



# Noblesville Cultural Arts District Frequently Asked Questions

## **What has the Noblesville Arts Council achieved?**

- Created Cultural Arts Blueprint over the span of a year through collaborative impact model.
- Strengthened our participating organizations, and acted as a sounding board of support.
- Created partnerships across the entire Arts Council that did not exist before – for example the Noblesville Chamber & Nickel Plate Arts have teamed up to offer the “Art of Business, the Business of Art” classes to help working artists be successful covering a myriad of topics from small business setup, tax issues, protecting their intellectual property, marketing/pricing their work, etc.
- Brought to the table: Cultural arts organizations, local artists, local business leaders/chamber, tourism and heritage-focused organizations, schools/education organizations and local government.
- Breakout into subcommittees to keep the ball rolling on our strategic focus: District committee, Signature Event “Torched” committee, Communications committee, and Public Art committee.

## **Why is the district this size or why these boundaries?**

- The best kind of arts district is the one that equally benefits the city government, the art scene, residents and the businesses in the district.
- We consulted with already established districts like the Bloomington Entertainment and Arts District, Tippecanoe Arts and Cultural District, and the Columbus Arts District – Noblesville’s goal is two-fold: capture as many cultural arts assets as possible and keep the size of the district manageable. You’ll notice that we purposely included Federal Hill Commons and extended the district across the river as well as extended the district into the residential area considered “Old Town” to capture Logan Street Sanctuary an in-home artist studio and Seminary Park.

## **What are the plans for the District?**

- Cultural Arts Districts provide cities with a better quality of life and allow them to brand themselves as creative and cultured in order to promote tourism, attract new residents and encourage new businesses. With minimal or no financial incentives for these districts, local governments are getting quite a bargain.
- Prep for State Designation – per the Indiana Arts Commission – State Cultural District Program, the applicant must be a municipal government and must have a local cultural district designation by the governmental body in which the district is located. (Letter of intent is due August 30, 2016, and final application deadline is October 4, 2016. Annual reports are due every year for compliance purposes.

## **What does the District give the city that it doesn’t have right now?**

It checks several boxes for the City in terms of complementing our Comprehensive Master Plan – as well as the Southwest Quad goals/actions/strategies box of “Connect and embrace the art initiatives adjacent to the neighborhood to provide cultural experiences for residents.”

- Credibility – the designation process recognizes the arts and cultural resources as defining characteristics of an area. A state-level review process and subsequent designation also gives an air of strength to district – this opens the door for stronger measurements/metrics of the impact of arts on our community which can be leveraged for grant funding.



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- Catalyst and Organizing Principle – Cultural district designation at the city and state level can function as an organizing principle amongst artists, residents, business owners, and community development professionals to establish cooperation and consensus for redevelopment or a vision plan.
- Marketing Potential – Given the prestige of state cultural districts, designation can be a powerful marketing tool for our downtown development. Designation offers the opportunity to change or influence the narrative in a positive way, as well as influence future investment.
- Leverage Funding – state designated cultural districts are uniquely positioned to attract regional and even national funding that might not otherwise be possible in the absence of designation. As an added bonus, the inherently place-based nature of a cultural district draws funding and investment in our community.
- Formalizing Relationships/Partnerships – Designated cultural districts offer the opportunity to strengthen state and local partnerships, strengthening relationships between agencies at these levels. Depending on the district's management model, designated cultural districts can also link artists and informal arts collectives and bolster working relationships across the nonprofit, private and public sectors.
- Allows for formalized collaborative projects with standards and a process to move ideas forward.