

NATIONAL CULTURAL DISTRICTS EXCHANGE



Cultural District Marketing Plans

Developing a successful marketing plan is an important component to creating a sustainable, viable cultural district. A marketing plan identifies the target customers, how to reach them, and how to sustain that customer base. Cultural district marketing plans are often part of a larger downtown-focused marketing plan. It is important that all cultural district marketing strategies be coordinated with the broader city marketing strategy and plan.

Fort Wayne Cultural District Marketing Plan, Ft. Wayne, IN

<http://www.artsunited.org/wp-content/uploads/2013/07/Presspacket.pdf>

The Fort Wayne Cultural District Plan is a good example of a plan developed specifically for a cultural district. The plan includes a goal of “mobilizing our artistic, cultural and social capital to create a vibrant urban core.” The plan includes strategies for each of these areas:

- Platform for Action
- Public Market
- Creative Business Incubator
- Creative Storefront Development
- Culinary Incubator
- Public Art
- Telling our Story
- Connectivity
- Maps & Signage

Allentown Arts and Entertainment District Master Plan, Allentown, PA

http://www.allentownpa.gov/Portals/0/files/Planning_Zoning/ARTSDISTRICTPLAN.PDF

The Arts District Master Plan was developed as an overall strategy for economic growth and sustainability for downtown Allentown. The plan’s mission is to “revitalize and invigorate the cultural and entertainment area of downtown Allentown.” One important recommendation of the plan is to develop a coordinated marketing strategy for all downtown arts organizations and venues and also to support local businesses.

Arts and Entertainment Strategy Downtown Grand Rapids, Grand Rapids, MI

http://grcity.us/design-and-development-services/Planning-Department/Documents/1558_DDA_A%20and%20E%20Strategy%20-%20Downtown%20Grand%20Rapids.pdf

The Grand Rapids plan is geared toward the urban core and its revitalization. The major emphasis is aligning the organizations’ mandates, increasing marketing, increasing retention and recruitment services, along with coordinating the operations of Downtown. The plan focuses on four overarching principles: 1) Focus and intensity, 2) Linkages, 3) Coordination and 4) Diversity.

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A couple of highlights include: a recommendation to “work with the City to develop a coordinated package of regulatory reforms and other incentives to facilitate appropriate private and public sector improvements and development,” and a recommendation to “develop a new Downtown Partnership to coordinate the Downtown Alliance, the Downtown Development Authority, and the Downtown Improvement District.”

New Mexico Arts and Cultural District Marketing Standards and Toolkit

<http://www.gonm.biz/uploads/files/ACDMarketingStandards%26Toolkit2012.pdf>

The State of New Mexico has published a very comprehensive manual for marketing New Mexico's arts and cultural districts “to help attract the cultural and heritage tourist to New Mexico's Districts.” The manual provides some marketing best practices geared toward the out of town visitor.

The National Arts Marketing Project of Americans for the Arts is also a good resource for assisting in developing marketing strategies for arts organization initiatives of all kinds.

<http://ArtsMarketing.org>