



CERTIFIED CREATIVE DISTRICTS PROGRAM
COMMUNITY READINESS WORKBOOK

FY 24 - 25 EDITION



WASHINGTON STATE
ARTS COMMISSION

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INTRODUCTION

The state legislature passed a bill in 2017 to fund the Certified Creative Districts program. This bill gave ArtsWA the authority to create and manage this program. The focus of the program is two-fold:

- to help communities create long-term economic opportunities in their region, and
- to support the long-term growth of Washington's arts, culture and creative sector.

Creative Districts are geographically defined areas where a concentration of artistic, cultural, and economic activity takes place. ArtsWA provides a five-year state-certification to communities based on specific criteria. It is an endorsement of the activities that may already exist in a community. It recognizes growth potential for the future. The criteria requires that a broad coalition of stakeholders come together for this process.

The Creative District program provides a platform for artists, creatives and community builders to work together to develop their local creative economy. It fosters innovation, entrepreneurship and community values. This combination creates a holistic, sustainable and diverse economy, so that communities and their future generations can thrive.

HOW WE SUPPORT YOUR SUCCESS

The Creative Districts program creates a support system for communities to achieve long-term goals. Our goal is to see arts, culture and creative industries thrive across the state. We will:

- provide resources to help you plan your program
- offer guidance throughout the planning process
- administer a rigorous and fair application process

If your community becomes a Certified Creative District, ArtsWA will:

- provide ongoing support and advocacy
- provide grant funding (pending availability)
- provide ongoing technical assistance
- host networking activities amongst Creative District communities
- support your community in finding grants and other funding opportunities

- promote success stories to the public, elected officials, and other stakeholders

YOUR FOUNDATION FOR SUCCESS

This toolkit provides a framework to help your community organize a Creative Districts Program. The exercises in this handbook are simple to use. Based on economic development best practices, they were created to help you promote dialogue in your community to establish a successful district.

This toolkit as a road map for your community. Understanding your community's strengths and weaknesses will help you choose the direction and focus of your Creative District. Doing the exercises is a requirement of the certification process.

We recommend you read through the entire workbook first before you start to answer the questions. This will give you a holistic idea of what your district can be at the end of the process.

INSTRUCTIONS

1. Please complete all sections. Try to answer as many of the questions as possible. The purpose of this workbook is for you to think about your community's identity and how it is unique compared to other places.
2. Work on the exercises in this toolkit with other members of your community. It is unlikely you will have all the answers by yourself. Getting input from lots of community members will be key in creating a holistic plan.
3. Work on the workbook sections in order. This will help to lay the foundation for your application. Please note that your organization is required to submit a completed version of this workbook with your application.

If your group has questions or concerns about a particular focus area or criteria, please contact the Creative District Program Manager.



SECTION 1: SETTING THE GROUNDWORK

In this section, you will focus on the basic characteristics of your proposed Creative District:

- What are the Creative District's mission, vision and values?
- Where will the district be located?
- What types of arts and creative industries exist in the area?
- What is the demographic makeup of your community?
- What is the community's unique identity as compared to other communities?
- Who will be part of your district planning team?
- Who are the partners involved in planning the Creative District? Are agreements in place that cover how partners will work together?
- Is there an organization or group that will be the District Administrator?

Answering these questions is the foundation of your Creative District. These elements are required in the final application for Certified Creative District designation. This section should be completed first and in its entirety before you move to the next section.

1: VISION, MISSION, VALUES

WHAT IS THE VISION FOR THE CREATIVE DISTRICT? *A statement that describes your ideal future. This short statement should describe how your District will change your community.*

A place where music drifts out from the restaurants and is heard coming from the parks as you move up and down the streets; where art galleries intermingle with retail boutiques, bakeries, xxx, and xxx; where the streetscape includes public art, pocket parks for relaxing and watching the people come and go; and where creative individuals are welcomed and encouraged.

WHAT IS THE MISSION OF THE CREATIVE DISTRICT? *A phrase that describes how you will work toward achieving your vision. In other words, it's what you'll do and how you'll do it.*

To provide an environment and framework in which the creative community can flourish and their efforts can be seen, heard, and appreciated by all.

WHAT ARE THE COMMUNITY/CREATIVE DISTRICT'S VALUES? *Use short words or phrases to describe the core beliefs or guiding principles your community holds dear.*

Inclusiveness - we respect people, value diversity and are committed to equality.

Community

Acceptance

Exploratory

Participation - we value and recognize the contribution of volunteers and supporters within organizations and communities.

Openness - we are committed to a culture of teamwork and collaboration.

PLACE-MAKING/ARTS ANCHOR

Are there **place-making** and/or arts-related anchor attractions that exist in the community? *Examples include an entertainment complex, museum, waterfront access, etc.*

- Yes
- No
- Don't Know

If so, please list them below:

BOLD art gallery, custom framing, and gourmet coffee.

Peninsula Art Center - music venue, rehearsal space, and professional recording studio.

North Jetty Brewery

World Kite Museum

CREATIVE ECONOMY INDUSTRIES

What other activities take place in the proposed creative district? What other businesses and attractions exist that would appeal to residents and visitors?

Examples include: breweries, food production, publishing, video production/broadcasting, design services, performing arts companies, photography, museums, boat building, etc.

- Yes
- No
- Don't Know

If YES, what are they?

Niva Green - curated crafts, jewelry, kitchenware, and gifts.

D Minto Jewelers -

Cranberry Museum -

Old Salt Fabrication metal art

What is missing from these lists? What would you like to see come into your community?

Glass blowing

International foods store

3: COMMUNITY DEMOGRAPHICS AND IDENTITY

DEMOGRAPHICS AND CULTURAL HERITAGE

Please describe the demographics of your community: gender, ethnicity, age, disability, etc. You can find this information from the [US Census Bureau](#) and [Washington State's Office of Financial Management](#).

Long Beach is a tourism-oriented city located in Pacific County, Washington along the picturesque coastline. Long Beach is comprised of:

1 Long Beach is home to approximately 1,831 residents.

The median age in Long Beach is 51.3 years, which is a little less than the figure for Pacific County as a whole (where folks tend to be around 54.7 years old).

About 56% of the population identifies as female, while the remaining 44% are male.

While the majority of the population is White, the presence of Hispanic, Native American, and Asian communities adds to the cultural fabric of the city.

White (Non-Hispanic) folks make up a significant proportion at 87%.

There are a variety of other ethnicities: 1% Native American, 1% Asian, and a smattering of other backgrounds. Hispanic residents (of any race) account for 7% of the population.

Economics:

The median household income in Long Beach is \$47,188, which is about three-quarters of the amount in Pacific County.

Poverty rate: It stands at 22.5%, which is higher than the county average.

Housing: The median property value is \$308,700.

In Long Beach, WA, approximately 22.5% of the population lives with a disability. This rate is higher than the overall disability rate in Washington state, which is around 12.9%

4: PARTNERSHIPS

Partnership amongst community members and organizations is key to the district's success. A broad agreement of community leaders is a good sign that a district will be successful long-term. Partnership(s) must include local government(s) (or similar entity), and shall include arts organizations, artists and other creatives, local chamber or downtown association, economic development agencies, businesses engaged in arts activities, local tourism bureau, local colleges and/or school districts, local arts agencies, other public agencies such as local port authority or regional transit, regional planning agencies, local tribal governments or agencies, businesses engaged in complimentary industries, etc.

WHO ARE OUR KEY PARTNERS?

Which groups, people, and organizations do we already have on board to ensure our Creative District is successful?

WHO IS MISSING FROM THIS LIST?

Will the partners you've identified write letters of support for your district application?

Will there be a partnership agreement/**memorandum of understanding** (MOU) between the main partners to help guide activities in district?

Yes No Don't Know

5: DISTRICT ADMINISTRATION

Proposed Districts must designate a structured business entity to act as the **district administrator**. *Types of allowed entities include: local government (municipal or tribal), 501(c)(3) or 501 (c)(6) (such as registered neighborhood organization, downtown development authority, associate development organization).*

Is the total annual operating budget of the administrative organization at least \$20,000 (does not refer to Creative District budget)?

- Yes
- No
- Don't Know

Does the administrative entity agree to include district activities as part of the annual work plan of staff liaison, in compliance with ArtsWA requirements?

- Yes
- No

If the entity is not a local government, does it have the cooperation of the municipal entity that governs the geographical location of the proposed district?

- Yes
- No
- Don't Know

Please identify administrative entity and its operating structure.

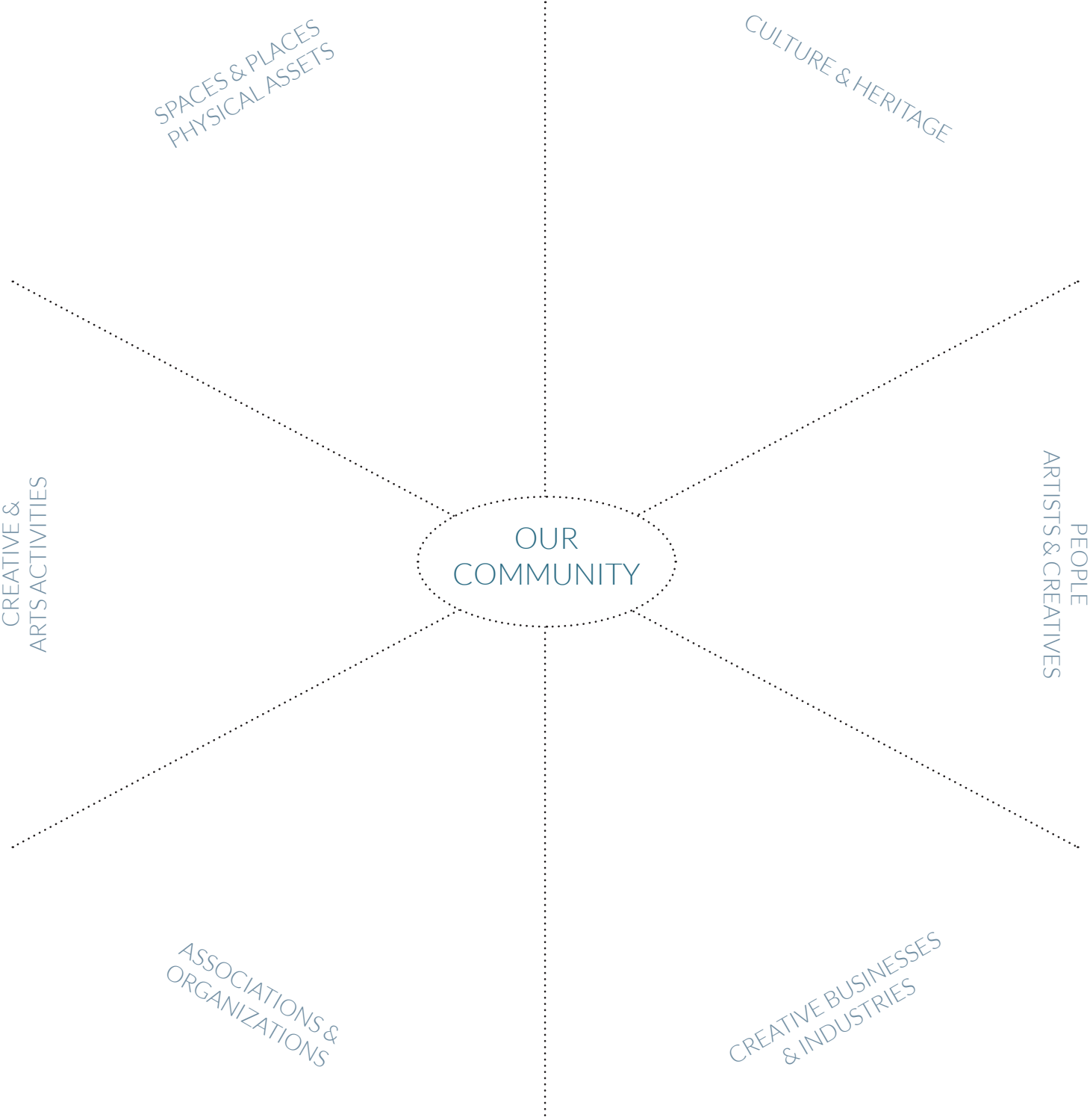
Is there a designated staff position assigned to oversee district activities?

- Yes
- No
- Don't Know

If YES, please describe staff role.

ASSET MAP TEMPLATE

On this page you will make a list (or 'ASSET MAP') of all the resources in your community within the following areas. The purpose is to identify the resources in your area, and to understand how these resources are connected. This exercise can also be used in a larger community engagement meeting to get a full picture of the assets your community has.





SECTION 2: DISTRICT DEVELOPMENT AND PROMOTION

The focus of this section will be a deeper dive into the Creative District planning process. You will work on:

- understanding and developing community assets
- reaching underserved communities and incorporating them into the planning process
- knowing your community's strengths and weaknesses
- branding and promoting your Creative District, and
- preparing your community to focus on creative economy activities.

Units in this section include:

- community buy-in
- branding and promotion
- economic development
- education and workforce development, and
- development, land use, and housing.

Please note: Some of the elements in this section are not *required* for your district application, but planning for them will help your Creative District be more successful over time.

Has your outreach been inclusive of underrepresented groups in your community? How are their voices being added to your Creative District planning or activities?

What challenges have you had in your outreach efforts?

How are you ensuring your Creative District activities reflect the diversity of your community?

8: BRANDING AND PROMOTION

Based on the arts and creative activities you identified in Section 1, list 3 - 4 target markets for the district. Why would they want to come to this District?

TARGET MARKET 1:

Why will they come to the District?

TARGET MARKET 2:

Why will they come to the District?

TARGET MARKET 3:

Why will they come to the District?

TARGET MARKET 4:

Why will they come to the District?

11: DEVELOPMENT, LAND USE & HOUSING

LAND USE AND ZONING

Is this area appropriately zoned for intended uses or activities?

Yes No Don't Know

Are there restrictions that could hinder potential development of this area (such as restricted-use zones, environmental mitigation, etc.)?

Yes No Don't Know

Please list the types of land use zone categories in the area:

Are there infrastructure projects (e.g., traffic mitigation, improved lighting) that may need to take place to make the area more accessible or user-friendly?

Yes No Don't Know

Please list any infrastructure upgrades, etc.

RE/DEVELOPMENT OPPORTUNITIES

Are there designated assets that people would like to see redeveloped? *Examples include: historic buildings, transit centers, community plazas, etc..*

Yes No Don't Know

Please describe the identified assets.

HOUSING/ARTIST WORKSPACE

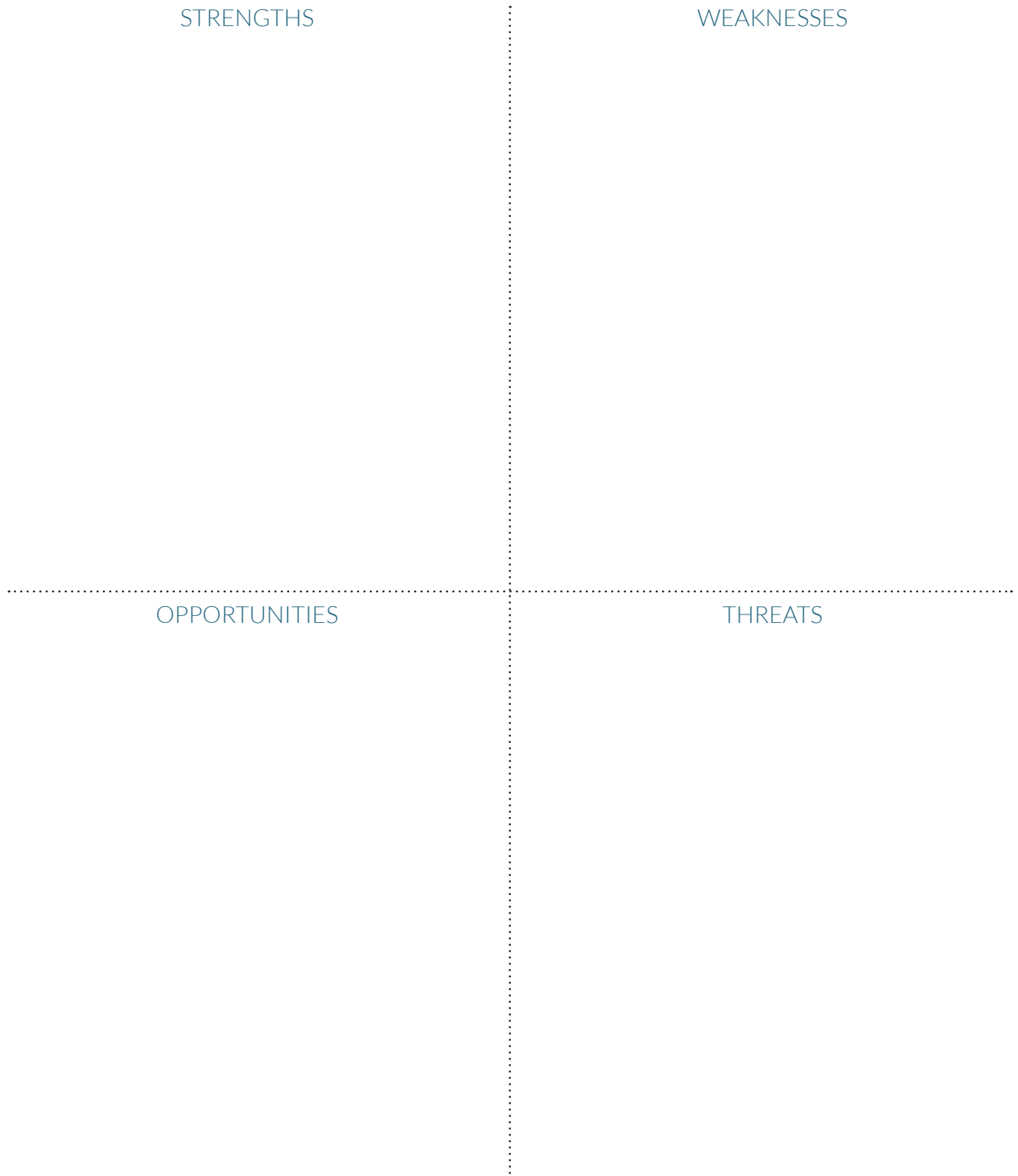
Is there a local need for affordable housing and/or workspace for artists?

Yes No Don't Know

Please describe the greatest need, and if the Creative District would like to pursue opportunities in this arena:

12: EVALUATING COMMUNITY ASSETS

A **SWOT analysis** is a powerful tool to help you develop your Creative District. A SWOT helps you organize your top strengths, weaknesses, opportunities and threat into a simple organized list.





SECTION 3: CRAFTING YOUR DISTRICT PLAN

You should have a good understanding of what makes your community unique. You should also know how your community can support a cohesive, sustainable, creative and cultural economy. Now it's time to start crafting your Creative District [program plan](#).

In your plan, you should identify goals for your District, and how you plan to achieve those goals. You should measure your creative economy progress in the form of data tracking. ArtsWA will require specific types of data to be tracked in each Creative District. However, we encourage you to think about what other types of data will help you to measure progress that reflects your community values and standards.

13: SETTING GOALS AND MILESTONES

SETTING CREATIVE DISTRICT PROGRAM GOALS

Please describe 3 – 5 goals your District would like to achieve over the next 3 – 5 years:

GOAL 1:

How will this goal advance your Creative District?

GOAL 2:

How will this goal advance your Creative District?

GOAL 3:

How will this goal advance your Creative District?

GOAL 4:

How will this goal advance your Creative District?

GOAL 5:

How will this goal advance your Creative District?

SETTING PROGRAM MILESTONES

Please describe program milestones for Program Years 1, 2, 3 and 5:

YEAR 1 MILESTONES:

YEAR 2 MILESTONES:

YEAR 3 MILESTONES:

YEAR 5 MILESTONES:

14: MEASURING PROGRESS

TRACKING ECONOMIC DEVELOPMENT DATA

Does the proposed district have economic data to demonstrate current or projected growth of sector(s) in region*? Below are a few examples of data you can track. Please feel free to add in data points that are important to your community:

| Data Points | Current Data | 5 Year Projection (goal) |
|--------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------|
| Number of creative industry jobs within Creative District boundaries | | |
| Number of creative businesses within Creative District boundaries | | |
| Number of total businesses within Creative district boundaries | | |
| Number of visitors/tourists to activities/venues within Creative District boundaries | | |
| Estimated number of children/youth that directly benefit through Creative District activities (include students, participants) | | |

**ArtsWA has a subscription to Creative Vitality Suite, an online tool that tracks economic data in the creative sector throughout the United States. We can help you create a benchmark for data analysis if needed.*

Are there additional categories of data, based on stated community values or standards, that the district would like to track that demonstrate creative economy vitality in the region? *Examples include: property value trends, occupancy rates, crime statistics, income levels, relative percentage increase in creative businesses/activities in the region, etc.*

GLOSSARY

Artistic or cultural activities: arts or culture-related actions by individuals or companies that generate income or develop job or business opportunities.

Arts and culture niche: arts and cultural products, services or activities that appeal to a specific group of people

Asset mapping: a process to make an inventory or 'map' of resources, skills and talents of people and organizations to find out and connect the links between different parts of a community.

Community assets: a resource that can be used to improve the quality of community life. Examples include: the capacities and abilities of community members; a building or place; a business that provides jobs; or local private, public, and nonprofit institutions or organizations

Community development strategy: an action plan created to promote economic and social progress for a community

Competitive advantage: something that a company or community does better than its competitors due to its services or its brand position.

Creative industries: a group of businesses with highly similar, creative activities at their heart. Examples include: design, music, publishing, architecture, film and video, crafts, visual arts, fashion, TV and radio, advertising, culinary arts, and the performing arts.

Creative sector: a general segment within the economy that describes a general economic activity, in this case, arts, culture and creativity.

District administrator: an appointed staff person or organization responsible for overseeing the work plan and activities of the Creative District

Economic development: a sustained community effort to improve the local economy and quality of life by building capacity to adapt to economic change.

Goals: an observable and measurable end result to be completed within a specific time frame.

Identity: the qualities of a person or group that make them different from others; who or what a person or group is,

Memorandum of understanding (MOU): a document that describes a common agreement on an issue between two or more parties. Generally recognized as binding, even if no legal claim could be based on the rights and obligations laid down in them.

Milestone: a task, objective or stage into which a project is divided. Milestones serve as progress markers for monitoring and measuring achievements.

Partnership: a relationship in which two or more people or organizations work together to achieve a common goal.

Program plan: a written plan for a program that defines goals and describes a plan to reach those goals.

Stakeholder: a person and/or organization who has an interest in or investment in an activity, and who is impacted by, and cares about how it turns out

SWOT Analysis: a study taken on by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

Workforce development: an approach to economic development that works to enhance a region's economic stability by focusing on the overall employment needs of a region.

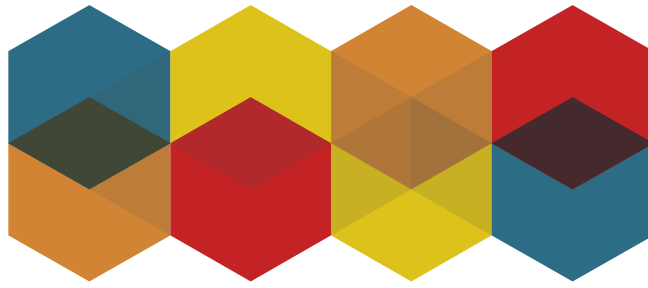
CREATIVE DISTRICT PRE-APPLICATION CHECKLIST

MINIMUM REQUIREMENTS TO APPLY

- Clearly defined District mission, vision and values
- Clearly defined arts and culture identity, with a concentration of artistic or cultural activities or 1 - 2 primary arts or culture-related industries occurring in region
- Clearly defined Creative District brand
- Designated, contiguous geographic area recognized by local government
- Area is walkable and/or easily navigable
- Designated area is appropriately zoned for activities/intended uses
- Structured entity formally recognized by local government designated as district administrator, with assigned staff role to carry out Creative District activities
- Administrative entity has a minimum \$20,000 total annual operating budget (includes entire budget, not just Creative District funds)
- Broad community buy-in for community designation as Creative District
- Local artists and creatives are actively engaged and participating in District
- Community is actively promoting local arts, culture and tourist activities
- A diverse coalition of community members, including underrepresented groups, are actively participating in District planning
- Program strategic plan covering 3 - 5 years of activity
- Site visit to proposed district by Creative District program staff has been completed
- Completed Community Readiness Workbook, to be included in district application

ADDITIONAL CONSIDERATIONS FOR A SUCCESSFUL DISTRICT

- Partnership agreement amongst entities, to help guide activities in district (if applicable)
- Engaged in preservation or promotion of cultural or historical heritage
- Exploring opportunities around maker space and/or affordable housing for artists and creatives
- Economic and workforce development plans to bolster creative economy for region
- Economic development data to demonstrate current or projected growth of sector(s) in region
- Engaged in attracting creative entrepreneurs, investment and/or other related economic development activities to community



WASHINGTON CERTIFIED
CREATIVE DISTRICTS PROGRAM



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