



## NEWS AND INFORMATION

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### FOR IMMEDIATE RELEASE

11/19/2008

### **Arts Leaders Explore the Role of Districts in Promoting Culture**

WASHINGTON, D.C. —Americans for the Arts, the nation’s leading nonprofit organization for advancing the arts in America, in partnership with the Greater Columbus Arts Council and Ohio State University’s Arts Policy and Administration program present Districts & Culture, an arts and culture knowledge exchange, on December 5 and 6

Columbus, Ohio is a city of districts. Though most are officially designated special improvement districts, many of them encompass and promote artists, major arts and arts education institutions, smaller arts organizations, creative industries, and arts and culture-related retail businesses. Districts & Culture will examine a variety of districts and participants will discuss leadership, programming, incentives, management, marketing and branding, collaboration and competition. In addition, attendees will learn how to measure the impact and effectiveness of districts in supporting and promoting culture by examining Playhouse Square in Cleveland and the six Indianapolis cultural districts. The exchange will end with a tour of the Short North District’s Holiday Gallery Hop.

“Arts districts can significantly contribute to improving neighborhoods and communities,” said Robert L. Lynch, President and CEO of Americans for the Arts. “This concept has proven successful in cities around the country such as Columbus, Milwaukee, Chicago, and Washington, DC. Understanding how culture can be incorporated into districts and how to spark cultural districts is crucial for the continued growth and success of our nation’s cities.”

*Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).*

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