

# 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 “unusual 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





# Case Studies – Mapping Cultural Assets

<b>Cultural Arts Initiative</b>	<b>Amarillo</b>	<b>Clifton</b>	<b>El Paso</b>	<b>Rockport</b>	<b>Texarkana</b>
<b>Artists' Colony</b>		X		X	
<b>Art Center</b>		X		X	X
<b>Cultural/Museum District</b>			X		
<b>Downtown Revitalization</b>	X	X	X	X	X
<b>Education/Workforce Training</b>	X		X		X
<b>Tourism</b>	X	X	X	X	
<b>Nature and the Environment</b>		X		X	
<b>Performing Arts Venue</b>	X		X		X

# 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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