

# Arts and Entertainment

## SUMMARY

This Community Transformation Strategy was created to support an arts or entertainment focused environment within the downtown district. This strategy should seek to grow existing creative initiatives and to build upon foundational policies and ordinances to support original and innovative projects and programming. Main Street districts wishing to adopt this Transformation Strategy should identify the specific type of art or entertainment development that they would like to facilitate as part of this plan, knowing that the terms “art” and “entertainment” are broad descriptors and should be more narrowly defined to serve a particular group or niche of people.

## KEY DESCRIPTORS

Nightlife, galleries, public art, maker spaces, music, culture, history, museums, venues, public spaces, connectivity, educational institutions, film, performing arts, patrons, murals, artists in residence, poetry and dance.

“ The arts are not for the privileged few, but for the many. Their place is not on the periphery of daily life, but at its center. They should function not merely as another form of entertainment but, rather, should contribute significantly to our well being and happiness.”

— John D. Rockefeller III

## PROS

- The district is alive at night, vibrant and can appeal to a diverse audience.
- The district can appeal to tourists and residents alike.
- The district can be family-friendly.
- The district develops a returning clientele.
- The district creates an economy with spin-off expenditures.

## CONS

- The district can be viewed as elitist or artsy-fartsy.
- The district is usually the first type of funding to be cut.
- Art is subjective.
- The district can bring in businesses that can be perceived as controversial (e.g. tattoo parlors).
- Who is responsible for approving the art and maintaining it?

## SPECIAL CONSIDERATIONS

- These types of business have the potential to keep odd hours.
- Noise regulations may be necessary.
- These districts are most successful with a complimentary business mix.
- These districts may require legal ordinances, e.g. open container policies, or overlay districts to be successful.

## QUESTIONS TO ASK YOURSELF

- What is the audience you are trying to reach?
- How will people be able to interact with the venues, the people, the art and the district?
- What existing environment or businesses do you have to build upon?
- What special funding opportunities could you access?
- Does your community currently support the arts?

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# FOUR-POINT APPROACH ACTIVITIES

## ECONOMIC DEVELOPMENT

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- Recruit and incentivize niche businesses and industries: sip and strokes, coffee shops, galleries, jewelry stores, art supply stores, dance studios, record shops and music stores.
- Actively promote art installations and art demonstrations.
- Encourage local businesses or artists to utilize crowd-sourcing as a funding mechanism.
- Partner with educational institutions to develop workforce to support the film industry.
- Become a “Camera Ready” designated community.
- Develop an artist-in-residence program utilizing vacant upper-story property downtown.
- Utilize vacant store fronts to host pop-up shops for artisans or makers.

## DESIGN

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- Create and promote the use of passive performance spaces.
- Install banners featuring designs by local artists
- Install benches downtown that enhance the arts and entertainment feel of the environment.
- Install non-traditional bike racks or paint sidewalks to enhance the pedestrian experience.
- Develop a rotating public art program that highlights artists from the community and the region.
- Designate an area in or around downtown for “pop-up performances” equipped with a stage and electrical outlets.
- Utilize arts and local artists to transform underutilized surfaces (i.e. street lights, electric boxes, sidewalks, trashcans, etc.).
- Install downtown plaques to recognize art-tourism. For example, Covington uses bronze plaques to commemorate the actors, characters and movies filmed in their downtown.

## PROMOTIONS

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- Create an online community calendar.
- Develop a tailored website to your specific type of art or entertainment.
- Offer online artist profiles of local artists-in-residence.
- Develop new events/festivals or evolve existing ones to incorporate the arts.
- Develop and implement a #madeby or #madein campaign.
- Offer an art contest for the creation of public art pieces.
- Develop festivals inspired by local artists or local music legends as a fundraiser for the Main Street program.
- Develop a walking tour of public art or sculptural installations.
- Develop a newsletter that specifically highlights the arts or type of entertainment you are trying to promote downtown.

## ORGANIZATION

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- Develop a patron program as a way of collecting sustainable membership revenue.
- Partner with existing schools or institutions to develop an emerging artists program downtown.
- Create or serve as part of a local art council or artist guild.
- Develop filming guidelines and application process to encourage filming cooperation in your downtown.
- Develop event applications and guidelines to encourage outside partners and programs to bring their existing events downtown.
- Develop mural guidelines and a grant for local artists to encourage the creation and installation of art downtown.
- Develop ordinances to support an arts and entertainment overlay district.
- Educate owners of establishments that serve alcohol, about the law, if you have an open container district.

## PARTNERS

Georgia Council for the Arts

Georgia Department of Economic Development

Georgia Museum of Arts

Fox Theatre Institute

Georgia Film Academy

Local convention and visitors bureau

Georgia Association of Museums and Galleries

Local radio stations

Local artist guild or art alliance

Georgia Arts Network

Local educational institutions

Chambers of Commerce