CALIFORNIA CULTURAL DISTRICT JOURNEY

A San Pedro Cultural Policy Project
SAN PEDRO CULTURAL POLICY PROJECT

Linda Grimes, Cultural Policy Fellow, Council District 15, Managing Director of the San Pedro Waterfront Arts District.

Formed a coalition of San Pedro based arts and cultural organizations, in order to be considered in the Cultural District two year pilot program conducted by the California Arts Council.

Five organizations signed on as partners – the San Pedro Chamber of Commerce, CD 15 Councilman Joe Busciano, the Grand Vision Foundation and Angels Gate Cultural Center.

We were selected as a semifinalist and will be hosting a site visit on Friday, June 2nd.
The **San Pedro Waterfront Arts District** is a nonprofit organization created from the ashes of the state Supreme Court’s decision in 2009 to strike down Community Redevelopment Agencies.

It is a volunteer organization made up of artists and arts organizations who embrace growth, while remaining vigilant against gentrification efforts that could obliterate the community’s unique character.

Since becoming a non-profit in December of 2014, the Arts District has organized a nine member volunteer Board, an Advisory Council, as well as a 12-member Design Advisory Panel to assist with public art-related projects.

The goals of the new Arts District are to:

- Cultivate new sustaining partnerships;
- Build upon past accomplishments and use the infrastructure created under the CRA to advance future projects;
- Generate new opportunities to support local arts, culture and entertainment;
- Fulfill our mission to nurture the cultural roots of San Pedro through arts advocacy, education and promotion.
WHY DID WE DO THIS?

• San Pedro is about to experience an energized wave of development
• Due to the rise of the San Pedro Public Market;
• A development-friendly Councilman;
• The planned construction of over 492 rental housing units in the downtown core and 676 homes under construction on the site of a former Navy housing site, along Western Avenue.
• This seems to be a sustainable surge that will carry this community into the future.
• Becoming a California Cultural District reflects the intentions outlined by the former CRA to evolve into a lasting, sustainable organization.
WHAT IS A CALIFORNIA CULTURAL DISTRICT?

ENABLING LEGISLATION: AB 189

“state-designated cultural district” means a geographical area with a concentration of cultural facilities, creative enterprises, or arts venues that does any of the following:

1. Attracts artists, creative entrepreneurs, and cultural enterprises.
2. Encourages economic development and supports entrepreneurship in the creative community.
3. Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
4. Fosters local cultural development.
5. Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
6. Promotes opportunity without generating displacement or expanding inequality.
CULTURAL DISTRICTS - ACROSS THE UNITED STATES……

Thirteen states have established statewide cultural district programs. Arkansas and California have enacted cultural district policies but have yet to launch programs. Legislation for new programs is under consideration in several other states.

• Rhode Island has the oldest program (1998)

• Newest is South Carolina (2014)

• Number of districts per state range tremendously from 78 in Louisiana to under 10
CALIFORNIA ARTS COUNCIL ROLE:

The Arts Council shall establish criteria and guidelines for state-designated cultural districts

(1) Establish a competitive application system by which a community may apply for certification as a state-designated cultural district.

(2) Provide technical assistance for state-designated cultural districts from, among others, artists who have experience with cultural districts and provide promotional support for state-designated cultural districts.

(3) Collaborate with other public agencies and private entities to maximize the benefits of state-designated cultural districts.
DISTRICT TYPOLOGY AND LOCATION

We are an urban district focused on cultural production at the mid-point of our life cycle. Based on the last census, the median age in the district is 34 and the median household income is $57,000.

Our demographics, along with the fact that over 75% of the population has graduated high school, are key indicators of art participants.

We know these art patrons will be more involved in their community as volunteers, as shown in the 2009 NEA Report, *Art Goers in Their Communities*.

The socio-economic factors along with the new wave of development, poises this area at a key juncture to keep culture alive in our community.
WHAT MAKES FOR A SUCCESSFUL DISTRICT?

• Pre-existing density
• Cultural asset mapping
• Cohesive identity
• Multi-sector leadership
• Partnerships
• Data
WHAT ARE THE BENEFITS OF A PILOT CULTURAL DISTRICT PROGRAM?

- Official state certification
- California Cultural Districts branding materials
- Technical assistance
- Joint marketing support
- Participation in developmental evaluation of the program
- Stipend of $5,000 for evaluation participation
APPLICATION PROCESS

The California Arts Council seeks qualified organizational partnerships to apply through a multi-tiered process adjudicated by a review panel to include the following:

• Submission of a Letter of Intent (LOI), Due March 29, 2017

• Site visits for semi-finalists – scheduled for June 2nd, 2017

• Finalists will be invited to submit a full application.
NEXT STEPS:
CAC Site Visit – June 2\textsuperscript{nd}, 2017

Conduct Stakeholder Meeting

PBID Trolley Tour of Proposed District

Inclusion of all Cultural Assets

Selection as Pilot Finalist