



ROLE OF ARTS IN RURAL ECONOMIC DEVELOPMENT & CULTURAL HERITAGE TOURISM

What is Art and where do you find it?

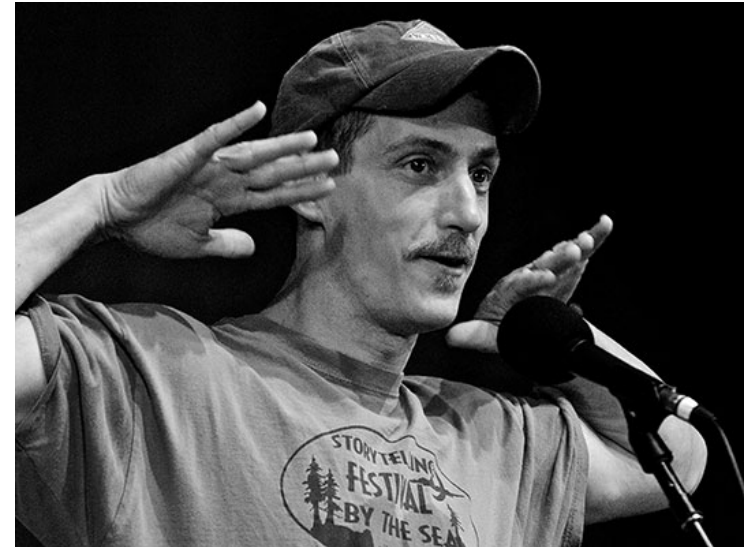




Sheila Kay Adams (NC)

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

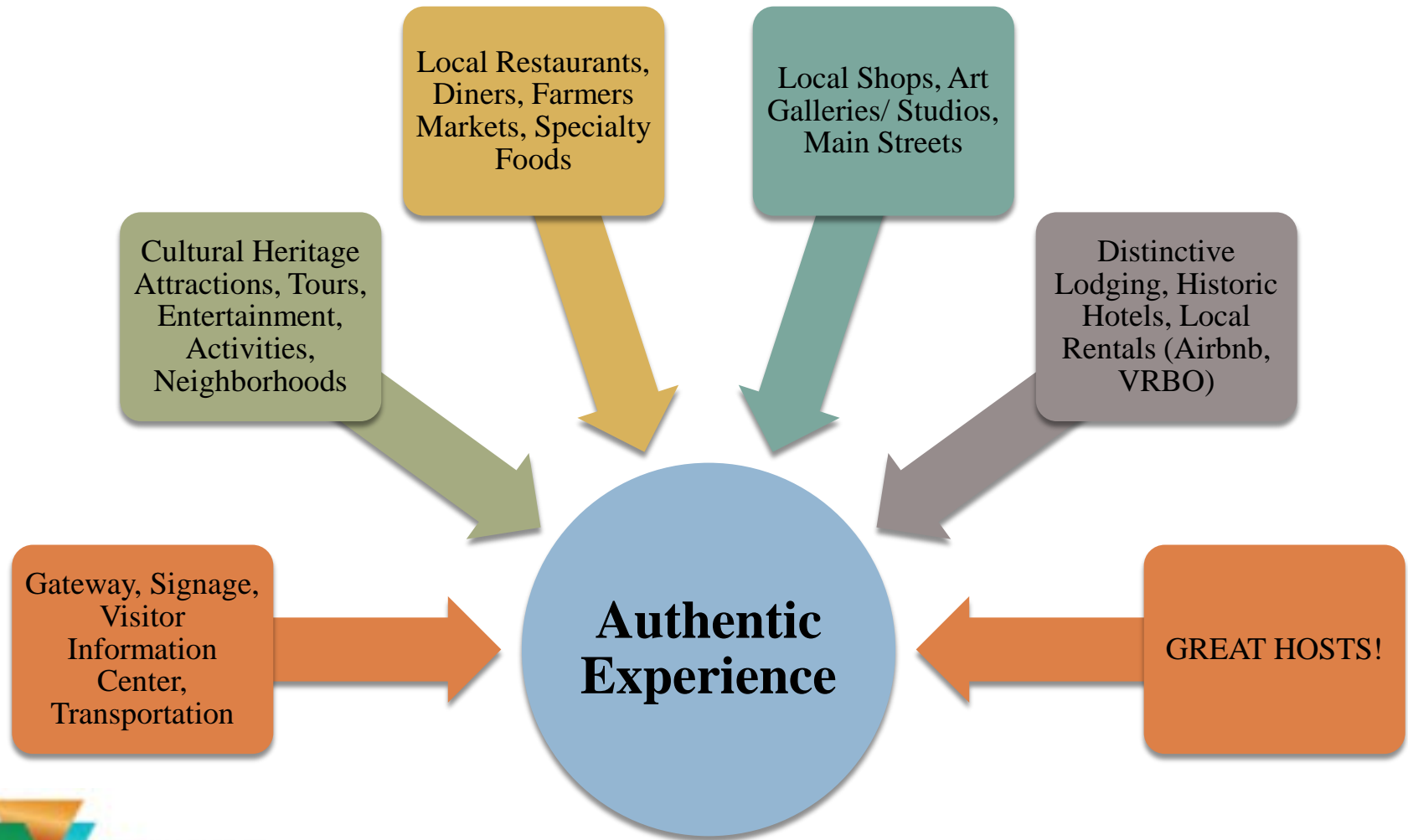
- Tangible (movable, immovable)
- Intangible
- Cultural sites
- Cultural centers
- Cultural Events



Heritage

- Historic Sites
- Historic Activities
- Historic Events
- Archaeology sites
- Architecture
- Natural heritage

The Holistic Approach



Consumer interest in CHT



<https://www.jwtintelligence.com/2016/12/future-100-trends-change-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

Love to travel? Love to learn?
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U.S. AND CANADA TOURS

CHRISTMAS IN QUEBEC CITY
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Enjoy a festive holiday celebration at the luxurious Chateau Frontenac while exploring charming Quebec City and the Beauséjour Coast with historian Barry Lane.

THE KIROV BALLET
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Enjoy a backstage tour, and attend dazzling performances of *Jovanka* and *The Sleeping Beauty* at The John F. Kennedy Center for the Performing Arts.

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Meet NASA scientists and U.S. Air Force staff, and visit lunch sites as you explore 50 years of space exploration.

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Moderately priced tours with multiple departure dates. Call 1-800-952-8287 for information.

CHRISTMAS IN LONDON
DECEMBER 20-27
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SICILY: MOSAIC OF THE MEDITERRANEAN
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Discover the dramatic beauty and rich artistic heritage of Italy's most fascinating island.

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or see www.SmithsonianStudyTours.org

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
SANDY HOOK KY



HOME OF

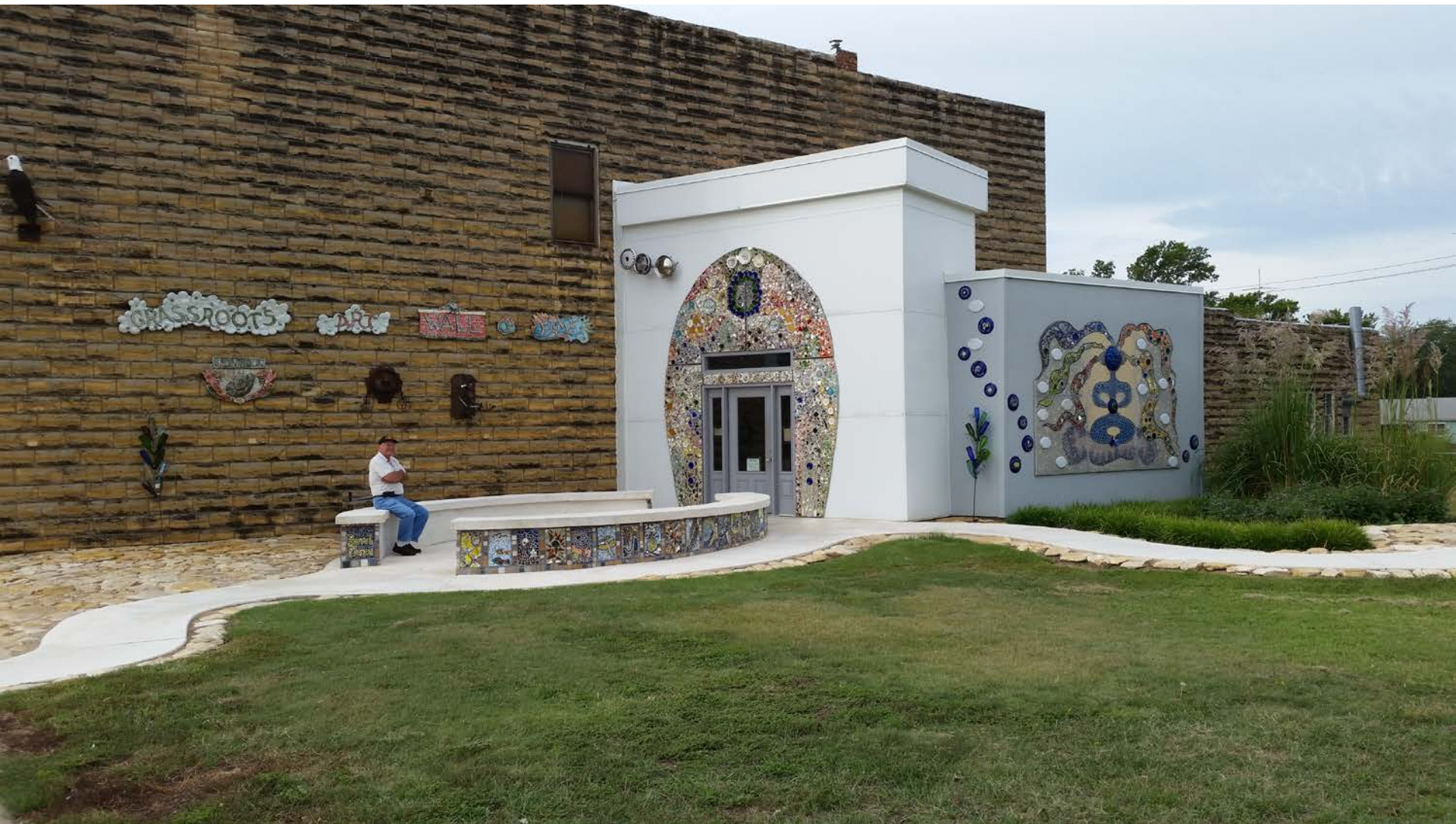
Keith Whitley



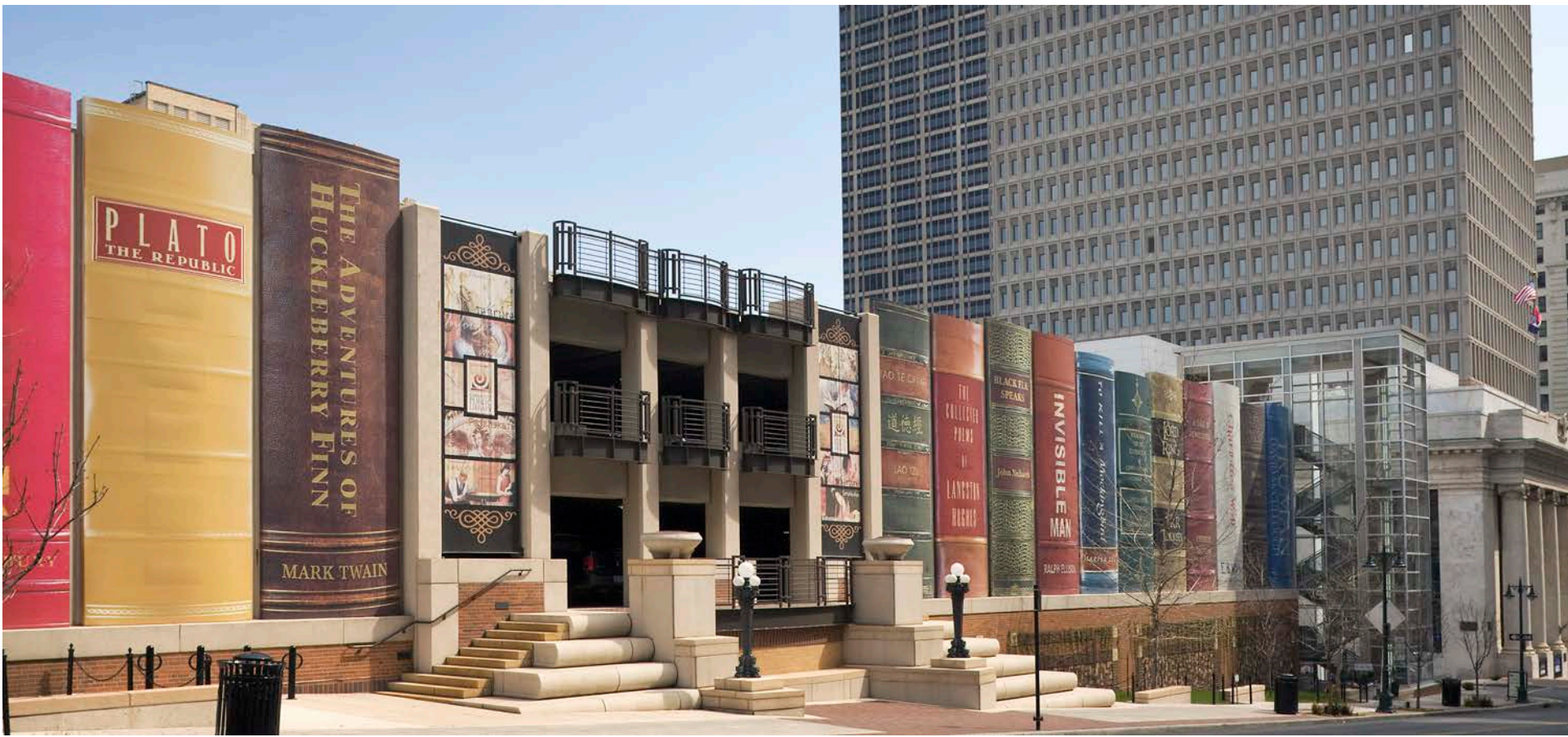
LUCAS

GRASSROOTS
ART CENTER









3. Attractions

Museums

Trails

Performing Arts



ABC KIDZ
CONSIGNMENT SHOP

SandCastles
Children's Museum

A/k's
735

PEAK PREVIEW
MAY 12
5 TO 7



BADGER PLAYSHIP



PLEASE DO NOT CLIMB ON THE SLIDE

EXIT



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

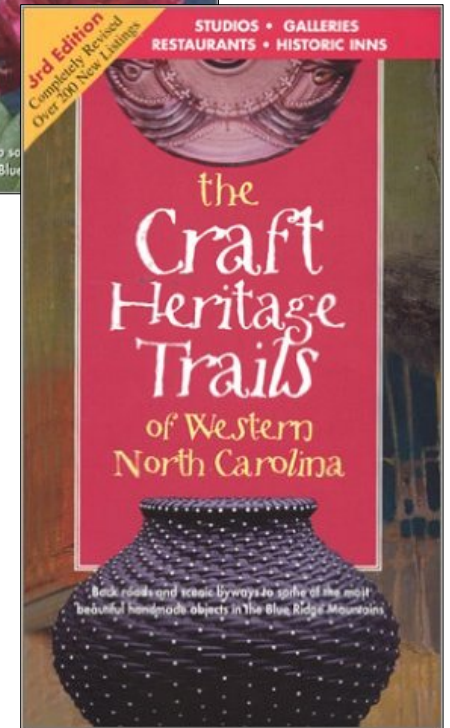
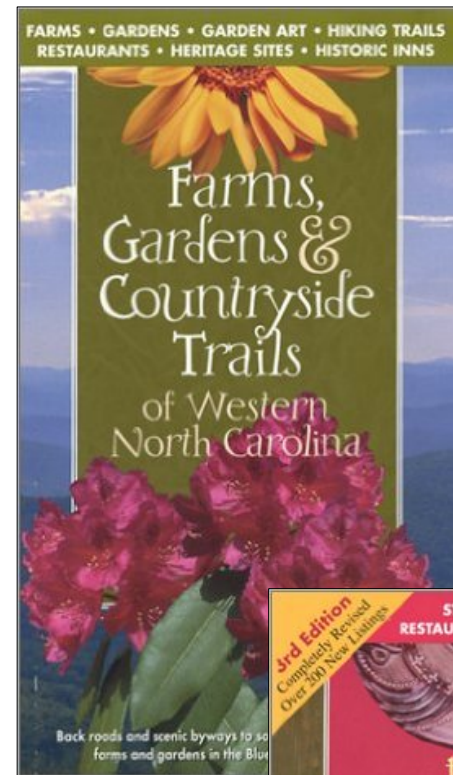
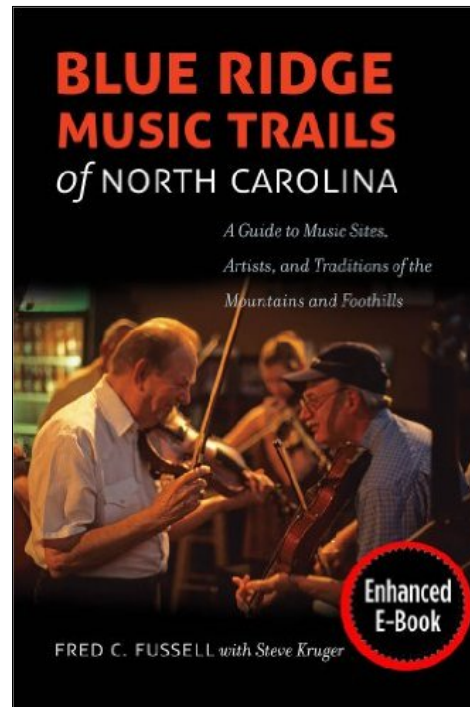
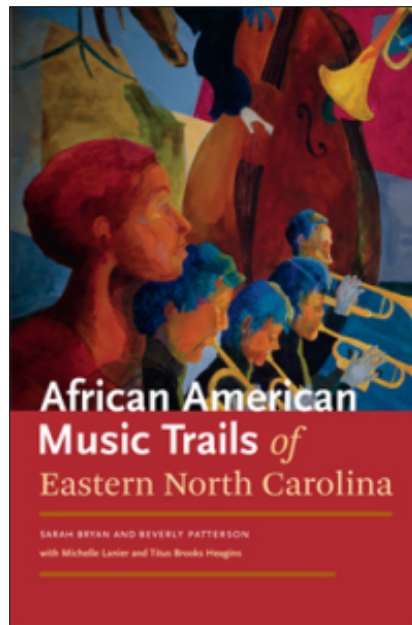
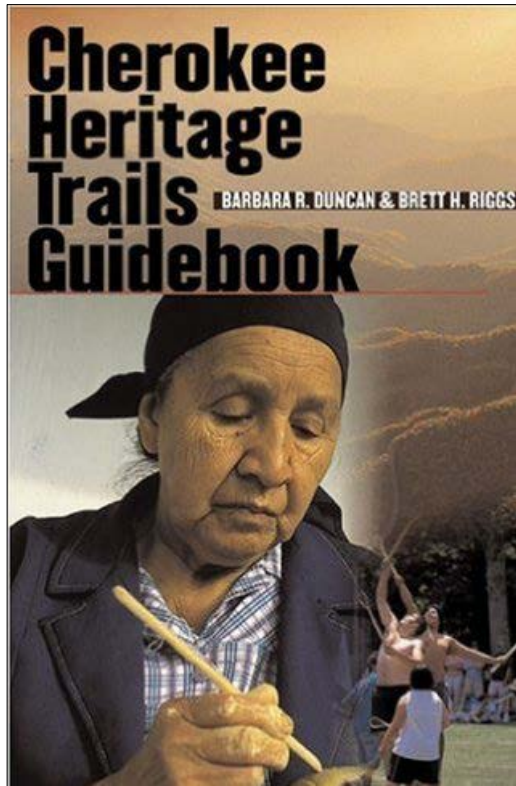


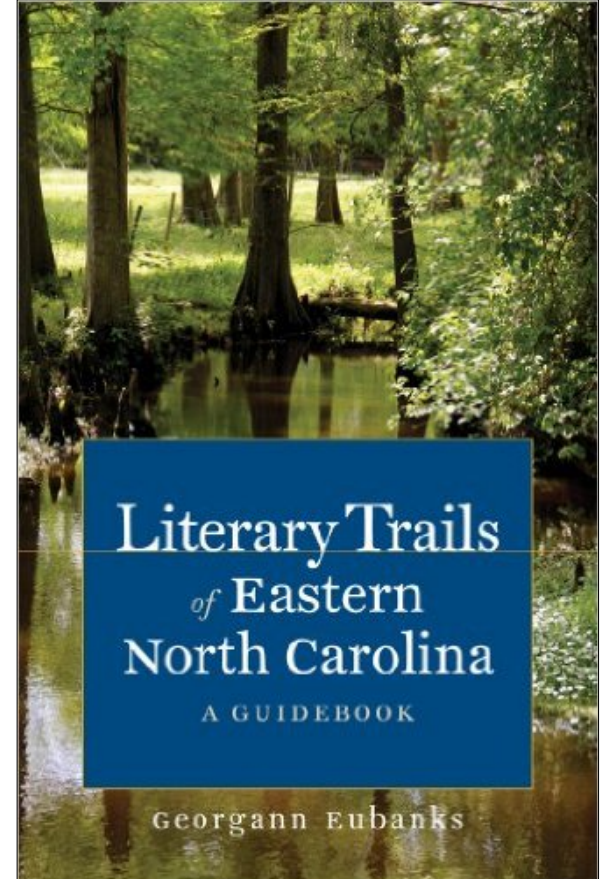
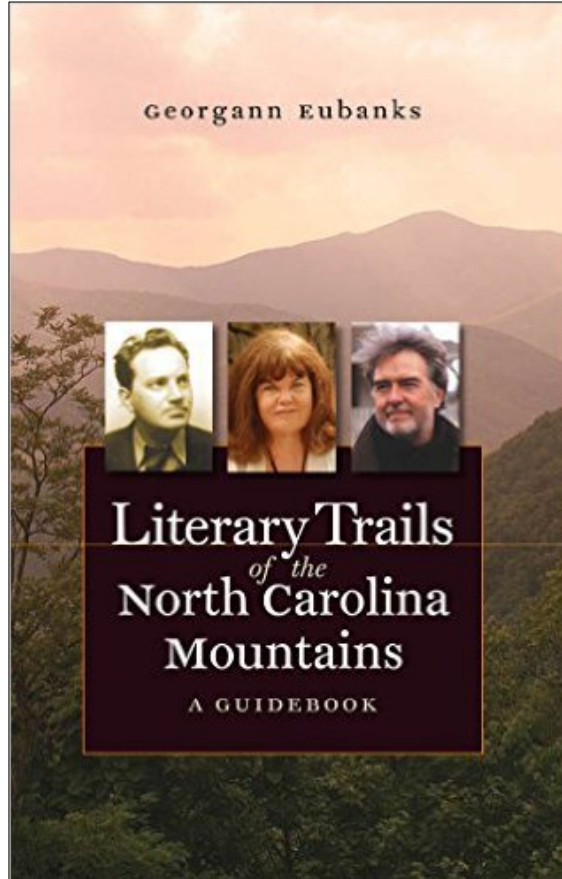
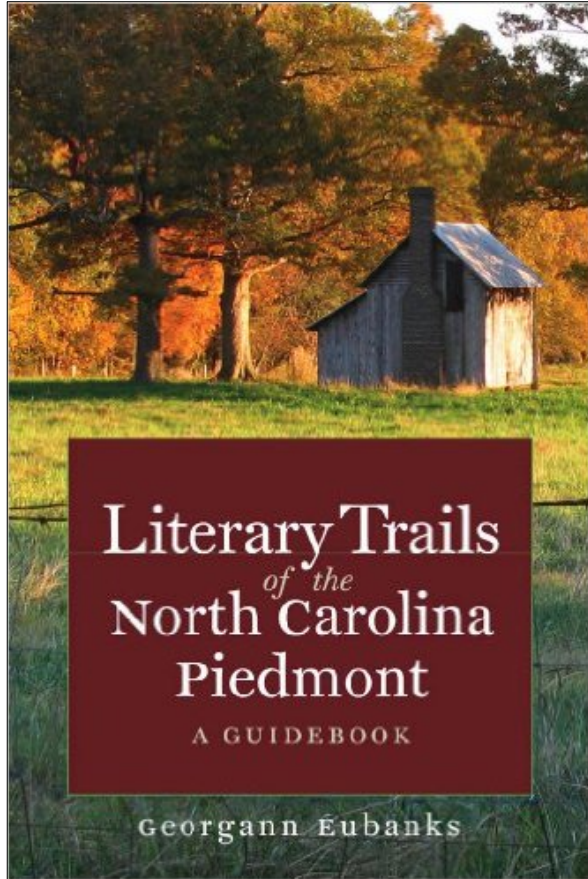


EARL SCRUGGS CENTER

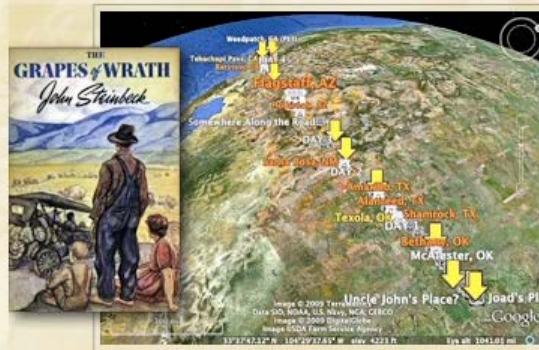
MUSIC & STORIES FROM THE AMERICAN SOUTH







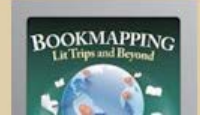
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2. *In this place...* our stories
3. On Location
4. ...



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Special Projects



Arts Inspired Lodging

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NEWS & FEATURES

VOICES

RESOURCES

FINI

USA

Hotel Monteleone: History with a literary spin

By Kristi Eaton / January 26, 2017

📄 A+ A-



The Truman Capote suite at the Hotel Monteleone has a parlor room that can accommodate 25 to 30 people.



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.



LANCASTER
ARTS
hotel

- Accommodations & Amenities
- Gatherings
- Heppenings
- In The Press
- Arts

CHECK AVAILABILITY

| | |
|------------|------------|
| Check In | Check Out |
| 06/02/2017 | 06/03/2017 |

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| Adults | Children | Rooms |
| 1 | 0 | 1 |

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MODERN AESTHETIC WITH HOME GROWN COMFORTS

Welcome To Lancaster Arts Hotel In Pennsylvania

Our Unique, Boutique Lancaster Arts Hotel

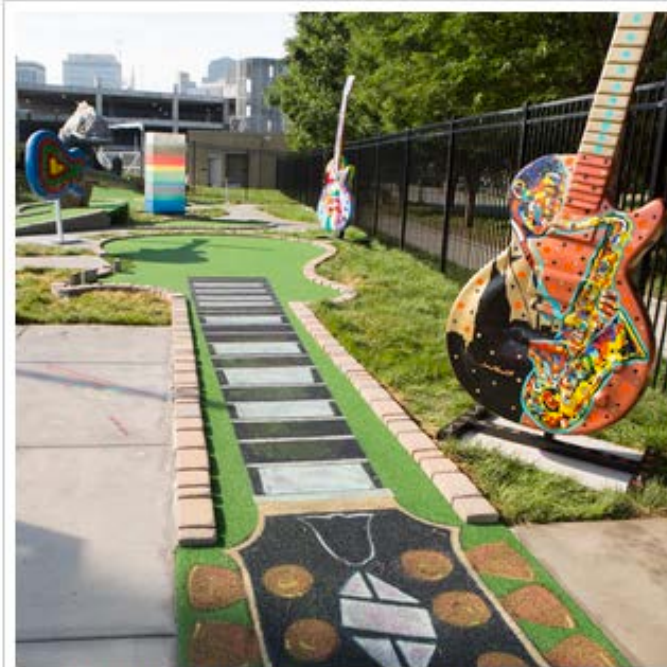
Situated in the heart of downtown, Lancaster Arts Hotel features deluxe accommodations with unique surroundings. All of the rooms, from the lobby to the suites, are filled with original works of art, especially that of local Pennsylvania artists. We are proud to display some of Lancaster's finest works of art, with a collection worth over \$300,000 dollars. We have 269 pieces of art by 36 artists who work in 15 different mediums. With an on-site restaurant, fitness facilities, and a location central to all the best attractions in Lancaster County, Lancaster Arts Hotel is an ideal choice for your travels.

ROOMS FROM **\$159.00**

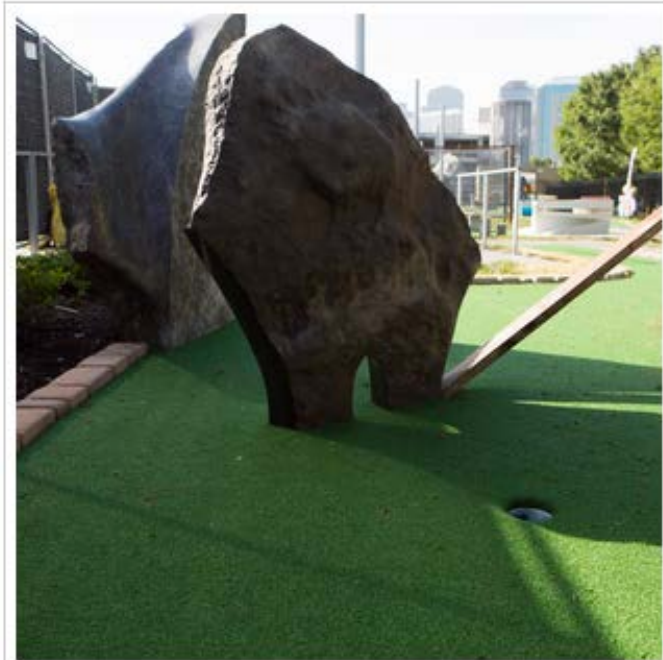
ALL ROOMS INCLUDE COMPLIMENTARY BREAKFAST, PARKING, WI-FI, NIGHTLY TURNDOWN SERVICE AND IN ROOM BOTTLED WATER.

CONTACT US

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



FRANCONIA

sculpture park

Early one morning, painted corn
Freya Gabie, UK, 2013 Intern Artist





“ACTION IS THE FOUNDATIONAL KEY
TO ALL SUCCESS.”

- *Pablo Picasso*

4. Festivals & Events

Art Shows

Cultural Events

Place-based Festivals



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Showcasing hotspots of bluegrass, old-time & country music



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VENUES & WAYSIDES

ARTIST DIRECTORY

EVENTS

MOUNTAINS OF MUSIC HOMECOMING

MUSIC EDUCATION

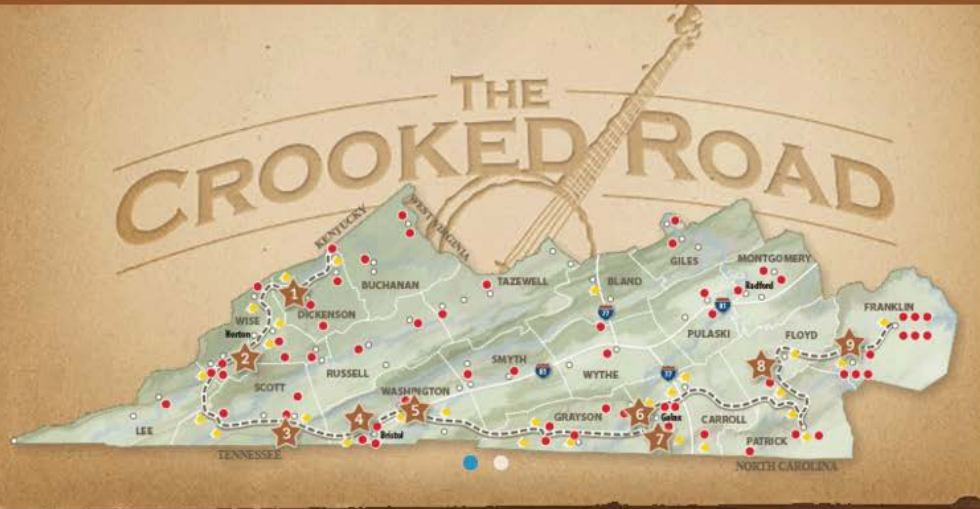
MUSIC & VIDEOS

ABOUT

SUPPORT

A place of beauty – a place of song. This is The Crooked Road.

Experience first-hand how music is woven into the rich tapestry of tradition in Southwest Virginia. The variety is amazing – old-time string bands, a cappella gospel, blues, 300 year old ballads, bluegrass, and more. Travel The Crooked Road's 333 miles today!



“ Five of the best trips in the USA. ”

- Lonely Planet Travel Guide

INTERACTIVE MAP

THE CROOKED ROAD E-GUIDE

LIVE MUSIC SCHEDULE

Upcoming Events

The Homeplace of America's Music

VIDEO GALLERY >

— THE CROOKED ROAD'S —
**MOUNTAINS
 OF MUSIC
 HOMECOMING**



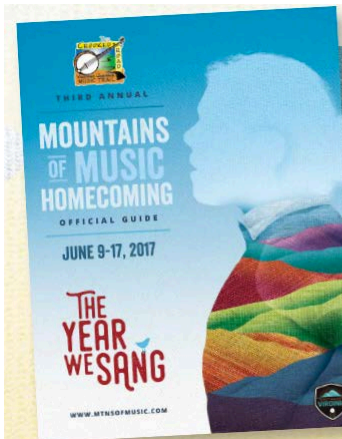
**JUNE
 9-17
 2017**



— 2017 LINE UP —

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 WITH SPECIAL GUESTS LARRY SPARKS AND RICKY SKAGGS
 DOYLE LAWSON & QUICKSILVER • JERRY DOUGLAS & THE EARLS OF LEICESTER
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 CONCERTS AND
 CULTURAL EVENTS
 THROUGHOUT**



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IOWA CITY UNESCO CITY OF LITERATURE



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





EatWith.com – The Future of Dining

Creative Blackstone



www.creativeblackstone.com

www.blackstoneculinaria.com



“Oh you’ve got a story
And I’ve got a story
We’ve all got a story to tell”



Swamp Gravy - Colquitt, GA

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

(Source: Center for Creative Community Development, Williams College)

- 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

“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







PRAIRIE EDGE
Trading Co. & Galleries





Photo Credit: Flickr User Ann Foley

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>
- Americans for the Arts: *Incorporating the Arts in Community Planning*
<http://blog.americansforthearts.org/2009/10/21/incorporating-the-arts-in-community-planning-from-arts-watch>
- Art of the Rural: *Atlas of Rural Arts and Culture*
<http://artoftherural.org/>

Resources for Assistance (continued)

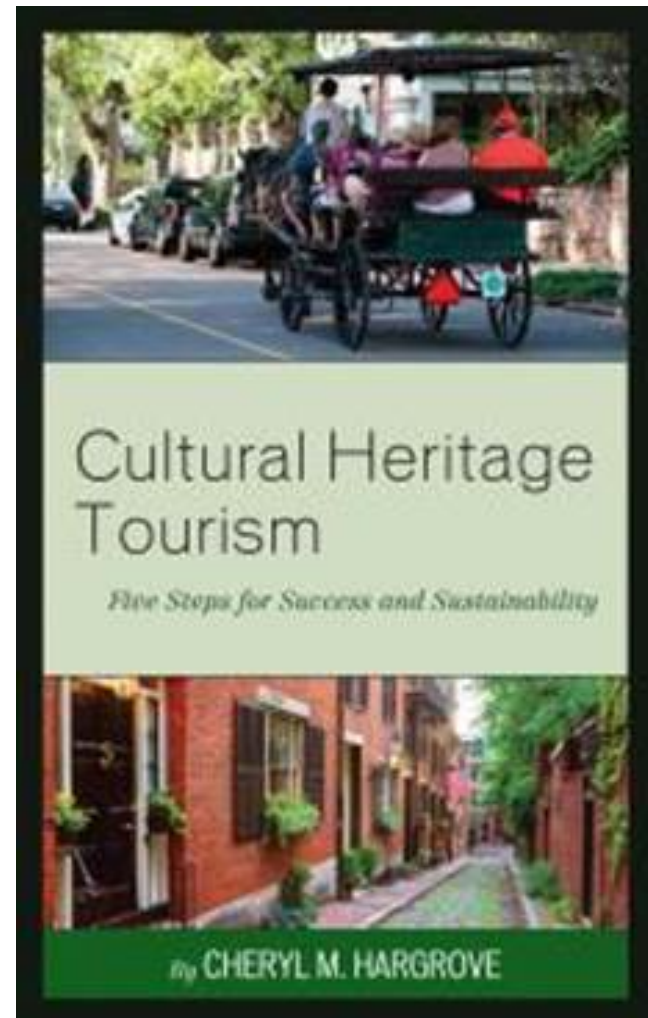
- Artscape DIY – Approaches to Creative Placemaking
<http://www.artscapediy.org/Creative-Placemaking/Approaches-to-Creative-Placemaking.aspx>
- Chicago Metropolitan Agency for Planning: *Arts and Culture Planning – A Toolkit for Communities*
<http://www.cmap.illinois.gov/documents/10180/76006/FY14-0006+ARTS+AND+CULTURE+TOOLKIT+lowres.pdf/f276849a-f363-44d4-89e1-8c1f2b11332f>
- Create Equity: *Artists Shaking Up and Strengthening Communities in Rural America*
<http://createequity.com/2013/10/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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