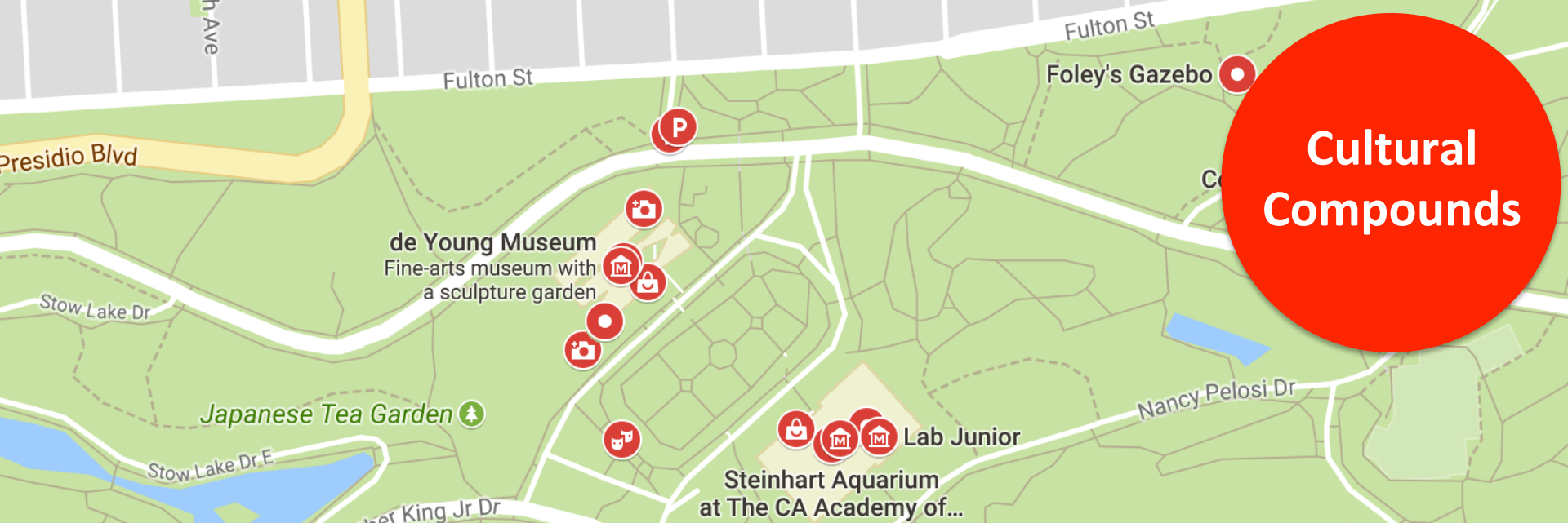
**Cultural
Compounds**

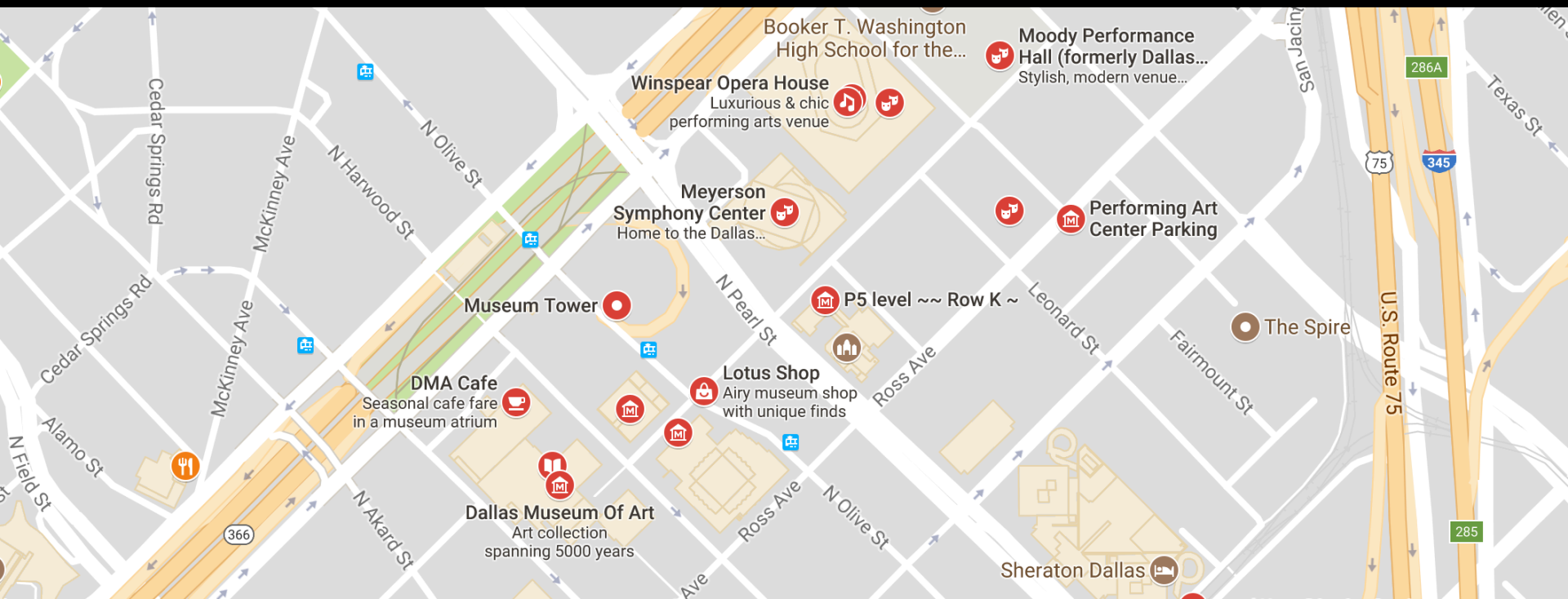
**Major
Cultural
Institutions**

**Downtown
Focus**

**Naturally
Occurring
Districts**

**Cultural
Production**





**Downtown
Focus**



**Cultural
Production**



Arts &
Entertainment
Districts



MATT PASANT PHOTOGRAPHY

**Naturally
Occurring
Districts**

current



Cultural clusters are associated with a variety of positive features of neighborhoods, including:

- higher levels of local and regional civic engagement
- increase in population
- rise in housing values
- decrease in poverty rates
- little evidence of ethnic displacement.



in partnership with GALLUP*

Why People Love Where They Live and Why It Matters: A National Perspective

Community Attributes' Rank in Influence on Community Attachment

Across 26 Knight Foundation communities

Ranked according to 2010 results

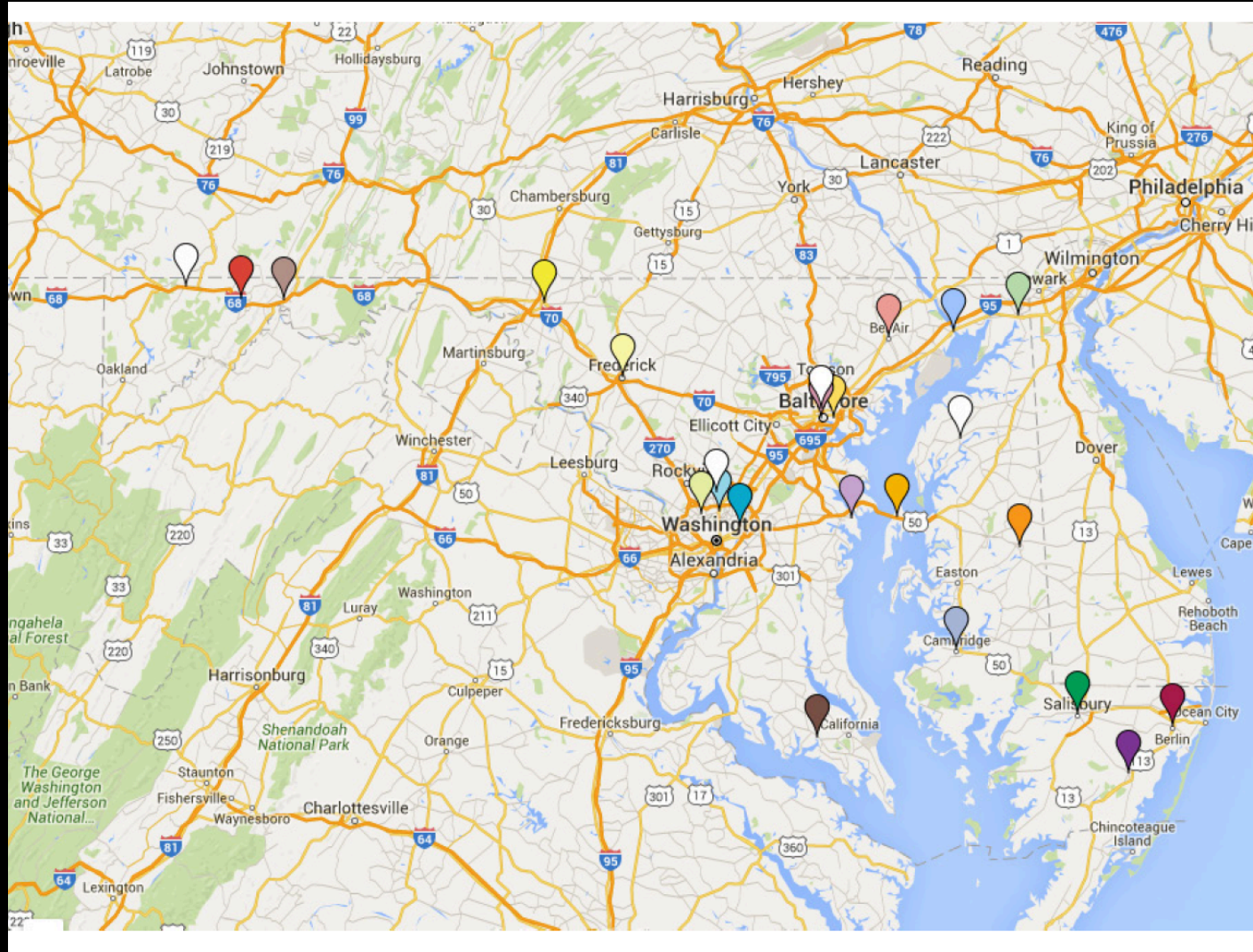
	2008	2009	2010
Social offerings	1	1	1
Openness	3	1	2
Aesthetics	2	3	3
Education	4	4	4
Basic services	5	5	5
Leadership	6	5	6
Economy	6	7	7
Safety	8	8	8
Social capital	9	9	9
Civic involvement	10	10	10

Soul of the Community study

GALLUP®

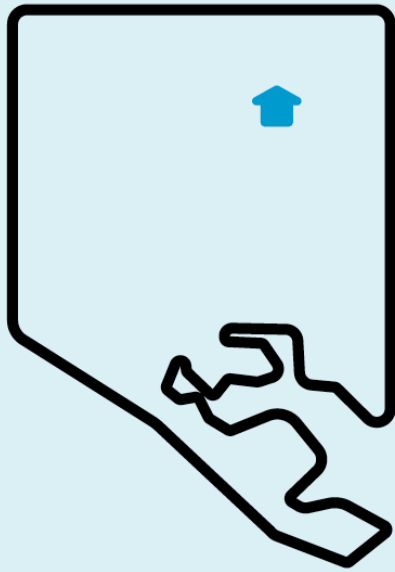
Maryland's 24 Arts Districts have contributed:

- \$571.4 million to the local and state economy
- 5977 jobs

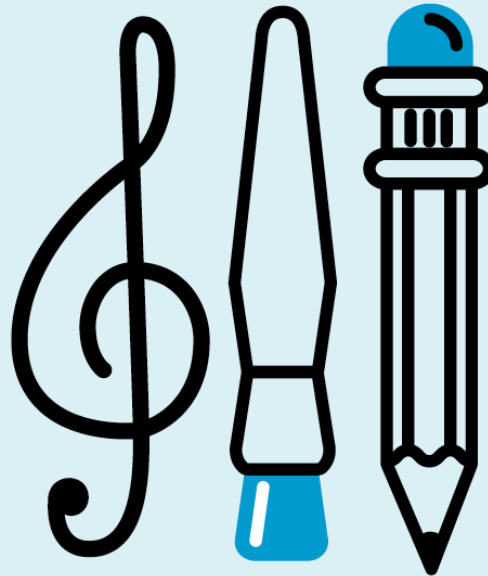


Arts & Entertainment District Incentives

LIVE IN MARYLAND



CREATE WORK IN AN A&E DISTRICT



SELL WORK IN AN A&E DISTRICT



An artist rents an apartment in Baltimore's Lauraville neighborhood.

She paints at her Area 405 studio in the Station North Arts & Entertainment District.

She sells several paintings at the Maryland Art Place in the Bromo Tower Arts & Entertainment District.

Normally, she would pay state income tax on the income she earns from the sale of the painting, but if she files form 502AE, she gets to keep the tax on the income that otherwise would have been collected by the State.

Arts & Entertainment District Incentives

Layered incentives for artists:

- Income Tax Subtraction
- Rehabilitation Tax Credit
- Admissions Tax Exemption
- Façade Grants
- Renovation Loans





- Balboa Park Cultural District
- Barrio Logan Cultural District
- The BLVD Cultural District
- The Calle 24 Latino Cultural District
- Rotten City - Emeryville Cultural Arts District
- Eureka Cultural Arts District
- Grass Valley-Nevada City Cultural District
- Little Tokyo
- Oceanside Cultural District
- Redding Cultural District
- San Pedro Waterfront Arts, Cultural & Entertainment District
- Downtown San Rafael Arts District
- SOMA Pilipinas – Filipino Cultural Heritage District
- Truckee Cultural District

California

Cultural

Districts

Cultural Tourism Worksheet

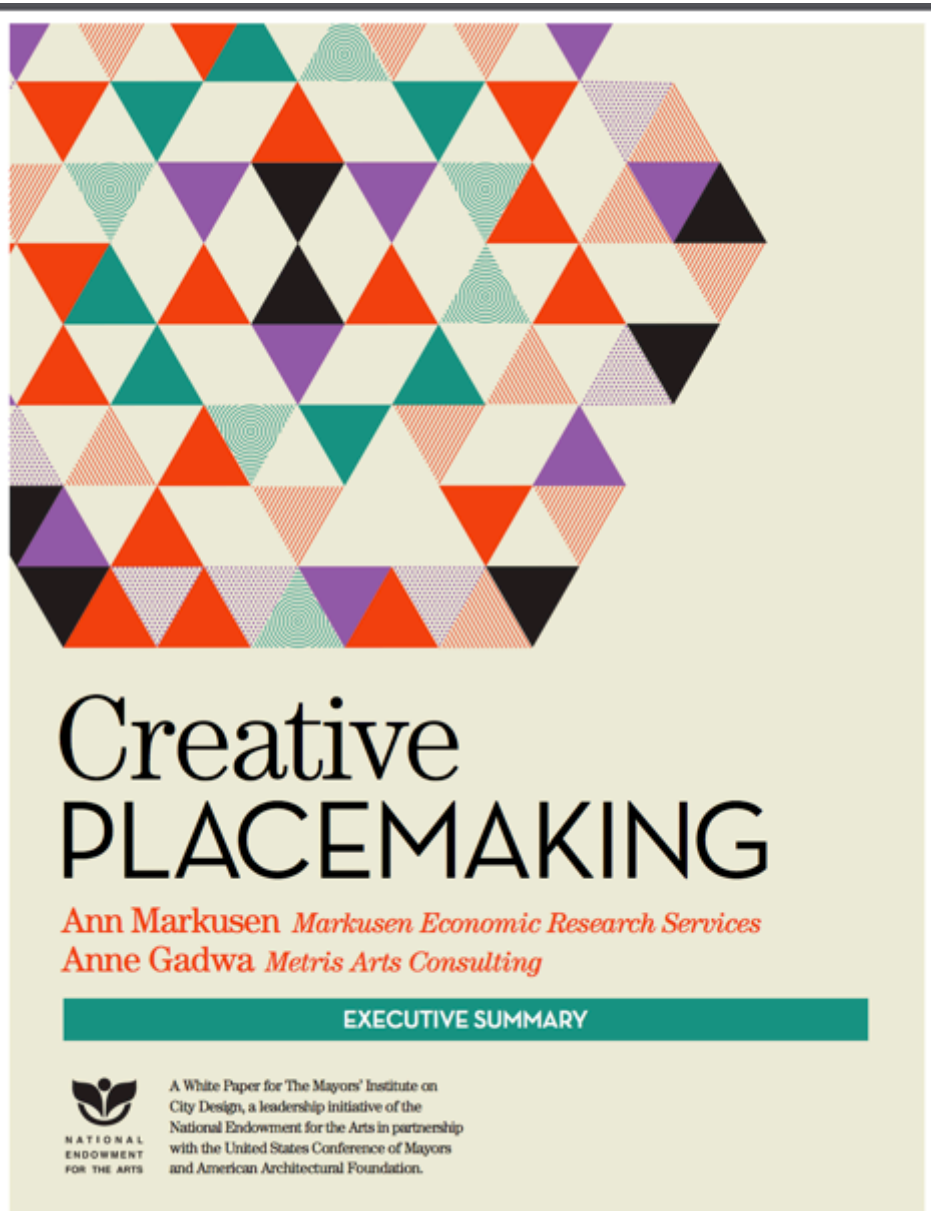
10 A's OF SUCCESSFUL TOURISM DESTINATIONS

1.	Awareness	This attribute is related to tourists' level of knowledge about the destination and is influenced by the amount and nature of the information they receive.
2.	Attractiveness	The number and geographic scope of appeal of the destination's attractions comprise this attribute.
3.	Availability	This attribute is determined by the ease with which bookings and reservations can be made for the destination, and the number of booking and reservation channels available.
4.	Access	The convenience of getting to and from the destination, as well as moving around within the destination.
5.	Appearance	This attribute measures the impressions that the destination makes on tourists, both when they first arrive and then throughout their stay in the destination.
6.	Activities	The extent of the array of activities available to tourists within the destination.
7.	Assurance	The safety and security of the destination for tourists.
8.	Appreciation	The feeling of the levels of welcome and hospitality.
9.	Action	The availability of a long-term tourism plan and a marketing plan for tourism are some of the required actions.
10.	Accountability	The evaluation of performance by the DMO.

Source: Alastair M. Morrison, *Marketing and Managing Tourism Destinations*, 2013

A Brief History of Creative Placemaking

In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities.



A Brief History of Creative Placemaking



ArtPlace is a ten year collaboration that funds projects, researches practice, and builds the field of creative placemaking.

The collaboration includes:

- 14 Foundations
- 8 Federal Agencies
- 6 Financial Institutions

NEA's Exploring Our Town

www.arts.gov/exploring-our-town/showcase

The screenshot displays the NEA Exploring Our Town website. At the top, the NEA logo is on the left, and social media icons for Facebook, Twitter, YouTube, RSS, iTunes U, and a Subscribe button are on the right. Below the logo is the text "ART WORKS." with three colored triangles. A navigation bar contains "EXPLORING OUR TOWN" and three icons: a square for "Showcase", a lightbulb for "Insights", and an information icon for "Overview". Below this is a filter bar with "All Projects", "By Project Setting", "By Project Type", and "By Project Location", followed by "Grid" and "Map" view options. The main content area is a grid of 12 project thumbnails, each with a title and location:

- AIEA, HI**
OLA KA 'ILIMA: CREATIVE CULTURE AND ART SPACES
- AJO, AZ**
AJO MASTERPLAN
- ASHFIELD, MA**
ASHFIELD TOWN SPECTACLE
- BALTIMORE, MD**
REVITALIZING STATION NORTH
- BEREA, KY**
WAYFINDING DESIGN
- BETHLEHEM, PA**
THE BRIDGE
- BOSTON, MA**
INNOVATION DISTRICT
- BUFFALO, NY**
GRANT STREET GLOBAL VOICES
- BURLINGTON, VT**
IMAGINE CITY HALL PARK
- CASPER, WY**
CONFLUENCE OF TIME AND SPACE
- CHARLESTON, SC**
GAILLARD CENTER ARTS PRECINCT
- CHARLESTON, WV**
CHARLESTON PUBLIC ART

ArtPlace America

www.artplaceamerica.org

ARTPLACE

ABOUT ARTPLACE

BLOG

OUR WORK

INVESTMENTS

CONNECT

LIBRARY



SEARCH

KEYWORD

SEARCH

FILTER

You searched for: [national creative placemaking fund](#)



303 ARTWAY - NORTHEAST DENVER ART, HEALTH AND HERITAGE TRAIL
2015 | DENVER, CO



A SENSE OF PLACE: ENGAGE THROUGH THE LIBRARY!
2015 | JOSEPH, OR



ART SHANTY PROJECTS' ON-ICE PROGRAM
2015 | WHITE BEAR LAKE, MN



ART | ECO: PLACEMAKING PATAGONIA
2015 | PATAGONIA, AZ

Community Builders' Research

Jobs Follow People



Of business owners moved to a community first, then started a business later.

Community Quality Is Top Priority



In selecting a location to live, the most highly considered factor for business owners and community members was the **overall quality of the community**.

Location Helps Attract Employees



Of business owners said that the ability to attract or retain talented employees was an important factor in choosing their business location.

People Are Looking For Great Places

We asked: "What's more important: a job or the community?"

Most people lean towards community & jobs, or community outright

17%



Job

44%



Job + Community

39%



Community

People Will Sacrifice Salary For Location



83%

Would rather live in an ideal community for a lesser salary.



17%

Would rather live in a less than ideal community for a higher salary.

Creative Placekeeping

“The relationship of Creative Placemaking activities to civic identity must investigate who has and who doesn’t have civil rights. If Creative Placemaking activities support the politics of dis-belonging through acts of gentrification, racism, real estate speculation, all in the name of neighborhood revitalization, then it betrays the democratic ideal of having an equitable and just civil society. Is the social imaginary at work in Creative Placemaking activities when enclaves of privilege are developed in which the benchmark of success is a Whole Foods Market?”

-Roberto Bedoya, Cultural Affairs Manager, City of Oakland

“The blind love of Creative Placemaking that is tied to the allure of speculation culture and its economic thinking of “build it and they will come” is suffocating and unethical, and supports a politics of dis-belonging employed to manufacture a ‘place.’”

-Roberto Bedoya, Cultural Affairs Manager, City of Oakland

Requests & Offers

- What do you need to support your work and your mission?

Examples: connections to a wider audience, performers, press connections, storage or rehearsal or exhibition space, etc.

- What do you have to offer to others in the Coachella Valley?

Examples: free rehearsal space, creative meeting facilitators, graphic design or web expertise, a massive email/social media list, etc.

→ Write down a few thoughts to share with everyone in attendance.



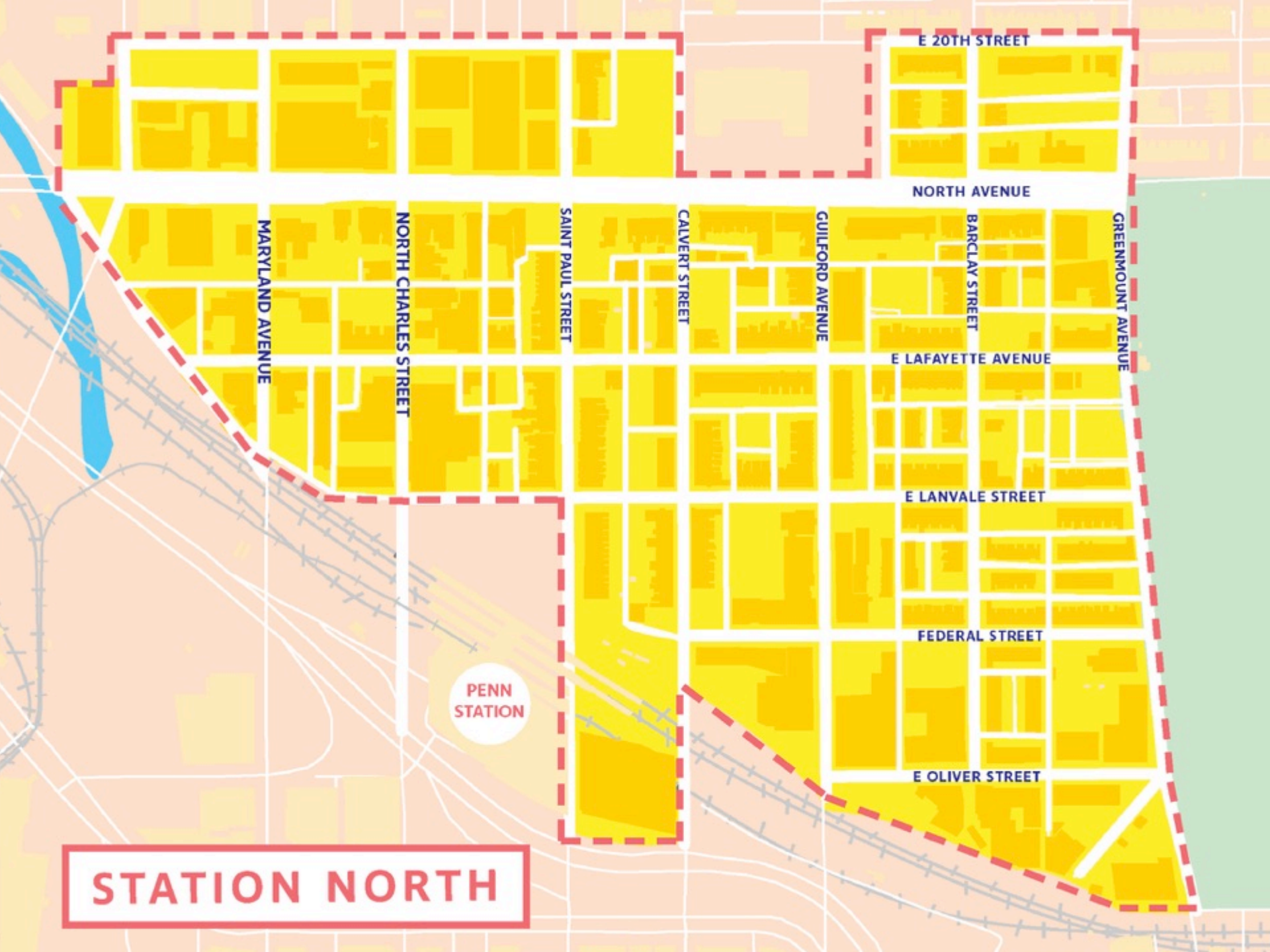
Case Study:

Station North Arts & Entertainment District, Baltimore, MD



BALTIMORE CITY





E 20TH STREET

NORTH AVENUE

GREENMOUNT AVENUE

BARCLAY STREET

E LAFAYETTE AVENUE

E LANVALE STREET

FEDERAL STREET

E OLIVER STREET

SAINT PAUL STREET

CALVERT STREET

GUILFORD AVENUE

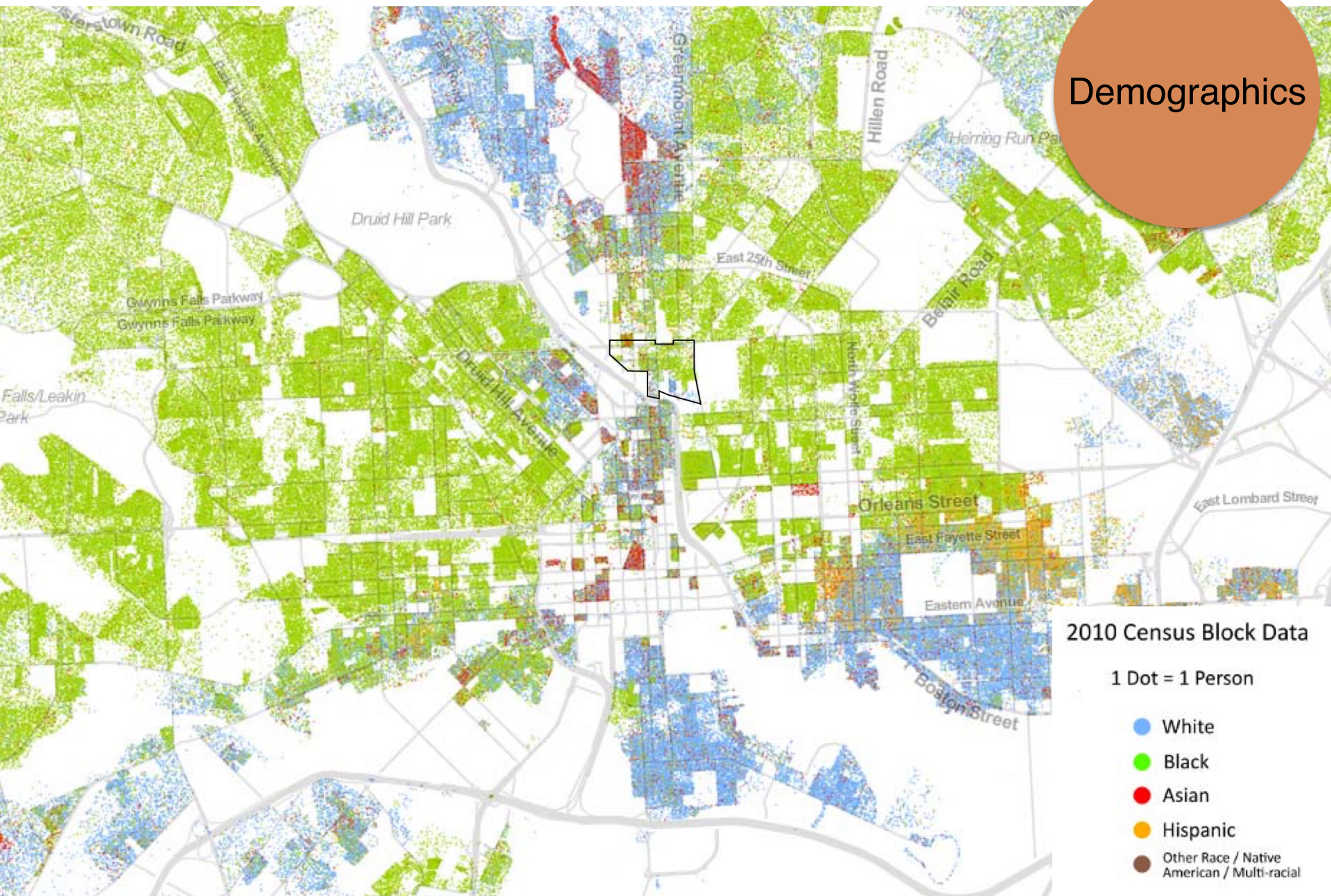
NORTH CHARLES STREET

MARYLAND AVENUE

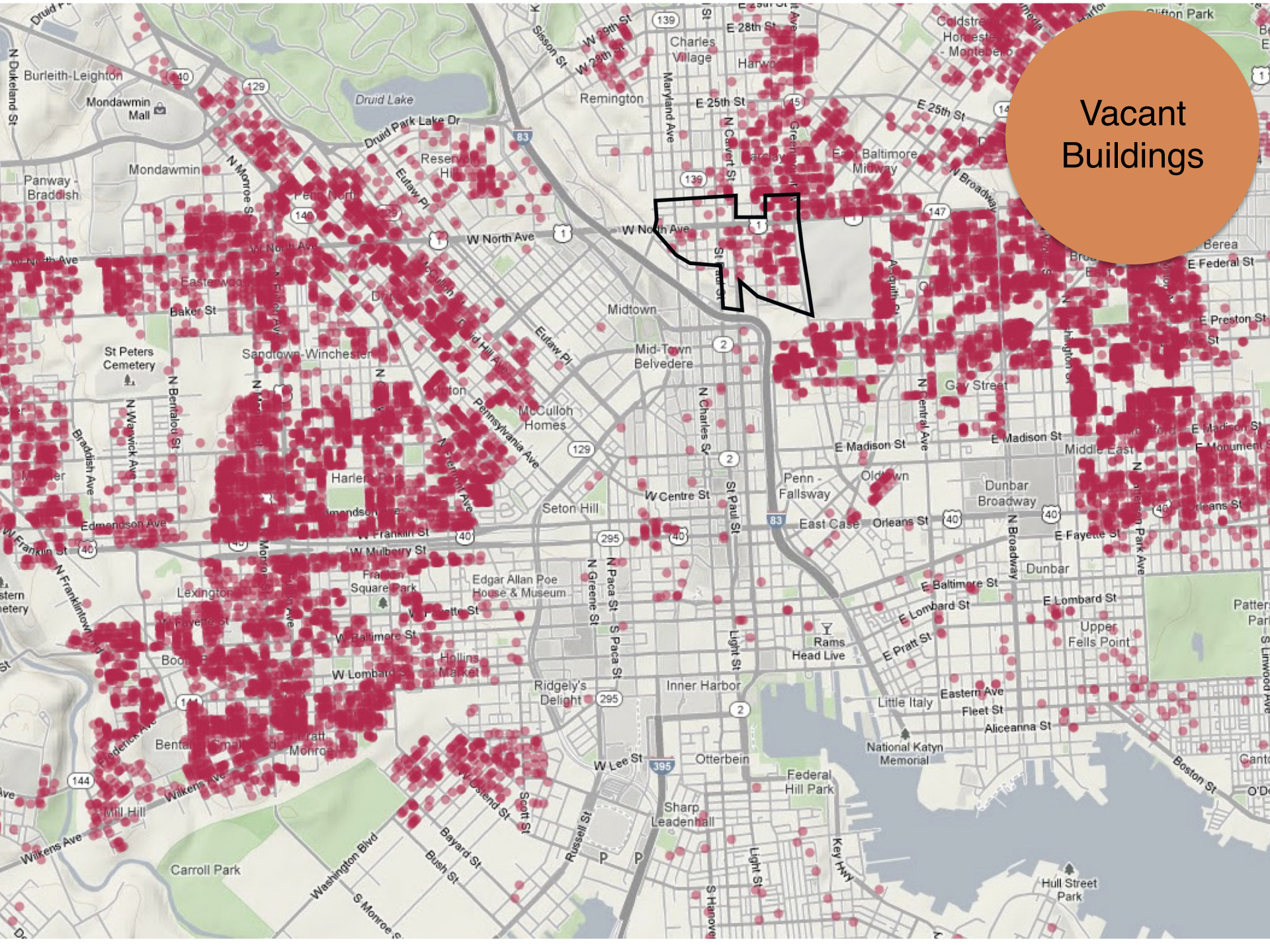
PENN
STATION

STATION NORTH

Demographics



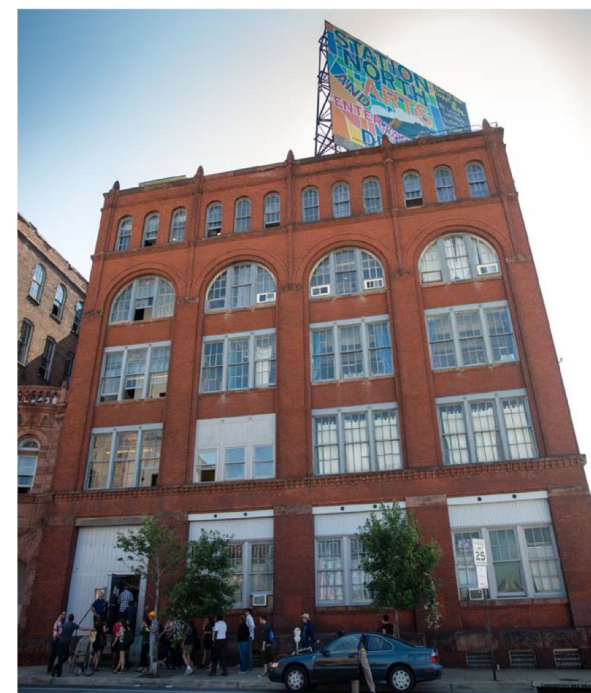
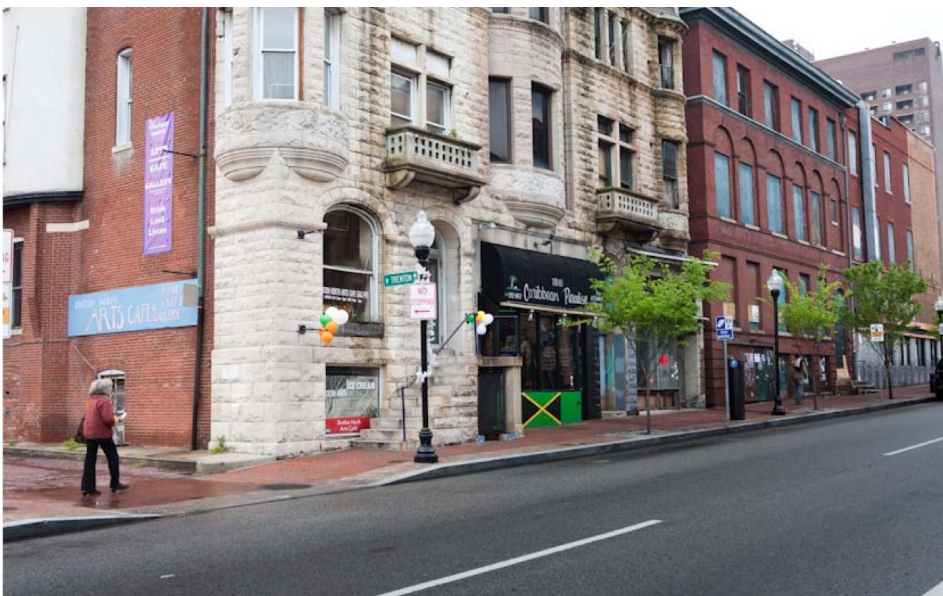
Vacant Buildings



Baltimore's
Transportation
Hub



Adaptive Reuse





City Arts 1 BR Rent:	\$700
Station North 1 BR Average Rent:	\$920
Income limits for City Arts:	\$24,000 - \$37,000



**STATION NORTH ARTS
& ENTERTAINMENT, INC.**



ADVOCATE





LOCAL ARTISTS



ARTSCAPE CROWDS

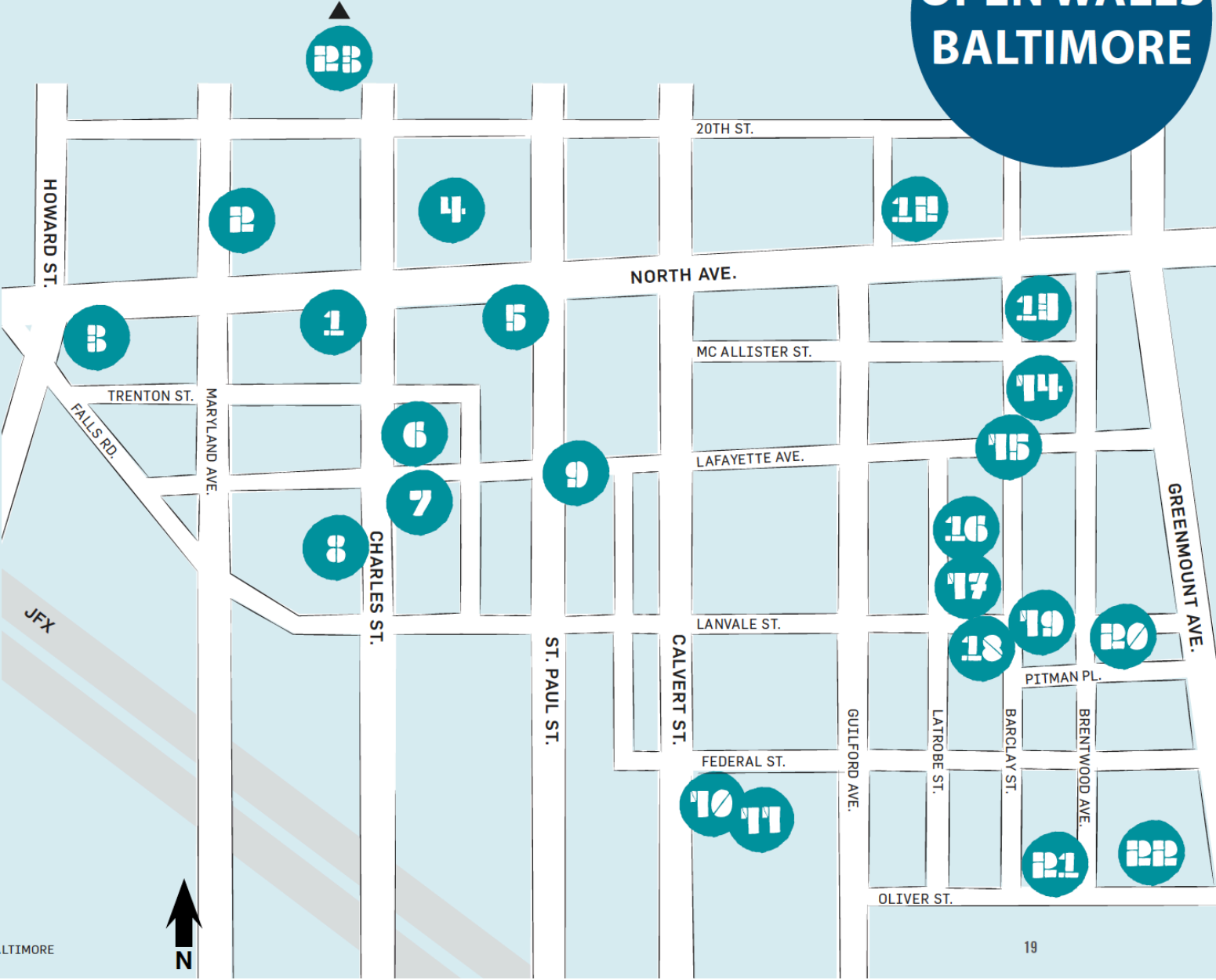


DEVELOPMENT

MAP OF MURALS

OPEN WALLS
BALTIMORE

- 1 1 W. NORTH AVE.
Gaia (Baltimore, MD)
- 2 1915 MARYLAND AVE.
Interesni Kazki (Kiev, Ukraine)
- 3 133 W. NORTH AVE.
Specter (Montreal, Canada)
- 4 10 E. NORTH AVE.
Ever (Buenos Aires, Argentina)
- 5 ST. PAUL @ NORTH
Gary Kachadourian (Baltimore, MD)
- 6 1816 N. CHARLES ST.
John Ahearn (New York City, NY)
- 7 1727 N. CHARLES ST.
Freddy Sam (Capetown, South Africa)
- 8 1715 N. CHARLES ST.
Maya Hayuk (New York City, NY)
- 9 ST. PAUL @ LAFAYETTE
Jessie Unterhalter & Katey Truhn (Baltimore, MD)
- 10 1539 N. CALVERT ST.
Doodles (Port Townsend, WA)
- 11 1539 N. CALVERT ST.
Vhils (Portugal)
- 12 1913 GUILFORD AVE.
Josh Van Horne (Baltimore, MD)
- 13 1815 BARCLAY ST.
Sten & Lex (Rome, Italy)
- 14 1803 BARCLAY ST.
Jetsonorama (Tonalea, AZ)
- 15 329 E. LAFAYETTE ST.
Overunder (Reno, NV)
- 16 1703 LATROBE ST.
Mata Ruda (Baltimore, MD)
- 17 1701 LATROBE ST.
Chris Stain (New York City, NY)
- 18 331 E. LANVALE ST.
Nanook (Baltimore, MD)
- 19 BARCLAY @ LANVALE
Gary Kachadourian (Baltimore, MD)
- 20 432 PITMAN PLACE
Swoon (New York City, NY)
- 21 406 E. OLIVER ST.
Jaz (Buenos Aires, Argentina)
- 22 440 E. OLIVER ST.
Momo (New Orleans, LA)
- 23 2224 N. CHARLES ST., GALLERY MYRTIS
Jetsonorama (Tonalea, AZ)



**OPEN WALLS
BALTIMORE**





OPEN WALLS
BALTIMORE
2





YNOT LOT

An aerial night photograph of a large outdoor event in an urban setting. A dense crowd of people is gathered on a grassy area, many wearing bright neon green shirts. In the bottom left, a wooden stage is lit with red and pink lights, featuring a DJ booth and large speakers. The background shows city streets with cars, streetlights, and buildings. A blue circular graphic in the top right corner contains the text 'YNOT LOT'.



**PENN
STATION
PLAZA**



A photograph of a small, blue-painted police booth situated on a city street. The booth has large glass windows and a door with the number '911' and a small slot. Above the booth, the word 'POLICE' is written in large white letters. To the left of the booth, a black pole holds a 'ONE WAY' sign pointing left and several other smaller signs. A black metal fence runs along the sidewalk to the right of the booth. In the background, there are city buildings and a clear sky.

KOBAN PROJECT

KOBAN PROJECT

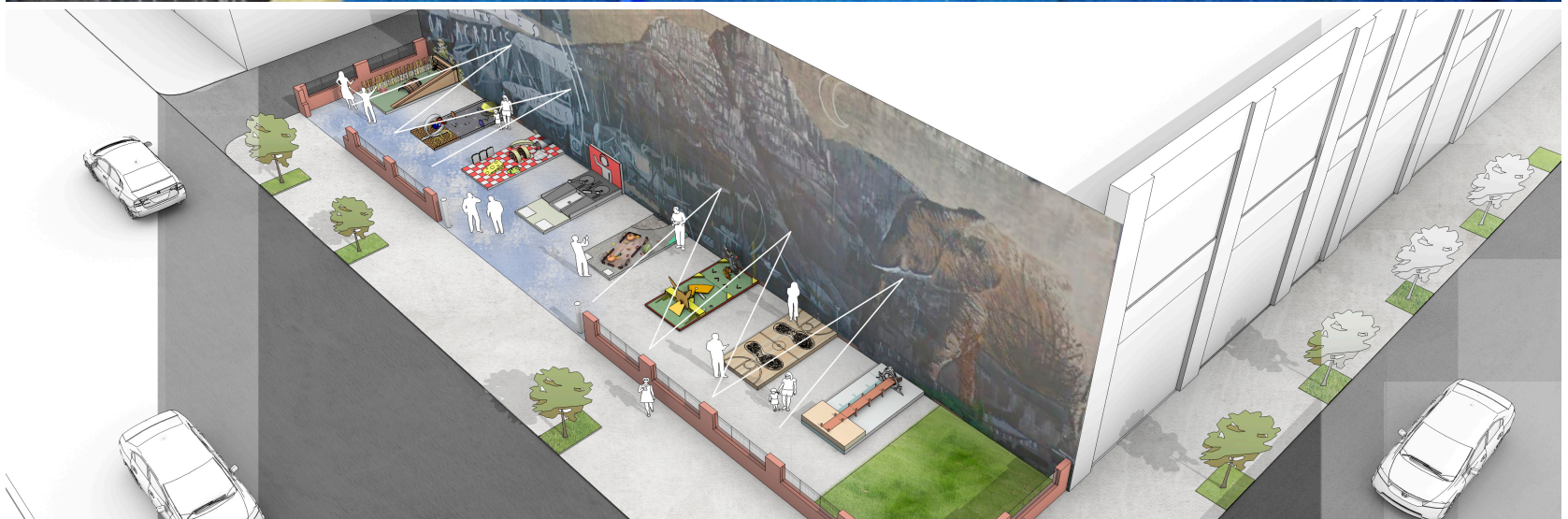




**BMORE
SEOUL
TO SOUL**



**STATION
NORTH
MINI GOLF**





CENTRAL BALTIMORE: VIBRANT, DIVERSE, & GROWING NEIGHBORHOODS

Projects, Plans, & Major Developments

Central Baltimore is rapidly changing and revitalizing, with dozens of major development and infrastructure projects underway, and hundreds of millions of dollars invested in recent, in-progress, and planned developments, from block-level to large-scale redevelopment projects.



1800 N. CHARLES ST
BALTIMORE, MD 21202
CENTRALBALTIMORE.ORG

WYMAN PARK DELL MASTER PLAN (2006)

1

OAKENSHAW VISION STATEMENT (2011)

2

PARKS, RECREATION, & LIBRARY IMPROVEMENTS

The area boasts large and small parks, community gardens and community and recreation centers.

PARKS & RECREATION



MILLER'S SQUARE

A series of newly renovated homes offering financial benefits and grants for home ownership.

DEVELOPMENT



MILLER'S COURT

Affordable apartments and office space for teachers and non-profits to facilitate collaboration.

DEVELOPMENT

CHARM CITY CIRCULATOR

The CCC's free Purple Route will be extended from Penn Station to University Parkway.

TRANSPORTATION



CHARLES STREET RECONSTRUCTION

A project area with the goals of creating more balanced traffic patterns, increasing pedestrian and bicyclesafety, and upgrading aging infrastructure.

STREET RENOVATIONS



WAVERLY MAIN STREET

The local historic shopping district that facilitates revitalization and economic development, commercial building and streetscape improvements, and promotions and entrepreneurial development.

COMMERCIAL REVITALIZATION

WAVERLY COMMONS MASTER PLAN (2011)

3

WAVERLY MAIN STREET MASTER PLAN (2013)

4

SAINT PAUL & CALVERT STREETS 2-WAY TRAFFIC

A study to evaluate the impacts, advantages and disadvantages on the neighborhood street grid for all modes of travel if St. Paul and Calvert streets were converted to two-way operations.

STREET SURVEY

GREATER CHARLES VILLAGE MASTER PLAN (1998, 2013)

5



Urban Land Institute Building Healthy Places Initiative





THE TIRE SHOP

Redevelopment of a historic building for use by nonprofits, performing groups, including Single Carrot Theater, and restaurants.

DEVELOPMENT

OLD GOUCHER COMPLETE STREETS PLAN (2013/2014)

7



NORTH AVENUE PUBLIC REALM AND STREETScape

Streetscape and safety enhancements to North Avenue between Howard St. and Greenmount Ave.

STREET RENOVATIONS

CHARM CITY BIKESHARE



Bike share program with 25 planned stations throughout Baltimore, including Penn Station and Station North planned locations.

BICYCLE INFRASTRUCTURE

CHARLES STREET BYWAY MANAGEMENT PLAN (2005)

10

BALTIMORE BIKE PLAN (2006-ONGOING)

HOMWOOD COMMUNITY PARTNERS INITIATIVE (2012-ONGOING)



MICA STUDIO CENTER

A newly renovated graduate center with expanded galleries, acafé and academic classrooms.

DEVELOPMENT



MARYLAND FILM FESTIVAL PARKWAY THEATER

Johns Hopkins and MICA are partnering with the Maryland Film Festival to redevelop this historic theater as a three-screen, 600-seat film center and live performance complex.

DEVELOPMENT



RECONNECTING CHARLES STREET PROJECT

A plan for improved pedestrian connectivity along Charles Street from Mt. Royal Avenue to Lanvale Street, connecting Midtown and Station North.

STREET RENOVATIONS

MARYLAND AVENUE CYCLE TRACK

A proposed cycle track from 29th street to Pratt Street, connecting Central Baltimore neighborhoods to downtown, to begin construction in 2014.

BICYCLE INFRASTRUCTURE

INCREASED BIKE PARKING AT PENN STATION

BICYCLE INFRASTRUCTURE

GREENMOUNT WEST SMALL AREA PLAN (2010)

8

PUBLIC REALM ART PROJECTS

CHARLES NORTH VISION PLAN (2008)



BARCLAY/OLD GOUCHER TELESIS REDEVELOPMENT

A large-scale, multi-phased commercial and residential revitalization effort in the neighborhood.

DEVELOPMENT

BARCLAY, MIDWAY, OLD GOUCHER SMALL AREA PLAN (2010)

6



BALTIMORE DESIGN SCHOOL

BDS is a new public middle-high school that will focus on three specific areas: Fashion Design, Architecture, and Graphic Design.

DEVELOPMENT



CITY ARTS LOFTS & TOWNHOMES

Vibrant, affordable, energy-efficient residences designed with artists in mind.

DEVELOPMENT



PENN STATION MIXED USE DEVELOPMENT PROJECT

A large-scale transit oriented project that will create residential and commercial development in the area surrounding Penn Station.

Homewood Community Partners Initiative

Partners:

- Universities (JHU, MICA, UB)
- Union Memorial Hospital
- Neighborhood Associations
- Developers
- City & State Agencies
- Business Associations

Priorities & Strategies

1. Public Safety And Quality Of Life
2. Housing Creation And Blight Removal
3. Education
4. Retail And Commercial Development
5. Hiring, Purchasing & Workforce Development

