Texas Cultural Trust
The Art of Economic Development
About the Texas Cultural Trust

Our mission is to inspire, integrate, and illuminate the arts in Texas
The Art of Economic Development
Our Goals

• Position arts and the creative industries as critical to economic development in Texas at the state and local level

• Provide information for other Texas communities to emulate and stimulate their economies using the arts in similar ways

• Investment in the arts as state and local policy
Approach

• Make the business case
• Include legislators in the process
• Seek out “unsual suspects”
• Case studies that can be replicated
• Process is important
Case Study Cities Approach

• Analyzed 20 cities before creating short list
• Varied by geography, assets, size, and economic base
• Concentrated on examples that could be replicated
• Not meant to capture all activities
Case Study Cities Approach

- Decided not to replicate existing studies
- Focused on small to medium-sized cities
- Reached out to non-traditional arts advocates
- Surveyed economic development professionals
- Documented nonprofit arts and culture impact
Selected Case Study Cities

- Amarillo
- El Paso
- Texarkana
- Clifton
- Rockport
## Case Studies – Mapping Cultural Assets

<table>
<thead>
<tr>
<th>Cultural Arts Initiative</th>
<th>Amarillo</th>
<th>Clifton</th>
<th>El Paso</th>
<th>Rockport</th>
<th>Texarkana</th>
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<tbody>
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<td>Artists’ Colony</td>
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<td>Art Center</td>
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<td>Cultural/Museum District</td>
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<td>Downtown Revitalization</td>
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<td>Education/Workforce Training</td>
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<td>Tourism</td>
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<td>Nature and the Environment</td>
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<td>Performing Arts Venue</td>
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Economic Development Survey Results

- Web survey = 112 responses
- The creative sector is an important target = 53%
- The community does **not** view the cultural arts as a central component of eco dev = 51%
- Organization does not spend eco dev funds on arts = 58%
- Local cultural amenities **are** important when selling community to companies = 84%
- Is it difficult to get local leaders to spend public sector money developing cultural amenities and arts as an eco dev tool? 53% said yes
Economic Development Survey Results

How do we resolve the disconnect between the important role of cultural arts in economic development and limited funding?
Key Findings

• Public-private partnerships key, but private sector should act first
• Find what makes your community unique – don’t copy your neighbor
• Unified and coordinated marketing plan
• Cluster facilities, preferably in downtown
• Must track data and results
• Develop tax revenue sharing strategy
Telling the Story

• 5-10 minute videos
• The story behind the story (and bringing it to life)
• Appealing to different learning styles
• Multi-media platform
Marketing Goals

• Raise awareness of the website and our point of view
• Make our materials widely available to allies
• Provide examples other communities can follow
• Position TCT as a thought leader and repository of data
Audiences

- Legislators and staff
- ED and chamber officials
- Municipal/county elected officials
- TML, TAC, TAB and similar organizations
- Arts groups
Strategies and Tactics

• Launch event in Austin
• Media briefings and editorial boards
• Local launches and PR in featured cities
• Speaking events
• One-on-one briefings in the ED community
• Social media
Video.
Questions?
Thank You.

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