

COUNTY OF NEVADA
STATE OF CALIFORNIA
BOARD OF SUPERVISORS



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MEETING DATE: March 28, 2017

TO: Board of Supervisors

FROM: Hank Weston, District IV Supervisor

SUBJECT: Letters of Support for The Town of Truckee, Truckee Public Art Commission and Truckee Donner Chamber of Commerce Partnership and the Nevada City, Grass Valley, Greater Grass Valley Chamber of Commerce, Nevada City Chamber of Commerce and the Nevada County Arts Council Partnership to submit applications of Letter of Intent to be designated as California Cultural Districts by the California Arts Council for the purposes of participating in the Pilot Cultural District Program.

RECOMMENDATION: Authorize the Chair to sign the two Letters of Support.

FUNDING: N/A.

BACKGROUND:

The California Arts Council (CAC) is currently accepting applications for a pilot year of its new California Cultural Districts program which was enabled by the passage of AB189 in 2015. The CAC has seven goals for the program including i) to encourage the development of a broad array of authentic and sustainable cultural districts that reflect the breadth and diversity of California's extensive cultural assets; ii) to identify, support, and connect centers of arts and cultural activity throughout the state through the certification process; iii) to provide increased access to the arts and culture through the development and preservation of cultural centers throughout the state; iv) to foster increased opportunities for artists, craftsmen, and other small businesses contributing to the creative economy; v) to encourage the retention of homegrown assets and actively work to mitigate displacement; vi) to support enhancements to the built environment.

A Cultural District is a well-defined geographic area with a high concentration of cultural resources and activities that does any of the following:

- (1) Attracts artists, creative entrepreneurs, and cultural enterprises.
- (2) Encourages economic development and supports entrepreneurship in the creative community.

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- (3) Encourages the preservation and reuse of historic buildings and other artistic and culturally significant structures.
- (4) Fosters local cultural development.
- (5) Provides a focal point for celebrating and strengthening the unique cultural identity of the community.
- (6) Promotes opportunity without generating displacement or expanding inequality.

CAC determined to develop and refine its program with a two-year pilot program in which a small (10-15) representative cohort will actively participate in shaping the final certification process and related benefits and services. The initial group will be selected through an open application process. Selected participant's will collectively represent emerging and established rural, urban and suburban districts and will be reviewed by distinct district types based on the below matrix. Additionally, each applicant must represent a partnership that at minimum includes a cultural non-profit organization or artistic collective, a local business or business association, and a branch of local government and/or a community development whose majority should be located within the district.

CONTEXT	FOCUS	LIFE-CYCLE
Urban	Cultural Production	Emerging
Suburban	Cultural Consumption	Mid-point
Rural	Cultural Heritage	Established

CAC will then use the pilot program to launch its permanent program. CAC funded a national study on cultural district designations and identified that the main benefits to certified cultural districts included better access to selected state resources, from grants to tax credits and other financial incentives, as well as partnerships with state agencies. However, the study also identified at both the state and district level, that many cultural districts had a lack of dedicated leadership or staffing. Moreover, they also concluded that at the district level, the displacement or the loss of existing assets, with the accompanying loss of authenticity, is one of the primary challenges to anticipate and prevent. Currently thirteen states have established statewide cultural district programs. The first was established in 1998.

Subsequently, the Nevada County Arts Council is submitting two applications of Letter of Intent for this new program that include:

- 1) A joint application by the Nevada County Arts Council, the cities of Grass Valley and Nevada City and the Greater Grass Valley and Nevada City Chamber of Commerce.
- 2) A joint application for The Town of Truckee, Truckee Public Art Commission and Truckee Donner Chamber of Commerce.

Applicants must first submit a letter of Intent by March 29, 2017. A diverse panel will review the applications in April; and in May will select the semi-finalists who will then be required to submit a basic cultural asset inventory as a part of their final application requirements. Finalist Full applications will be due in June 23, 2017. CAC will make its final determination on July 17, 2017.

If the applications are successful and the Pilot Cultural Districts are designated in Nevada County they will receive such benefits as: Official State Certification, California Cultural Districts branding materials, technical assistance, joint marketing support, participation in developmental evaluation of the program, and a stipend of \$5,000 for evaluation participation. They may also receive assistance with the preservation of cultural resources, marketing opportunities for arts and cultural organizations and local businesses, and expanded cultural tourism.

Therefore, I respectfully request that the Board approve the attached Letters of Support for The Town of Truckee, Truckee Public Art Commission and Truckee Donner Chamber of Commerce Partnership and the Nevada City, Grass Valley, Greater Grass Valley Chamber of Commerce, Nevada City Chamber of Commerce and the Nevada County Arts Council Partnership to submit applications of Letter of Intent to be designated as California Cultural Districts by the California Arts Council for the purposes of participating in the Pilot Cultural District Program.

Respectfully,



Hank Weston,
Board of Supervisors, District IV