

Waco Downtown Cultural District

...THE NEXT 10 YEARS

Presented by

Chris McGowan, Creative Waco



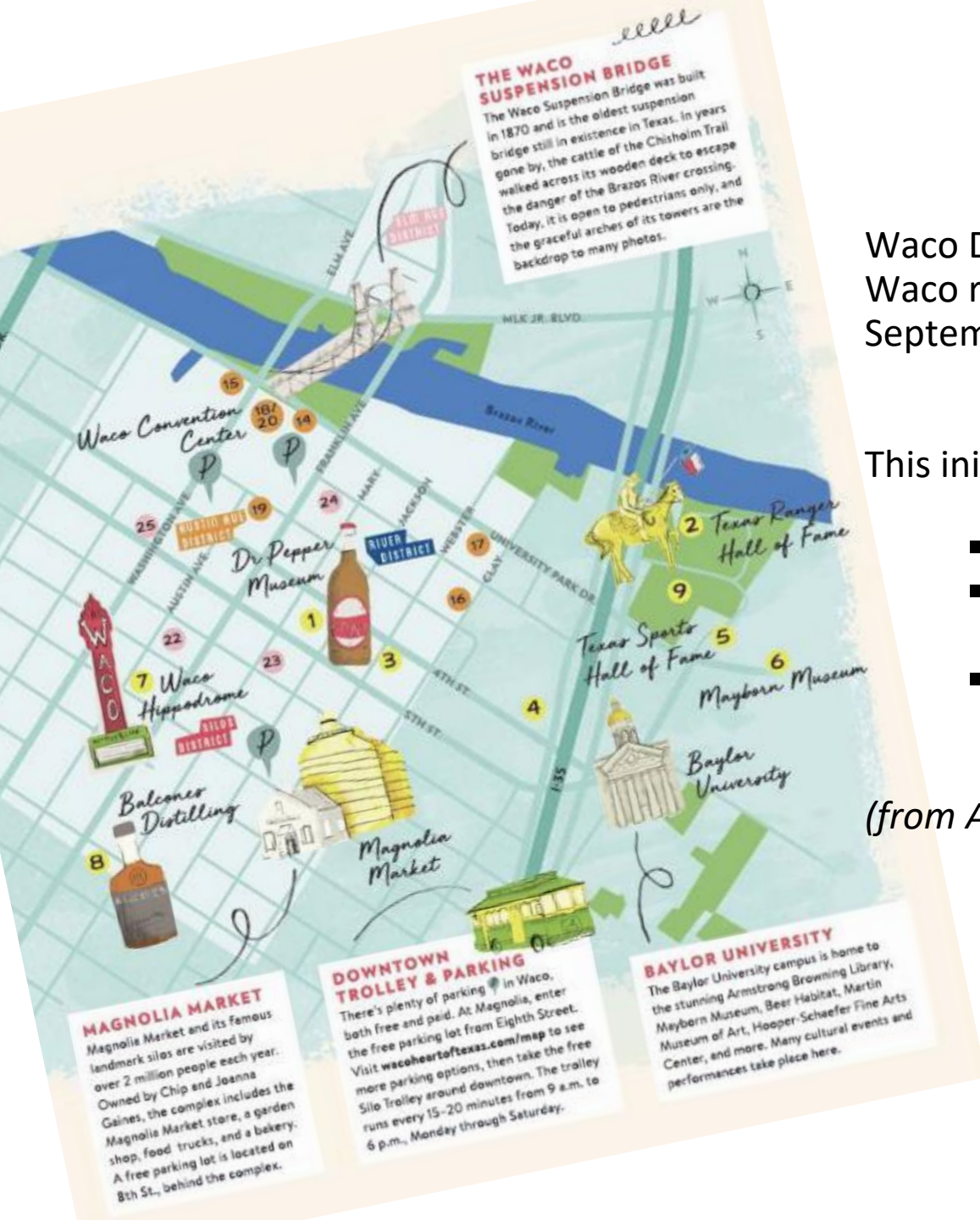
Background

Waco Downtown Cultural District was formed April 19, 2016 by City of Waco resolution. It was recognized by Texas Commission on the Arts, September 2016.

This initiative has helped catalyze:

- Increased arts funding into Waco >10X
- Growth in local arts economic output by 17% in 5 years (when national output decreased)
- Return of >\$4 in local sales tax revenue for every \$1 invested by City of Waco in non-profit arts programming

(from AEP6 Economic Impact Study, Americans For the Arts)



RESOLUTION NO. 2016-281

WHEREAS, a cultural district will assist the City of Waco in growing tourism, attracting and retaining talent and jobs, increasing community resilience and revitalization, improving educational outcomes, reducing unemployment, creating a greater sense of community pride and social cohesion, and even reducing crime; and

WHEREAS, Creative Waco has signed a resolution of support for a cultural district; and

WHEREAS, the Texas Commission on the Arts will be petitioned to designate a cultural district,

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF WACO, TEXAS:

That the City Council of the City of Waco, Texas:

1. Endorses the designation of a cultural district in downtown Waco as reflected in Exhibit A;
2. Endorses submission of an application for a cultural district and agrees to participate in the development and financial support of said cultural district;
3. Endorses the goal of economic development of said cultural district within the context of preservation and rehabilitation of our historic buildings;
4. Endorses the goal of tourism development of said cultural district within the context of contributing to the overall visitor development goals of the city;
5. Will appoint a city official to represent the city on the governing board of said cultural district;
6. By this action, directs city staff to actively support and cooperate with the governing board of the cultural district to develop and maintain said cultural district; and
7. By this action, requests all residents of the city and the county, and especially those citizens who own property or businesses within said cultural district, to support, promote and help maintain activities and events in said district.

That it is hereby officially found and determined that the meeting at which this resolution is passed is open to the public, and that public notice of the time, place and purpose of said meeting was given as required by law.

PASSED AND APPROVED this 19th day of April, 2016.



Why We Are Here?

1. To support continued state recognition & designation of Waco Downtown Cultural District (10 year requirement)
1. To approve application for expansion of Waco Downtown Cultural District
1. Submission deadline: **June 12**



Why Should the Cultural District Expand?

1. To include new and strategic cultural infrastructure, public art, and venues
2. To broaden opportunities for arts-related partnerships and grant funding,
3. To support cultural tourism, economic development, placemaking, and public engagement across downtown
4. To include areas of strategic arts & cultural growth (e.g. riverfront corridor and East Waco)
5. Cultural District would now include:

McLane Stadium ● Foster Pavilion ● Bledsoe Miller STEAM Center ● Mayborn Museum ● Texas Sports Hall of Fame ● Texas Ranger Hall of Fame and Museum ● Art Center Waco ● I35 underpass ● Hurd Welcome Center ● Martin Museum ● Jones Theatre ● Mabee Theatre ● Jones Concert Hall ● ArtPlace ● Yellow Cottage ● McCoy Studios ● riverside trail connections and public art

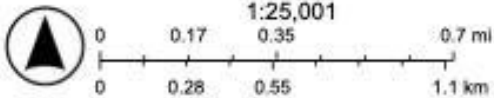


Proposed Waco Downtown Cultural District



LEGEND

- Waco Downtown Cultural District
- Waco Downtown Cultural District Expansion Boundaries

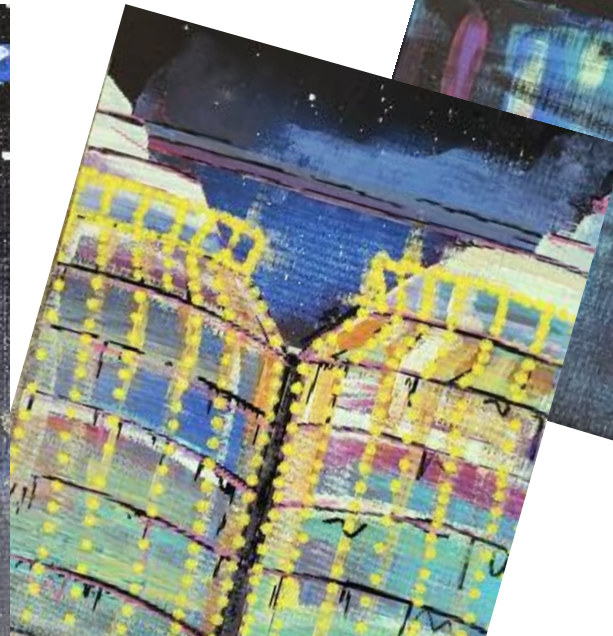


Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community, Esri, NASA, NGA, USGS, FEMA, ANMILLERD



Request to City of Waco

1. To support Creative Waco's application to Texas Commission on the Arts for continuing recognition of the Waco Downtown Cultural District
1. To support a request to expand the boundaries of the Waco Downtown Cultural District in order to include key cultural assets



Thanks & Questions

