ROLE OF ARTS IN RURAL ECONOMIC DEVELOPMENT & CULTURAL HERITAGE TOURISM

The Conservation Fund Webinar – June 5, 2017
What is Art and where do you find it?
Sheila Kay Adams (NC)
Ray Hicks (NC)
Bill Lepp (WV)
Sonia Domsch, NEA Heritage Fellow, bobbin lace maker

Quilters of Gee’s Bend, Boykin Alabama
Why is Art Important?

- Personal Enrichment, Education, Entertainment
- Community Benefit, Enhancement
- Defines “Personality of Place”
- Pillar of Cultural Heritage Tourism
Cultural Heritage Tourism

National Trust for Historic Preservation

- Traveling to experience the places and activities that authentically represent the stories and people of the past and present.

Inclusive Definition:

- It includes Historic, Cultural, Natural and Intangible Resources unique and distinctive to the destination, both traditional and contemporary.
Other CHT Definitions

**Vermont Arts Council**

- **Cultural Heritage Tourism** is, simply: 
  visiting a place to experience those singular qualities that define its character, name its essence, and provide for its collective memory.

- In Vermont, cultural heritage is found in its people and is reflected in its objects, structures, museums, sites and landscapes.

- It is expressed in its crafts, visual and performing arts, history, literature and oral traditions. It is the embodiment of our behavior and, as such, is organic and evolving.

**Americans for the Arts**

- Cultural tourism is based on the mosaic of places, traditions, art forms, celebrations, and experiences that define this nation and its people, reflecting the diversity and character of the United States.
Cultural Heritage Asset Categories

Arts
- Performing Arts
- Visual Arts
- Educational & Maker Arts
- Culinary Arts
- Film
- Music

Culture
- Tangible (movable, immovable)
- Intangible
- Cultural sites
- Cultural centers
- Cultural Events

Heritage
- Historic Sites
- Historic Activities
- Historic Events
- Archaeology sites
- Architecture
- Natural heritage
The Holistic Approach

- Gateway, Signage, Visitor Information Center, Transportation
- Cultural Heritage Attractions, Tours, Entertainment, Activities, Neighborhoods
- Local Restaurants, Diners, Farmers Markets, Specialty Foods
- Local Shops, Art Galleries/ Studios, Main Streets
- Distinctive Lodging, Historic Hotels, Local Rentals (Airbnb, VRBO)
- GREAT HOSTS!
Consumer interest in CHT


The Future 100: Trends and Change in 2017

The Innovation Group, 1 December 2016
Consumer Trends & Cultural Heritage Tourism

11 Trends for 2017 from JWTIntelligence.com

1. Experiences over Goods
2. The Attention Economy
3. Civic data
4. Wifi disrupters: Unplugged!
5. Augmented Reality
6. Techucation
7. Gen Z Hotels
8. Polar travel
9. Elemental hospitality
10. DNA tourism
11. Travel action
The Good News: Growth in Travel Segments

- **Leisure:**
  - Family ↑
  - Affinity ↑
  - Attraction Attendance ↓

- **Convention:**
  - Sold on destination rather than program

- **Package Travel:**
  - Smaller groups, niche ↑
  - Volunteerism ↑
Growth in Educational Tours

- National Trust increased its study tour program from 1 in 1979 to 78 in 2014, including 11 domestic

- Educational Travel Conference now in 27th year, 2100 delegates
Using Art in Rural Economic Development

- Five Specific Strategies for Using Art in Rural Economic Development/ Cultural Heritage Tourism
  - Planning
  - Gateways/Infrastructure
  - Attractions
  - Festivals
  - Retail
1. Arts in Planning

Creative Placemaking
Placemaking & Placekeeping

- **Placemaking** — intentionally leverages the power of the arts, culture and creativity to serve a community’s interest while driving a broader agenda for change, growth and transformation in a way that also builds character and quality of place (*Source: ArtscapeDIY*)

- **Placekeeping** — honoring the cultural lives of the community, preserving and protecting local architecture, craft and other authentic characteristics of place; an epicenter of aesthetics (*Source: NEA, Roberto Bedoya*)
Arts in Planning

- Asheville, North Carolina: Six local authors are writing prologue for the city’s 20-year-plan to follow the themes of the plan.
- Western Folklife Center, host of annual National Cowboy Poetry Gathering: Asked residents, “If there were no limitations, what is your vision of the West you want to build? Responses were synthesized to create Expressing the Rural West Into the Future exhibition.
2. Gateways/ Infrastructure

Signage
Visitor Services
Bridges, Roads, Pathways
“WE TAKE STOCK OF A CITY LIKE WE TAKE STOCK OF A MAN. THE CLOTHES AND APPEARANCE ARE THE EXTERNALS BY WHICH WE JUDGE.”

- Mark Twain, New York
  December 6, 1900
Welcome To
SANDY HOOK, KY.
HOME OF
Keith Whitley

Welcome To
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3. Attractions

Museums
Trails
Performing Arts
BLUE RIDGE MUSIC TRAILS of NORTH CAROLINA

A Guide to Music Sites, Artists, and Traditions of the Mountains and Foothills

FRED C. FUSSELL with Steve Kruger
Welcome to Google Lit Trips!

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2. In this place... our stories
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Special Projects

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As one of the last family-owned hotels in New Orleans' French Quarter, the Hotel Monteleone mixes glamour, history and luxury in a celebratory setting.
Mini-Golf Course at Nashville Sounds Stadium designed by artists

Hole 6: Gibson Guitars by James Threalkill

Hole 1: Bankshot by William and Sascha Kooienga
“ACTION IS THE FOUNDATIONAL KEY TO ALL SUCCESS.”

- Pablo Picasso
4. Festivals & Events

Art Shows
Cultural Events
Place-based Festivals
Explore The Crooked Road

www.thecrookedroad.org
1-800-730-2002

Shimmering hotspots of bluegrass, old-time & country music
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- Lonely Planet Travel Guide
THE CROOKED ROAD'S MOUNTAINS OF MUSIC HOMECOMING

JUNE 9-17 2017

2017 LINE UP

RALPH STANLEY II & THE CLINCH MOUNTAIN BOYS WITH SPECIAL GUESTS LARRY SPARKS AND RICKY SKAGGS

DOYLE LAWSON & QUICKSILVER • JERRY DOUGLAS & THE EARLS OF LEICESTER

ALASDAIR FRASER & NATALIE HAAS • QUEBE SISTERS • JEFF LITTLE TRIO

NEW BALLARDS BRANCH BOGTROTTERS • WAYNE HENDERSON & VIRGINIA LUTHIER BAND

JEFF BROWN & STILL LONESOME • CROOKED ROAD RAMBLERS

FLATT LONESOME • FIDDLIN' CARSON PETERS & IRON MOUNTAIN

9 UNFORGETTABLE DAYS OF CONCERTS AND CULTURAL EVENTS

THE OFFICIAL 2017 HOMECOMING GUIDE

NOW AVAILABLE FOR DOWNLOAD (PDF FILE 19MB)
Farm-to-Table Dinner on Main Street

- Jonesborough, TN (population 5,174)
- Farm-to-table dinners raised more than $10,000 for the local farmers’ market
- 2012: Tickets @ $75 each sold out in 3 hours
- 155 people attended
“Oh you’ve got a story
And I’ve got a story
We’ve all got a story to tell”
Swamp Gravy - Colquitt, GA

- More than 60 volunteers in cast
- Evening performance is collection of vignettes of local residents’ reminiscences
- 40,000 visitors annually to rural southwest GA town, population 2,000
- Last five years have hosted annual how-to workshop, draws approximately 80
- Founders also formed arts council, built 32 low income housing units, revolving loan fund, business incubator

Play contributes at least $2 million to local economic annually + priceless increase in community pride

(Source: Center for Creative Community Development, Williams College)
“Tourism does not go to a city that has lost its soul.”

- Arthur Frommer
5. Retail products

Galleries
Museum Stores
VICs
SHOPPING: What do travelers want?

- Stores travelers do not have at home (73%)
- Items travelers cannot get at home (67%)
- Items that represent the destination travelers are visiting (53%)
- A unique shopping atmosphere (52%)

(Source: US Travel Association)

Museum Store Statistics:
Average Visitation – 85,000 Visitors
Annual Sales: $200,000 +
Up 16.5% since 2006

Source: 2009 Museum Store Association Retail Industry Report
Getting Started
Advancing the Arts in Rural Economic Development, CHT

1. Be Pro-active
2. Identify upcoming development projects
3. Create list of experts, portfolio of potential ideas, and get on the local speaker circuit
4. Offer expertise to local planning offices, DMOs, municipal authorities, development authorities
5. Collaborate with other non-profits to identify funding sources, development and marketing opportunities
6. Be persistent!
Resources for Assistance

- American Planning Association: How Arts and Cultural Strategies are used in Community Engagement and Participation + The Role of Arts and Culture in Planning
  
  *Practice* [https://www.planning.org/research/arts/briefingpapers/engagement.htm](https://www.planning.org/research/arts/briefingpapers/engagement.htm)

- Americans for the Arts: Incorporating the Arts in Community Planning
  

- Art of the Rural: Atlas of Rural Arts and Culture
  
  [http://artoftherural.org/](http://artoftherural.org/)
Resources for Assistance (continued)

- **Artscape DIY – Approaches to Creative Placemaking**
  http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx

- **Chicago Metropolitan Agency for Planning: Arts and Culture Planning – A Toolkit for Communities**
  http://www.cmap.illinois.gov/documents/10180/76006/FY14-0006+ARTS+AND+CULTURE+TOOLKIT+lowres.pdf/f276849a-f363-44d4-89e1-8c1f2b11332f

- **Create Equity: Artists Shaking Up and Strengthening Communities in Rural America**
Resources for Assistance (continued)

- Creative Placemaking – The Interventionist’s Toolkit
  http://www.placesjournal.org

- Cultural Heritage Partners in Tourism:
  http://www.culturalheritagetourism.org

- National Endowment for the Arts:
  https://www.arts.gov/publications/creative-placemaking
Now Available

- 15 Chapters detailing five steps for a holistic approach to cultural heritage tourism
- 44 Case Studies
- Reference Documents
- Resource Lists
- 30% discount with code RLFANDF30
- Call 1-800-462-6420
For more information:

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