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Bill No. R-10-06-19

Resolution No. R - 28-10

Establishment of a Cultural District for Fort Wayne

Whereas, Indiana House Enrolled Act 1017 (HEA) provides legislation to establish Indiana Statewide Cultural Districts to promote the exploration of and participation in the arts and humanities through cultural experiences that are unique to our communities, while also supporting community life and economic vitality; and

Whereas, pursuant to HEA 1017, the Indiana Arts Commission has established a formal program to recognize the establishment of community supported cultural districts throughout the state; and

Whereas, the establishment of the Fort Wayne Cultural District prescribed in the Statewide Cultural District program is a requisite application step for statewide recognition and inclusion in the program. Upon successful statewide recognition, the Fort Wayne Cultural District will be eligible for initial benefits such as increased tourism marketing, branding, collaboration with other Indiana Arts and Artisan programs and opportunities for highway signage; and

Whereas, the partners who have agreed to collaborate in order to effectively manage the activities of the Fort Wayne Cultural District include Arts United, the Convention and Visitors Bureau, the Downtown Improvement District and the City of Fort Wayne; and

Whereas, the aforementioned partners have agreed to work cooperatively on integration strategies and advocate for cultural asset development, in order for the Fort Wayne Cultural District to emerge as the

1 recognized hub of cultural activities and amenities, substantively giving form  
2 to the quality of place we enjoy.

3  
4 NOW, THEREFORE, BE IT RESOLVED BY THE COMMON  
5 COUNCIL OF THE CITY OF FORT WAYNE, INDIANA:

6 Section 1: The formation of a Fort Wayne Cultural District shall be  
7 hereby approved.



8  
9 Section 2: Managing partners of the Fort Wayne Cultural District shall  
10 include the City of Fort Wayne, Arts United, the Convention and Visitors  
11 Bureau and the Downtown Improvement District.

12  
13 Section 3: This resolution shall be in full force and effect from and  
14 after its passage and approval by the Mayor.

15 

16 Council Member

17  
18 APPROVED AS TO FORM AN LEGALITY

19   
20 Carol Taylor, City Attorney  
21 

Read the first time in full and on motion by Dunson and duly adopted, read the second time by title and referred to the Committee on Regulations (and the City Plan Commission for recommendation) and Public Hearing to be held after due legal notice, at the Common Council Conference Room 128, City-County Building, Fort Wayne, Indiana, on \_\_\_\_\_, the \_\_\_\_\_ day of \_\_\_\_\_, 2010, at \_\_\_\_\_ o'clock \_\_\_\_\_ M., E.S.T.

DATED: 6-22-10

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Read the third time in full and on motion by Harper and duly adopted, placed on its passage. PASSED by the following vote:

	<u>AYES</u>	<u>NAYS</u>	<u>ABSTAINED</u>	<u>ABSENT</u>
<u>TOTAL VOTES</u>	<u>6</u>	<u>   </u>	<u>   </u>	<u>3</u>
<u>BENDER</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>
<u>BROWN</u>	<u>   </u>	<u>   </u>	<u>   </u>	<u>✓</u>
<u>DIDIER</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>
<u>GOLDNER</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>
<u>HARPER</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>
<u>HINES</u>	<u>   </u>	<u>   </u>	<u>   </u>	<u>✓</u>
<u>PAPE</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>
<u>SHOAFF</u>	<u>   </u>	<u>   </u>	<u>   </u>	<u>✓</u>
<u>SMITH</u>	<u>✓</u>	<u>   </u>	<u>   </u>	<u>   </u>

DATED: 7-13-10

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Passed and adopted by the Common Council of the City of Fort Wayne, Indiana, as (ANNEXATION) (APPROPRIATION) (GENERAL) (SPECIAL) (ZONING) ORDINANCE (RESOLUTION) NO. B-28-10 on the 13<sup>th</sup> day of July, 2010

ATTEST:  
Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

SEAL  
Martin A. Bunch  
PRESIDING OFFICER

Presented by me to the Mayor of the City of Fort Wayne, Indiana, on the 14<sup>th</sup> day of July, 2010, at the hour of 11:00 o'clock A M., E.S.T.

Sandra E. Kennedy  
SANDRA E. KENNEDY, CITY CLERK

Approved and signed by me this 14 day of JULY 2010, at the hour of 2:00 o'clock P M., E.S.T.

Thomas C. Henry  
THOMAS C. HENRY, MAYOR

June 14, 2010

## **FORT WAYNE CULTURAL DISTRICT: A CASE AND STRATEGY**

The City of Fort Wayne seeks to establish a state designated cultural district in its downtown area. This proposal is a collaboration among four key partners whose have active interests in downtown Fort Wayne, they are: Arts United of Greater Fort Wayne, the Fort Wayne Downtown Improvement District (DID), the Convention and Visitors Bureau (CVB), and the City of Fort Wayne.

Arts and culture are clear strengths in our city and region, ones that will continue to bring us economic benefits and play a leading role in the city's identity in the future. There are over 125 distinct cultural assets within the proposed downtown cultural district, which include the Embassy Theatre (home of the Fort Wayne Philharmonic), the Fort Wayne Museum of Art, the Arts United Center (Fort Wayne Civic Theatre, Fort Wayne Ballet, Fort Wayne Youtheatre, and others), and the new Parkview Field (home of the Tin Caps).

In 2008, the arts alone generated nearly \$700 million dollars a year in economic output in greater Allen County and had an employment impact of nearly 6,000 jobs. Furthermore, the Travel Industry Association of America (TIA) reports that 80 percent of adult travelers (118 million people) have included an historic or cultural activity while traveling. Given this information, downtown development can be bolstered through the establishment of a cultural district.

We envision the Downtown Fort Wayne Cultural District as a destination greater than the sum of its parts; that going to the district will be an activity in and of itself, not just a place where certain attractions are located. Our community supports this idea and shares this vision. It has the means, the organization, and the assets to make a downtown cultural district a reality, with committed partners willing and able to collaborate to make this happen. We want everyone in our community to be able to say in a few years, "Let's go downtown."

For the purposes of this discussion, a cultural district can be defined as an area of cultural attractions that bring people away from their normal place of residence to satisfy their cultural needs.

### **PLANNING**

Already, several groups have laid the groundwork for the Cultural district. In 2002 and 2005 respectively, the City of Fort Wayne developed the Downtown Blueprint and Blueprint Plus, a planning document for downtown, including conceptual plans for arts and cultural zones in downtown and surrounding areas. Also, Arts United addressed downtown development for the arts in a similar manner in its current strategic plan. The Fort Wayne Cultural District will provide support to continue to fulfill the potential of past plans. To date, this has resulted in the completed expansions of the Fort Wayne Museum of Art, the Grand Wayne Convention Center, the Allen County Public Library, and Parkview Field. An established cultural district supports economic development

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throughout northeast Indiana by formally recognizing a regional hub of cultural activities and amenities, signifying the premium quality of place we enjoy.

Now there is an opportunity, with the establishment of a state designated cultural district, to marshal all our resources and advocate for this common goal. Representatives from major arts and cultural organizations have met several times to discuss the cultural district. And the results were positive and exciting. Turning this excitement into action will only happen when key issues are addressed or good intentions will fail for lack of action. The goal of this initiative is to address those issues and to provide an ideal context that encourages the growth and the development of an arts and cultural district.

### **CULTURAL DISTRICT BOUNDARIES**

The Fort Wayne Cultural District boundaries will mirror the Downtown Improvement District's (DID) boundaries.

1. These boundaries include the core of downtown.
2. The district will include areas of specific character such as:
  - a. The Gateway District (Embassy Theatre, Botanical Conservatory, Allen County Public Library, the Grand Wayne Center, Parkview Field, etc...)
  - b. Arts and Culture Corridor ( Arts United Center, Fort Wayne Museum of Art , History Center, Hall Center for the Arts, the Foellinger Foundation and the Greater Fort Wayne Community Foundation)
  - c. The Landing/ Harrison Street Corridor (the Lincoln Highway Scenic Byway)
  - d. Headwaters District
3. These areas become the focus or ground zero for specific incentives, initiatives, and future development.

### **INITIAL DEVELOPMENT GOALS FOR CULTURAL DISTRICT**

1. Coordinate a marketing strategy among existing downtown cultural entities and begin to look for other marketing/coordinating ideas- Museum day pass, ticket and dinner offers etc... Build on what is already being coordinated by the DID, CVB, Arts United, and other partners.
2. Advocate for a downtown that is a vibrant place to live and visit, and that is pedestrian friendly, encouraging walking, biking, and river activity.
3. Collaborate regarding priority areas for cultural asset growth and development, both long and short term.
4. Create initiatives, advocate for incentives, and guide policy development in order to capitalize on each area's strengths and potential for growth.
5. Assist the City of Fort Wayne with administrative management of the Cultural District once approved by the Indiana Arts Commission, and provide support for other initiatives to strengthen downtown Fort Wayne's presence as the center of arts and cultural activity.

## **FUTURE LONG-TERM GOALS FOR THE CULTURAL DISTRICT**

1. Actively engage in the development of public art policy and plan for creation, maintenance, and encouragement of public art and the support mechanisms to make it happen.
2. Advocate for artist live/work, gallery, creative retail space development.
3. The importance of arts/cultural anchors to downtown is publicly recognized and embraced through:
  - A. Creation/reuse of new or existing spaces for anchor expansion.
  - B. Encouraging the district to become a creative industry incubator.
  - C. Encouraging other arts organizations to be based in the Fort Wayne Cultural District.

Through this process the City of Fort Wayne endorses the creation of a Fort Wayne Cultural District, and the coordinated approach to guide policy development toward strategic goals.

## **ORGANIZATIONAL STRUCTURE**

### **The Cultural District Task Force**

The Cultural District Task Force includes representatives from multiple community arts and creative industry businesses. It may also include one member from City Council and one member from the Fort Wayne-Allen County Economic Development Alliance.

### **The Cultural District Advisory Council**

The Cultural District Advisory Council will serve as the fiduciary administrator for money allotted to the Cultural District through grants, corporate support, and individual donations. The Council consists of four management partners and up to three members chosen from the Cultural District at large.

The Cultural District Advisory Council will be comprised of:

**Arts United of Greater Fort Wayne:** (Management Partner) Provides support through its cultural plan, member organizations, and grant funding. Also serves as fiduciary agency through their status as a 501(c)3 entity.

**Downtown Improvement District:** (Management Partner) Provides support through its events, Clean and Green program, and local marketing strategies including Social Media.

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**Fort Wayne/Allen County Convention and Visitors Bureau:**  
(Management Partner) Provides support through regional marketing efforts.

**City of Fort Wayne:** (Management Partner) Provides support through planning and designation management.

**Cultural District Task Force:** (Three at large members)

## **Management**

The four Management Partners will:

1. Be the main entities for day-to-day management of the district including the coordination of events, marketing campaigns, and incentives.
2. Coordinate marketing and packaging of existing activities and events.
3. Collaborate on new initiatives such as a community cultural website and shared event ticketing.
4. Support and develop a public art plan and strategy.
5. Advocate for incentives for the development and investment in the Fort Wayne Cultural District.

These first steps are designed to lead a constructive debate and build a collaborative plan that moves forward now, while creating strategic long term plans to guide future cultural development.

The members of the Cultural District Task Force will be called upon to participate in sub-task forces to collaborate on specific initiatives such as public art strategy, development incentives, and marketing and management plans.

# Fort Wayne Cultural District Fact Sheet

## **Q. What is the Fort Wayne Cultural District?**

**A.** The Cultural District will be an area of downtown Fort Wayne approved by the Indiana Arts Commission as a state “designated” district.

The City of Fort Wayne will officially file the Cultural District application with the state in August 2010. If approved, notice of the designation would arrive in January 2011.

The Indiana Arts Commission and the Indiana Tourism office will promote the district on a state-wide basis.

Currently no funding is connected to the state designated cultural districts.

The Cultural District will follow the same boundaries as the Downtown Improvement District.

## **Q. Who will be managing the Cultural District?**

**A.** The Cultural District will be managed by an advisory council. The advisory council will include Arts United, the City of Fort Wayne, the Downtown Improvement District, and the Fort Wayne Convention and Visitors Bureau, as well as representatives from institutions, attractions, and businesses within the district.

Cultural District programming will be carried out through these organizations. The Cultural District will utilize Arts United's 501(c)3 status, so the district will not be a new legal organization, but in fact, a formalized relationship among the managing partners.

No new taxes would be imposed in the creation of the Cultural District.

## **Q. Why/What benefits will the Cultural District provide?**

**A.** The main benefit of the Cultural District is strengthening relationships among the managing partners, and identifying a geographic location where their efforts will be focused. Once the City of Fort Wayne has designated the Fort Wayne Cultural District, future grant possibilities may be leveraged from state and federal sources as they arise in the future. Possible programs may include joint marketing efforts as well as the increased possibility of capital investment from the private sector.

### **Additional future benefits include:**

- increased tourism and economic development
- increased support for the arts
- increased number and quality of collaborative projects and events taking place downtown
- enhanced ability to project the attractions of the Cultural District within a regional market
- enhanced downtown social and living environment

## **Q. What is being asked of Fort Wayne City Council?**

**A.** Fort Wayne City Council will be asked to approval a “local designation” of the Cultural District. This is a pre-requisite for submitting the request for State designation to the Indiana Arts Commission.