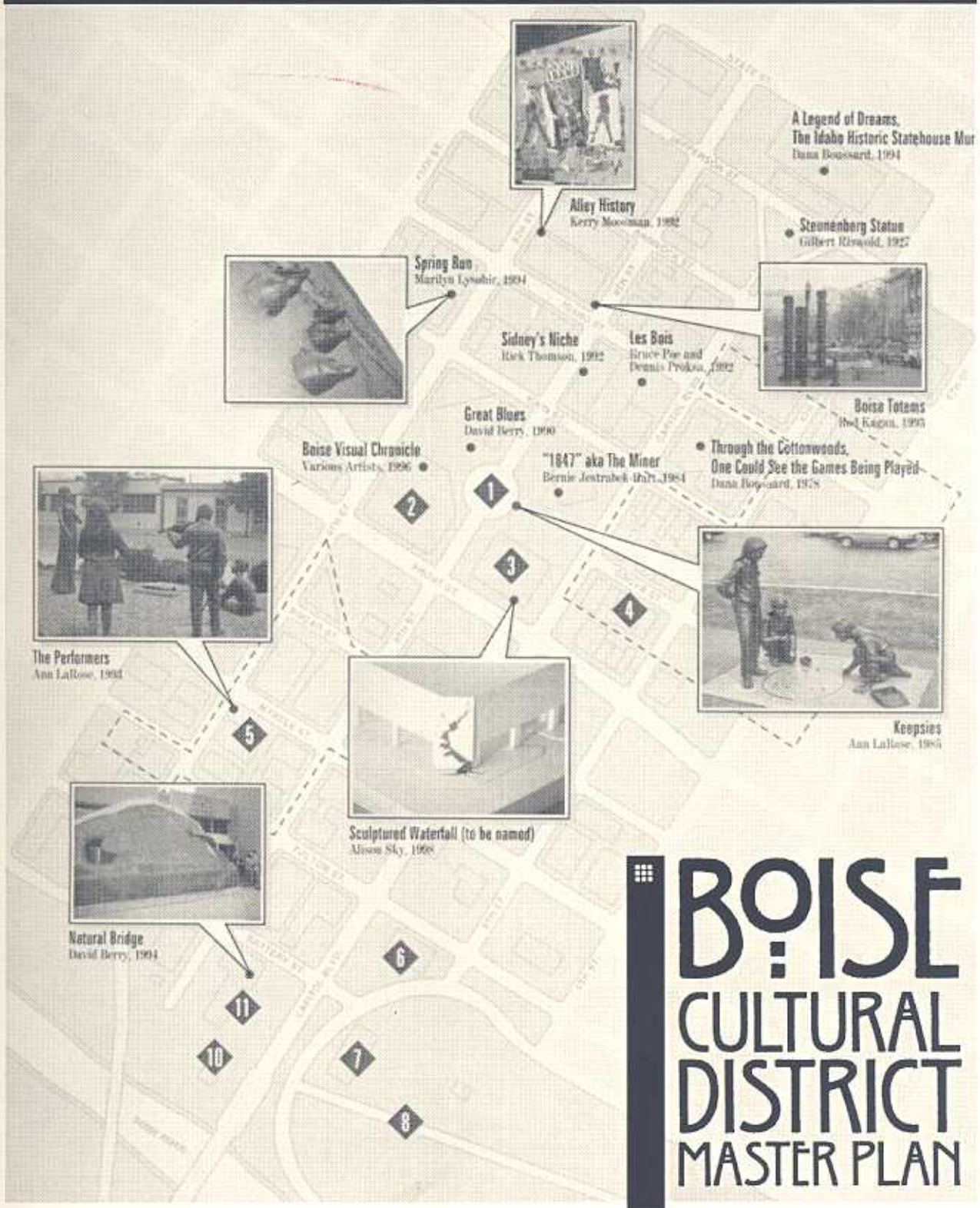

BOISE CULTURAL DISTRICT MASTER PLAN

PREPARED FOR

BOISE CITY ARTS COMMISSION

BY PLANMAKERS & CLASSIC SIGN STUDIO

June 1998

We are pleased to submit this Master Plan for Boise's Cultural District. This document represents the vision of a group of citizens who gathered at the request of the Boise City Arts Commission and the Capital City Development Corporation, two public agencies with specific responsibilities for the growth and development of our community.

The concept of a Cultural District began to appear during the writing of the River Street-Myrtle Street Redevelopment Plan, published and approved in 1994. For that planning effort, we took a sheet of "sticky dots" and a rough map, then identified nearly three dozen cultural facilities, galleries, art businesses and public artworks within the Eighth Street-Capitol Boulevard corridor. The questions began to emerge: How do visitors and residents find these cultural organizations? Why should other cultural enterprises want to locate in this neighborhood? What collaborative programs make sense? How could we better connect the dots?

In other words, can Boise develop a Cultural District that functions economically, effectively and creatively, bringing a sense of "the whole" that enhances each of its parts? After two years of study and discussion, we are convinced that we can . . . and we should.

Cultural Districts aren't a new invention. As you will read in the following pages, Cultural Districts can take on a number of different identities — each tied to the way a metropolitan area sees itself and its economic, cultural and historical values. Boise prizes these values, and has a number of fine physical resources already in place.

In studying the situation, we are convinced that Boise will benefit from a Cultural District — and that we have the resources and abilities to make it happen. As a community task force, we are presenting something that is conceptual; a "silhouette," if you will, of Boise's Cultural District. To do more — to move this plan toward rendering — will take new efforts and investments. It will require broad participation, cooperation and collaboration.

In a time of new and unprecedented expansion throughout our community, we offer the Boise Cultural District Master Plan with enthusiasm and good faith, hoping Boise proves equal to the creative opportunities ahead.

Boise Cultural District Advisory Committee

BOISE CULTURAL DISTRICT MASTER PLAN

TABLE OF CONTENTS

3 Introduction

4 Plan Methodology

5 Executive Summary

6 Cultural District Boundaries

8 Benefits of Boise's Cultural District

9 Successful Cultural Districts

10 Existing Boise Cultural District Facilities, Organizations & Events

12 Inventory of Cultural Facilities

15 Boise's Cultural District Master Plan

- 15 Mission Statement/Goals
- 15 Infrastructure/District Identity/Facility Identification/Links
- 18 Pedestrian Orientation
- 18 Public Art
- 19 Special Events and Activities
- 20 Facility Needs
- 21 Artist Work/Live Space
- 21 Cultural District Programs
- 22 Cultural District Marketing
- 23 Management
- 23 Collaborative Planning of Arts Organizations
- 24 Partnerships
- 24 Key Partners of Boise's Cultural District
- 26 Cultural Tourism
- 27 Funding
- 28 Budgets
- 29 Recommended Strategies to Meet Cultural District Goals
- 31 Work Plan for Cultural District Master Plan Strategies

32 Bibliography

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June 1998

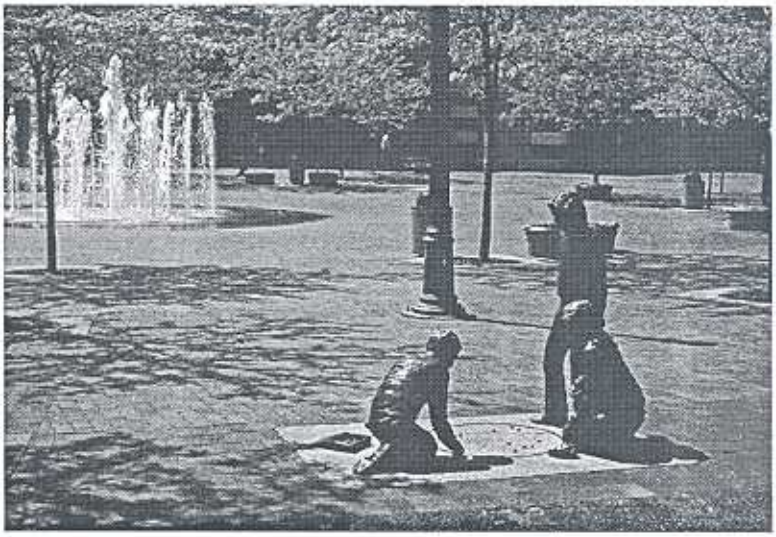
This planning project has been administered by the Boise City Arts Commission and funded by the Capitol City Development Corporation, S-Sixteen Limited Partnership and the Boise Convention and Visitors Bureau. For additional information call (208) 336-4936.

INTRODUCTION

Recently, many American cities have been experiencing an economic and cultural rebirth. Their hearts are being rejuvenated by, of all things, art. It comes in many guises—architecture, murals, performances, sculpture and more. It exists in many scales, from monument to plaque. Art is revitalizing once dreary and run-down urban cores.

Boise is no exception. Since 1989, art in the form of "Alive After Five," "Museum After Hours," "First Thursday" and other arts-oriented events has helped transform the downtown area into a "happening place." Piece by piece, public sculpture and murals have appeared where people congregate. At the same time, a growing number of cultural facilities have been established in Boise's downtown/Capitol Boulevard corridor, including the Log Cabin Literary Center, Boise Centre on the Grove, Esther Simplot Performing Arts Academy and Annex, and Basque Museum and Cultural Center. Continuing redevelopment of the downtown and opening of the Bank of America Centre and Grove Hotel in the fall of 1997 bring more activity into this area and offer more opportunities for cultural tourism, arts programming, public art and cultural facilities.

This document outlines a strategy to continue to expand downtown's cultural identity in a more cohesive, efficient manner. Official designation of a cultural district in downtown Boise will strengthen existing cultural institutions and improve public access to them, provide a coordinated image and identity for the area and expand cultural and educational opportunities. Boise's Cultural District will benefit residents and visitors, artists and art patrons, downtown businesses, restaurants, convention planners and pedestrians.



Diane Romayne

Public art resonates on The Grove with Ann LaRoses's "Keepsies."

Boise is a growing city with an expanding and diverse cultural community. Most of the city's cultural facilities are clustered downtown. This critical mass of attractions presents an exciting opportunity to define a Cultural District and enhance an already thriving arts presence.

> "Integrate the arts into Boise's urban design and community planning to create physical environments where citizens and visitors can enjoy art in their daily lives."
>
> **Boise's Metropolitan Arts Plan, Goal Two: Urban Design and Community Planning**

PLAN METHODOLOGY

Under the leadership of the Boise City Arts Commission (BCAC), a Cultural District Task Force was formed in January 1996. Its charge was to develop a clear, realistic and strategic guideline for establishing a Cultural District in downtown Boise.

After nine months of meetings, the Task Force presented its concepts to Capitol City Development Corporation (CCDC), Boise's downtown redevelopment agency. In September 1996, CCDC approved the proposal to develop and promote a downtown Cultural District and provided funding for developing a Master Plan and marketing programs. The Task Force became an Advisory Committee to coordinate planning efforts.

In February 1997, BCAC retained Planmakers and Classic Sign Studio to prepare this plan. The consultants interviewed cultural specialists, reviewed studies and comparable cultural districts elsewhere, studied CCDC's River Street-Myrtle Street Urban Design Plan and Boise City Comprehensive Plan and analyzed input from task force meetings. Their findings and recommendations are detailed in the following pages.

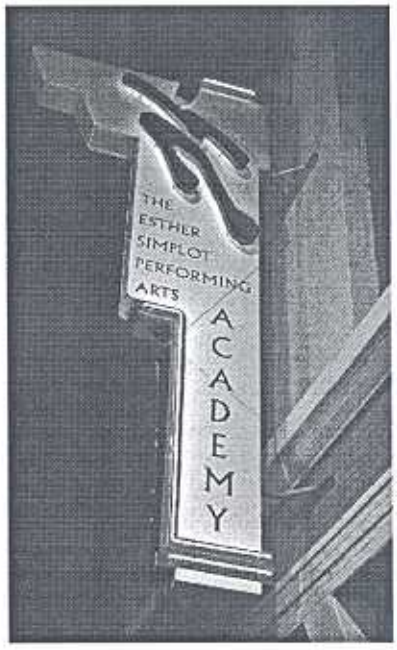
EXECUTIVE SUMMARY

This Master Plan for the Cultural District takes a deliberate approach to integrating the arts into the agenda for downtown redevelopment. Through incentives and partnerships, the Cultural District will coordinate public investment in cultural infrastructure with the needs of the private sector.

Boise's Cultural District Master Plan, a four-year plan for investing in the arts, is ambitious. It will require community involvement, support and teamwork. With a strong foundation of elected and volunteer leadership, committed partnerships, and solid coordination, Boise is well positioned to make the most of the outstanding artistic and cultural resources available.

STEP 1. ESTABLISH AND MAINTAIN VISIBILITY

Initially, the Master Plan proposes strategies to heighten public awareness of arts facilities and events occurring in the Cultural District. Tools include a special map, street signs, and informational kiosks at strategic locations. As residents and visitors use these tools to discover venues that are new to them, business will increase for nearby restaurants and retail merchandisers. Best of all, as arts and culture continue to strengthen the city's economy, cultural businesses, organizations and artists will enjoy greater visibility, higher attendance, more events and, eventually, additional facilities.



John Bertram

Historic neon sign identifies the home of The Esther Simplot Performing Arts Academy on S. 8th Street.

STEP 2. ESTABLISH AND MAINTAIN PARTNERSHIPS

Boise's Cultural District will stimulate economic impact as goals and resources are shared by a variety of artistic, downtown and community development interests. The Master Plan requires close cooperation between the cultural community, private sector and local government. The Cultural District Plan must be effectively integrated with other ongoing projects, including the Capitol Boulevard Special District, Julia Davis Park Master Plan and River Street-Myrtle Street Redevelopment Plan. Implementation will require a full-time Cultural District coordinator, regular steering committee meetings, and monitoring and feedback of measurable indicators such as audience numbers, tax receipts, etc. The BCAC is identified as the parent organization for the Cultural District, and should provide overall leadership for the Cultural District.

STEP 3. ESTABLISH AND MAINTAIN FUNDING

Implementation of this Master Plan will require a reliable, dedicated source of long-term funding for the large number of projects and programs that will contribute to the Cultural District's success.

CULTURAL DISTRICT BOUNDARIES

THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS

This Cultural District Master Plan encompasses a 30-block oblong area, loosely bounded by State, 6th and 9th streets and the Boise River. This corridor offers a distinct local character, functioning as the cultural nucleus for strengthening and expanding arts-oriented activity in downtown Boise. Most of the city's leading cultural facilities and arts offices are located here.

The Grove serves as the Cultural District's geographic center. Broadly defined, the Cultural District is the area within a 10-minute walk of this hub. Part of it overlaps Boise's central business district. Because the business district is relatively compact, clustering arts and culture in it creates many possibilities for a strong activity focus.

Currently, boundaries are identified mainly to encourage stakeholders in the District to pinpoint a workable site for improvements and coordination. The District eventually may expand further into the River-Myrtle Street area. Future boundaries will be a direct outgrowth of identity components such as new cultural facilities, diversity of uses, building scale, architectural consistency, pedestrian orientation, programming, public transportation and parking.

The Cultural District will be apparent through special "streetscape" elements, including signs, public art and information kiosks. See pages 16 and 17. Coordinated marketing and special programs will further the district identity.

Boise's Cultural District

is home to a growing collection of

Public Art

and numerous galleries, theaters, cultural programs, and arts businesses.

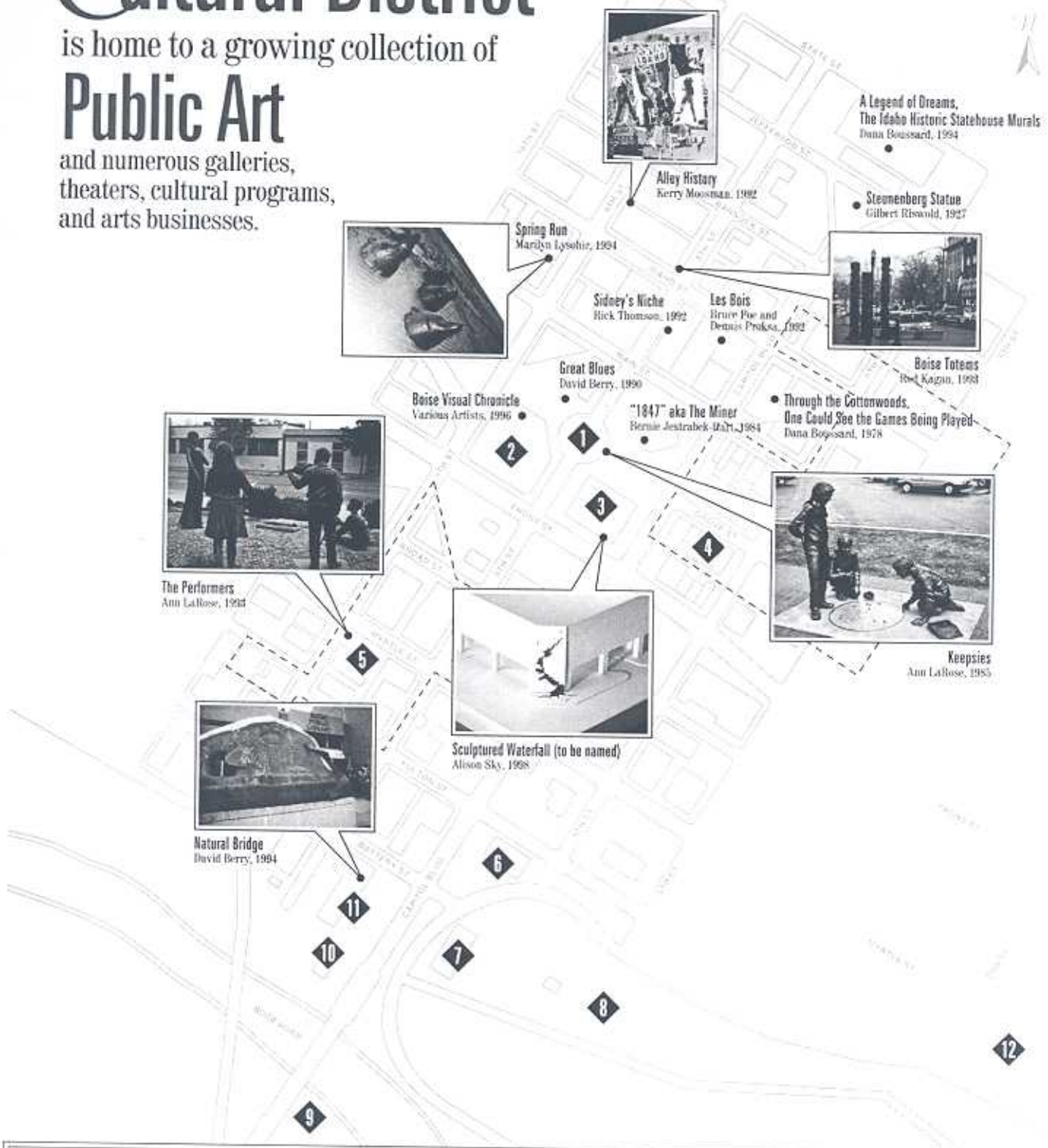


Figure 1

BENEFITS OF BOISE'S CULTURAL DISTRICT

Boise's Cultural District will strengthen existing cultural institutions and improve public access to them, provide a coordinated image and identity for the area and expand cultural and educational opportunities.

People will benefit. For example, with the addition of benches, information kiosks and pedestrian-oriented signs, citizens and visitors will enjoy improved walkability through Boise's compact downtown. They will linger longer, come back more often and encourage friends and relatives to do the same.

The business community will benefit. An Idaho economic impact study shows that for every $1 spent on the arts, an additional $4 is spent on other goods and services. For instance, theater-goers typically spend at least $20 over and above the price of a ticket each time they attend a performance. The arts stimulate real estate development and indirectly increase our tax base. Alliances with the arts benefit business by demonstrating good corporate citizenship, generating increased sales, attracting qualified employees and increasing media coverage.

The arts also provide jobs and attract and retain businesses that create jobs. They are a deciding factor in the choice of conference and meeting sites. By luring visitors and building tourism, the arts generate increased spending and tax revenues.

More intangibly, arts and culture affect the look of a city, its image, its vitality and its lifestyle. Evidence abounds that cultural activities enrich the quality of urban life, reinforce community pride and focus attention on the livability of the area. Arts and culture inspire creativity and innovation, as well as instill an educating and civilizing force.

Improved pedestrian access in Boise's downtown makes it easy for patrons to reach nearby restaurants and other businesses. Persons downtown for other reasons (sporting events, conventions, business, shopping) can easily purchase tickets, visit museums or attend a class or special event.

SUCCESSFUL CULTURAL DISTRICTS

More than 30 cities and towns nationwide have officially designated a cultural district. Through planning, staff and committed funding, they have developed and restored facilities; upgraded downtown areas and made them more safe; expanded arts programming; introduced residents and visitors to significant cultural offerings. Some of the best examples are:

PITTSBURGH

The city's Cultural Trust uses the performing arts as the linchpin for the city's downtown redevelopment. Programs include streetscape improvements, rehabilitated and new facilities and endowments for the arts.

ST. LOUIS

Grand Center Arts Entertainment District, designated in 1987, is developing theater facilities and attracting arts groups and galleries to the area.

PROVIDENCE

Rhode Island Arts and Entertainment Empowerment Zone takes advantage of state legislation that prohibits state income tax on what artists sell and sales tax on what customers buy in specific areas.

ST. PAUL, MINN.

A cultural corridor will link the downtown with cultural facilities. Public art, urban parks and streetscape improvements enhance the area.

DENVER

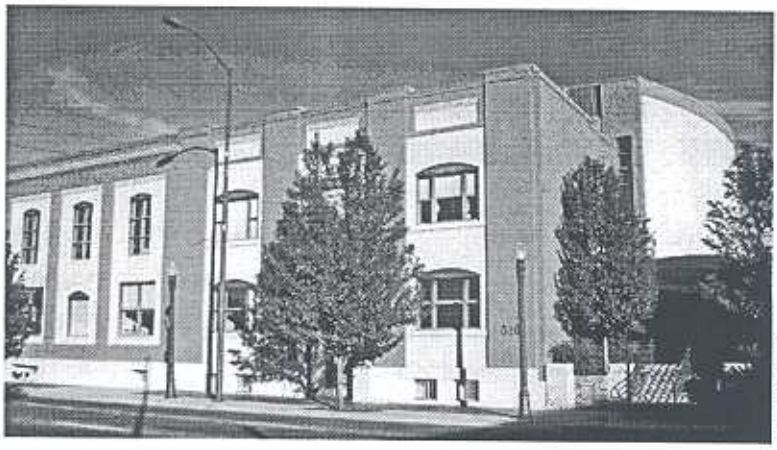
The Scientific and Cultural Facilities District, spanning seven counties in the Denver metropolitan area, has dedicated 1/10th of one percent of the regional sales tax to support the arts. This dedicated tax provides arts groups in the region with a steady source of income for cultural programs.

Other good examples include the Dallas Arts District, the Philadelphia Avenue of the Arts, the Tucson Arts District, and the San Francisco Yerba Buena Gardens.

EXISTING BOISE CULTURAL DISTRICT FACILITIES, ORGANIZATIONS AND EVENTS

CULTURAL FACILITIES

Within about a quarter-mile radius (a ten to fifteen minute walk) of the Grove are the Basque Museum and Cultural Center, Idaho Historical Museum, Discovery Center of Idaho, Boise Art Museum, Boise Public Library, Log Cabin Literary Center, Esther Simplot Performing Arts Academy and Annex, the Flicks and Knock Em Dead Dinner Theater. On the drawing boards for the area are an Idaho Black History Museum and the Anne Frank Sculpture Garden. Also within walking distance are several buildings listed on the National Register of Historic Places, including the Idaho Statehouse and the Old Boise and South Eighth Street retail and restaurant areas.



John Bertram

The Esther Simplot Performing Arts Academy and Annex provide permanent office and rehearsal space for the Boise Philharmonic, Opera Idaho and Ballet Idaho.

Within the Cultural District are the Esther Simplot Performing Arts Academy and Annex, which house offices and rehearsal space for the Boise Philharmonic, Opera Idaho and Ballet Idaho, and the Velma Morrison Center for the Performing Arts, located on the Boise State University (BSU) campus. For the last decade Idaho Theater for Youth has utilized donated space in the 8th Street Marketplace.

The Boise Centre on the Grove, in addition to its function as the city's major convention center, permanently displays the Boise Visual Chronicle as part of the city's public art collection, and has commissioned a major new work of its own to be completed in 1998. The Flicks movie theater specializes in art films; the Egyptian Theater has a "theater orchestra" organ used annually to accompany a special program of silent films; the 8th Street Marketplace Theater houses the only 70mm projection system in the state. Additional movie theaters are planned for the 8th Street Marketplace.

The Grove Hotel and Bank of America Centre opened at Capitol and Front streets in 1997. Promoters have booked major popular music performers and other cultural events into the Centre's 5,000-seat ice hockey rink/arena. This complex will attract thousands of hotel guests and numerous conference/ conventions annually to the heart of the Cultural District.

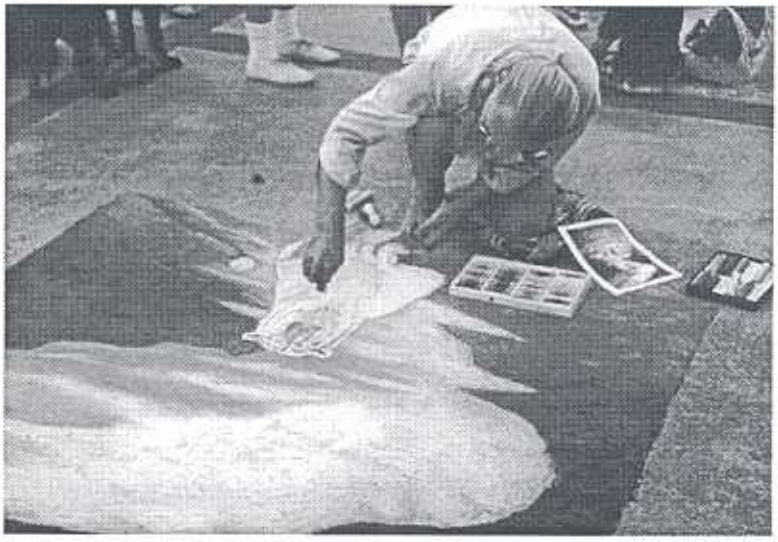
Julia Davis Park is Boise's cultural park, and includes a bandshell, picnic areas, Zoo Boise, Boise Art Museum, Idaho Historical Museum and Discovery Center.

Within a few blocks of the Grove are several other hotels and motels serving tourists, business travelers, convention attendees and others: the Idanha, Statehouse Inn, Owyhee Plaza, Doubletree Downtowner, Best Western Safari Inn, University Inn and Boisean. Guests of these and other inns should find the nearby Cultural District attractive, interesting and accessible.

Just south of the river, the BSU campus includes the Velma Morrison Center for the Performing Arts, Special Events Center, BSU galleries, the Pavillion, art studios and offices.

CULTURAL EVENTS

For several years, the First Thursday and Gallery Stroll events have produced tangible results for arts-oriented businesses and restaurants throughout downtown. The Boise Art Museum's Museum After Hours and Downtown Boise Association's Alive After Five at the Grove (and spinoff Kicks After Six in nearby 8th Street Marketplace) continue to grow in popularity. Likewise, the Capital City Public Market, open seasonally Saturdays and Wednesdays, provides a growing selection of fresh fruit, flowers and other items.



Artist Rick Thomson creates sidewalk art for a City Arts Celebration event.

On December 31, 1997, BCAC hosted "First Night Boise" as a New Year's Eve celebration in downtown Boise. A number of artists and arts venues were presented in an alcohol-free celebration for people of all ages.

INVENTORY OF CULTURAL FACILITIES

WITHIN OR NEAR THE CULTURAL DISTRICT*

EXISTING PERFORMING ARTS FACILITIES

Velma Morrison Center for the Performing Arts: The 2,200 seat hall is located at Boise State University (BSU) and operated by BSU and the Morrison Center Foundation.

Morrison Center Stage 1 - Recital hall - 200 seats.

Morrison Center Stage 2 - Black box with 200 seats.

BSU Special Events Center: 470 seat performing space available for bookings around BSU schedule.

Boise State University Amphitheater: Outdoor facility along Boise River, with open seating for 650. Summer music and dance programming.

Julia Davis Park Bandshell: The locale of summer concerts and other cultural events. Operated by Boise Parks and Recreation Department.

Esther Simplot Performing Arts Academy and Annex: Office and rehearsal space for Boise Philharmonic, Boise Opera and Ballet Idaho. Facilities for ensemble performances, recitals, special events.

The Boise Centre on the Grove: Downtown convention and meeting facility operated by the Greater Boise Auditorium District. The Summit, with 322 fixed seats, has the potential for additional cultural uses.

BSU Pavilion: Seats approximately 13,000 for concerts. Also available for conferences, ice skating exhibitions, sporting events.

Outdoor places for activities and special events within or near the Cultural District include The Grove, City Hall Plaza, Spring Run Plaza on 9th St., C.W. Moore Park, Capitol grounds, 8th Street between Bannock and Main streets, Zoo Boise, Julia Davis Park and the Greenbelt.

EXISTING VISUAL ARTS FACILITIES

Boise Art Museum: Expanded in 1997 to include more than fifteen exhibitions annually. Galleries feature national and regional exhibitions. Special events include "Art in the Park," "Museum After Hours" and the Beaux Arts Society "Arts for Christmas Sale."

BSU Galleries: Exhibitions include a variety of contemporary and traditional art. Monthly exhibitions and receptions with regional and national shows are complemented by faculty and student work. Galleries are located in the Student Union Building, Liberal Arts Building and the Public Affairs West Building, Gallery 2 (old Campus School).

LIBRARY AND LITERARY FACILITIES

Boise Public Library: Located at 701 Capitol Boulevard, its Public Access Catalog provides information on over 567,000 books, sound recordings, periodicals and audiovisual materials. Features traveling exhibits and a 150 seat auditorium.

* As of winter 1998.

Log Cabin Literary Center: Opened in 1996 at 801 S. Capitol Boulevard. Programs include readings, workshops and classes.

MUSEUMS

The Basque Museum: 611 Grove St. Interprets the history of the Basques in Idaho and their old-world origins. Museum displays, classrooms, library, gift shop and one of Boise's oldest historic homes.
The Idaho Historical Museum: 610 Julia Davis Drive. Exhibits on the history of Idaho and its people. Event spaces include the 200 seat Exhibition Room and 75 seat Prospector Room.
The Discovery Center of Idaho: 131 Myrtle St. Interactive science museum and classroom resource library.
World Sports Humanitarian Hall of Fame: Exhibits of athletes noted for humanitarian efforts during and after their sports careers. Temporarily at 404 S. 8th St.

PRIVATE ART GALLERIES

Art Source Gallery: 609 Main St. Owned and operated by over thirty working artists.
Brown's Gallery: 1022 Main St. Fine art in a range of styles and media.
Cole/Marr Gallery: 404 S. 8th St.
J. Crist Gallery: 461 W. Main St. Contemporary fine art and changing exhibitions.
Decor Creations: 1020 W. Main St. Contemporary art and furnishings.
R. Grey Jewelry Gallery: 818 W. Idaho St. Jewelry and fine crafts.
Fritchman Galleries: 112 N. 6th St. Gallery established in 1935 and specializing in custom framing.
Gallery 601: 850 Main St. Limited edition prints.
Picture This Gallery: 215 N. 5th St. Monthly showings and custom framing.
Riverhouse Gallery: 701 S. 8th St.
Sandstone Gallery at Sinclair Studio: 615 W. Main St. Photography with monthly exhibitions.

PRIVATE FACILITIES

(Scheduled events and available space for rent)
Knock 'Em Dead Dinner Theater Productions: Temporary space with table seating, located at 333 S. 9th St. Site owned by S-Sixteen Limited Partnership and proposed for future redevelopment.
The Rose Room in the Union Block: 718 W. Idaho St. Private ballroom available for various venues. Capacity 400-700.
Brando's Ballroom: 202 N. Capitol Blvd. Private ballroom available for various venues. Capacity 300.
Crystal Ballroom: 802 W. Bannock St. Private ballroom available for various venues. Capacity 300.
Mardi Gras Ballroom: 615 S. 9th St. Private ballroom available for various venues. Capacity 800.
The Egyptian Theater: 700 W. Main St. Movie theater with organ. 813 seats.
8th Street Market Place Theatre: Two screens with 562 and 517 seats. Expansion plans for multi-plex theater complex.

The Flicks Cinema: 646 S. Fulton, Four theaters with 196, 96, 65 and 45 seats.
Bank of America Centre: 5,000 seat event center hosts concerts, ice shows and sports events. Combined with the Boise Centre on the Grove and the Grove Hotel, it can accomodate large conventions.

ART RELATED BUSINESSES

Boise Blue Art Supply: 820 W. Jefferson St.
Boise Tour Train: Julia Davis Park
CD Merchant: 601 Main St.
Ceramica: 598 W. Main St.
Classic Design Studio: 412 S. 6th
Dunkley Music: 410 S. Capitol Boulevard
Lindley Glass Studio: 603 W. Main St.
Old Boise Guitar Co.: 515 Main St.
Record Exchange: 1105 W. Idaho St.
Winther Music: 420 S. Capitol Boulevard

SCHOOLS

Foothills School of Arts and Science: 618 S 8th St. Private elementary school.
The Drawing Room: 280 N. 8th St. Workshops for children and adults.

RESTAURANTS/COFFEE HOUSES

(Regularly scheduled visual art exhibitions, musical or theatrical productions and/or literary readings)
Brick-Oven Beanery: 801 W. Main St.
Coffee-News: 801 W. Main St.
Cristina's: 5th and Main Streets
Flicks: 646 S. Fulton St.
Flying M: 500 W. Idaho St.
Koffee Klatch: 409 S. 8th St.
Noodles: 800 W. Idaho St.

BARS

(Regularly scheduled comedy or music performances)
Blues Bouquet: 1010 W. Main St.
Bogie's: 1124 Front St.
Funny Bone: 404 S 8th St.
Tom Grainey's: 109 S 6th St.
Hannah's: 621 W. Main St.
Interlude Bar & Grill: 213 N. 8th St.
Neurolux: 111 N. 11th St.

BOISE'S CULTURAL DISTRICT MASTER PLAN

MISSION STATEMENT

"To designate a cultural district in Downtown Boise, where cultural endeavors are recognized and promoted; and to support and enhance the role of arts and culture in urban planning and economic development."

GOALS

1. Increase activity in the cultural district of downtown Boise to support the cultural character of businesses, facilities and public areas.
2. Establish a distinct identity and marketing image within the Cultural District.
3. Support a range of facilities and programs in the arts, history and science to establish points of destination for residents and visitors.
4. Create public-private partnerships to establish and maintain the Cultural District and secure its economic health.

MASTER PLAN

The Cultural District Master Plan outlines a four-year plan for investment and coordination of arts and culture in a specific geographic area. The plan builds from the rich and varied resources of the community and works to transform a 30-block area into a vibrant arts and cultural district. The plan, though flexible and open-ended, has a strong vision. It organizes the cultural community as partners in the downtown urban planning, design, and development process. The Cultural District does not depend on large scale projects. Rather, it is composed of a series of projects and programs implemented independently while integrated functionally and aesthetically. These projects and programs are identified as follows.

INFRASTRUCTURE/DISTRICT IDENTITY/FACILITY IDENTIFICATION/LINKS

A major element of this plan is to contribute to the physical ambience of the District. Through urban design and city planning we have the opportunity to build a physical environment where citizens and visitors can experience arts and culture in their daily lives. This identification will occur though streetscape improvements, public art and signage.

8th and Idaho streets, a hub of pedestrian activity includes mixed use redevelopment, streetscape improvements and public art.

Streetscape work by CCDC has transformed much of the downtown with new sidewalks, trees and historic street lights. Streetscape projects are continuing in the

downtown and the River-Myrtle Street area and can be coordinated with the Cultural District. Carefully designed streetscape projects will enhance the image and friendliness of the area, and distinctively establish its cultural identity.

Working together to create a distinctive image will focus market interest and attract more people to the downtown area. Public art should be incorporated into facilities serving the District, including bus shelters. Cultural facilities should be identified with directional signs. The BCAC should participate in the design review process for new Cultural District projects.

Recommended infrastructure improvements for the Cultural District are listed below. Funding for such projects would be obtained on a case-by-case basis. Potential funding sources include CCDC, Greater Boise Auditorium District, the City, grants (such as from foundations, community development block grants, state and/or federal sources) and businesses.

• STREETSCAPE IMPROVEMENTS

Continue downtown and River-Myrtle Street area streetscape improvements by adding distinct sidewalks, trees and lights such as those proposed in the Capitol Boulevard Special District. These features should define and support the links between cultural activities. The BCAC should seek opportunities to involve artists in the design of streetscape improvements.

• CULTURAL DISTRICT KIOSKS

As illustrated in Figure 2, information kiosks would provide information for facility locations, events and programs. They could also include a telephone system and/or computer link to ticket outlets and information hotlines. Potential locations include 8th and Idaho streets, 8th and Front streets and Capitol and Battery streets. The first step may be to build a mobile kiosk that would be available at numerous locations and events.

Figure 2. Cultural District kiosks would provide information about district facilities, events and programs.

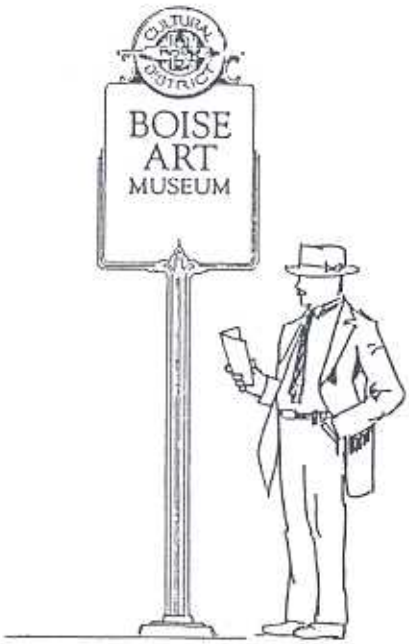


Figure 3. Cultural identification signage would help distinguish and link together the districts' major facilities.

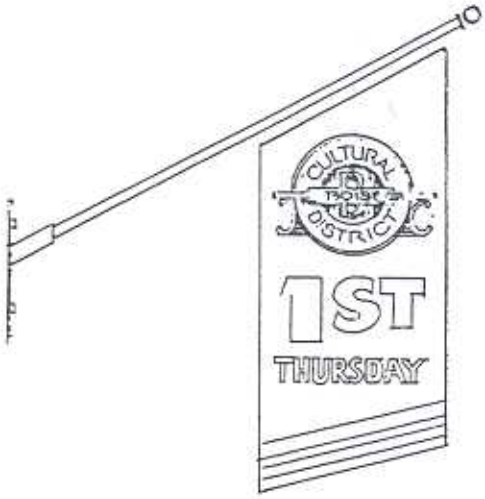


Figure 4. Cultural District facility flags could mark cultural programs, facilities and events.

• FACILITY IDENTIFICATION

As illustrated in Figure 3, major public and non-profit cultural facilities are to be identified with a Cultural District logo. This cultural identification signage will distinguish and link together the District's major facilities. Cultural District facility flags, such as those shown in Figure 4, will provide an attractive and colorful symbol to identify cultural facilities and galleries during special events such as First Thursday.

• CULTURAL DISTRICT IDENTIFICATION

As shown in Figure 5, Cultural District street signs provide geographic orientation to the District and enhance its visibility. The identification signs would attach to the existing street signs throughout the 30 block district.

Figure 5. Cultural District street signs.

• PARKING GARAGE CULTURAL DISTRICT SIGNS

Signs in downtown public parking garages will identify the location of cultural facilities.

• HISTORIC DISTRICT SIGNS

Identification of historic district and individual buildings for the S. 8th Street and Old Boise historic districts, as well as the Basque District and Capitol Boulevard, would be a part of a continuing educational program. Historic building plaques would also be placed on each building to help people understand the building's history. Installation of these signs would be coordinated with the Boise City Historic Preservation Commission and building owners.

PEDESTRIAN ORIENTATION

The Cultural District must be walkable, safe and attractive. The Cultural District must provide an orientation to the needs of pedestrians, be supportive of transit, and contain land use mixes which reduce auto dependence. Wide sidewalks, crossing improvements, street plantings, street lights, information signs, benches, transit shelters and unique amenities are conducive to pedestrian activity. Initial emphasis would be placed on connecting cultural facilities and access to and from parking garages.

An important link for the Cultural District is an improved at-grade pedestrian crossing at S. 8th and Front streets. To encourage and facilitate foot traffic, north-south across Eighth Street at Front, the pedestrian light should be automatic and synchronized with the Front Street traffic lights at Capitol and Ninth. In addition, an enhanced crosswalk should be established at this site: artists may be involved in creating a visually distinctive crosswalk involving reflective paint, pavers and/or other appropriate materials.

• PARKING

Existing and future parking structures should be well identified in Cultural District marketing materials. At street-level entrances/exits to the parking structures, maps could be posted showing locations of cultural facilities and public art.

• TRAFFIC

High-speed traffic through the District is a safety risk and discourages pedestrian activity. To maintain the pedestrian orientation of the District, transportation plans must include enhancements of pedestrian walkways and coordination with public transportation. Additional stop lights through the central downtown corridor would slow traffic. Additional pedestrian crosswalks, with traffic lights, would improve safety and business for local retailers.

• PUBLIC TRANSPORTATION

Improved services by Boise Urban Stages would reduce traffic and parking needs. A free-fare zone in the Cultural District/downtown area — with park-and-ride lots at the periphery — has been shown, in other cities, to dramatically increase use of public transportation while reducing downtown traffic problems. The Cultural District identity could be promoted if artists assisted in designing bus kiosks, provided art for display in buses and/or developed marketing materials.

PUBLIC ART

Public art is developing a new look for the downtown. (See map on page 7.) Public art creates a more beautiful and distinctive city. It integrates art into the daily lives of those who live, work and visit here, and entertains passers-by.

Additional public art will define and enhance the Cultural District. Through coordinated cooperation between developers and the BCAC, new public art forms should be installed throughout the District and

its public spaces. The future works may use a variety of materials including stone, glass, marble, terrazzo, cast bronze, copper, hammered aluminum, painted steel, and porcelain enamel. Artist designed streetscape pieces could include new sewer drain covers and embedded designs in sidewalks. Through subtle as well as prominent features, it is hoped that every person who passes through downtown will enjoy some portion of Boise's public art collection.

Diane Ronayne

"The Natural Bridge" by sculptor David Berry marks the entrance to the Boise Public Library.

SPECIAL EVENTS AND ACTIVITIES

The Cultural District must have a variety of appropriate arts and cultural activities to be successful. Typically, these activities serve workers, shoppers, residents, and visitors. Existing cultural activities that give the area life include First Night, First Thursday, Museum After Hours and Alive After Five.

To further the Cultural District, new events and activities should be established to increase visibility, attendance, awareness and public support. First Night is a family, alcohol-free celebration on New Year's Eve. The Gene Harris Jazz Festival, initiated April 1998, is focused at the Grove Hotel and Bank of America Centre. Other Cultural District events may include expanding First Thursday, relocating the Basque Festival to Grove Street, expanding Music Week and showcasing local and regional artisans at lunchtime concerts, weekly literary readings, walking tours, and street dances.

John Bertram

Musicians of Darkwood Consort complement a First Thursday opening.

Places for activities and special events include the Grove, 8th Street Marketplace, City Hall Plaza, C.W. Moore Park, Main Street, Capitol Park, 8th Street between Bannock and Main, Zoo Boise, Spring Run Plaza, Julia Davis Park, the Greenbelt along the Boise River and the Cultural District's numerous cultural facilities.

FACILITY NEEDS

BCAC, local artists and arts organizations have recognized a crucial need for additional facilities for performances, exhibits, study, storage, office and other functions. When located in the Cultural District, these facilities will benefit from the proximity of other cultural related business, facilities, patrons, programming and identification. Facility needs include the following:

• 200-300 SEAT THEATER

A new 200 to 300 seat "black box" theater is needed for theater, music and dance organizations. 300 seats would require an area approximately 80' x 80'. A variety of seating arrangements, stage sizes, and configurations would provide financial and artistic adaptability not currently available in Boise. Ideally, this facility would also include space for offices, rehearsals, classrooms and/or costume shop.

• 600-800 SEAT THEATER

A 600 to 800 seat rehearsal and production theater is needed to serve major performing arts organizations. This facility would offer room to rehearse and perform pieces of lesser scale than those staged for the Velma Morrison Center. Design characteristics would include a proscenium or thrust stage, rehearsal space, dressing rooms, offices, scene shop, storage and classrooms.

• EGYPTIAN THEATER STUDY

Located in the heart of the Cultural District, the 813 seat Egyptian-style movie palace is underutilized and has the potential to provide an additional venue. BCAC may assist in evaluating additional uses for the Egyptian. Although the stage is not adequate for most performances, options include literary and music programming, organ concerts, more silent films, live performances, and convention use during weekdays.

• OFFICE, CLASSROOMS, STUDIOS AND REHEARSAL SPACE

Support facilities needed for both visual and performing arts include rehearsal, classroom and studio spaces, as well as offices for smaller arts groups. Also needed, if not provided with the 300 or 600 seat theaters, are costume and scene shop spaces. If located in the Cultural District, these facilities would contribute to and benefit from the energizing "neighborhood" of cultural programming.

• OUTDOOR PERFORMANCE SPACE

Outdoor performance spaces can combine art, architecture and landscaping into a blend of nature and culture. A variety of settings could accommodate a variety of programs; mime, dance, music, circus or street fair. Cultural programming can also be expanded in existing spaces, including Spring Run Plaza, The Grove and C.W. Moore Park.

• MUSEUMS AND OTHER CULTURAL FACILITIES

Additional cultural facilities should be encouraged within the cultural district, such as those providing programs in arts history, architecture, recreation and education.

ARTIST WORK/LIVE SPACE

Artists working in a broad range of disciplines need affordable housing that includes work space, as demonstrated in Minneapolis, Vancouver, B.C. and numerous other cities. The addition of work/live space would lend vitality and enrich the Cultural District and could provide much needed housing for artists working at nearby cultural facilities. Typically, work/live space is approximately 1000 square feet, with one-third devoted to studio space. Studio space is often relatively unfinished. The mixed-use facility often has ancillary business (e.g. gallery, art supplies, framing, coffee shop) located on the first floor. Artists periodically would engage visitors by demonstrating artistic processes and techniques within their work/live space. To document the need for artist work/live space, the Downtown Boise Association and BCAC developed a 1993 feasibility study entitled Art Space.

The BCAC can provide leadership for establishing artist work/live space in the Cultural District. CCDC can develop conceptual plans for a prototype work/live space, identify potential sites in River-Myrtle Street area and seek a developer to build this innovative project. Artspace, Inc., headquartered in Minneapolis-St. Paul, and Very Special Arts Idaho may be available to provide consultation/resource services, and help to develop appropriate funding mechanisms.

CULTURAL DISTRICT PROGRAMS

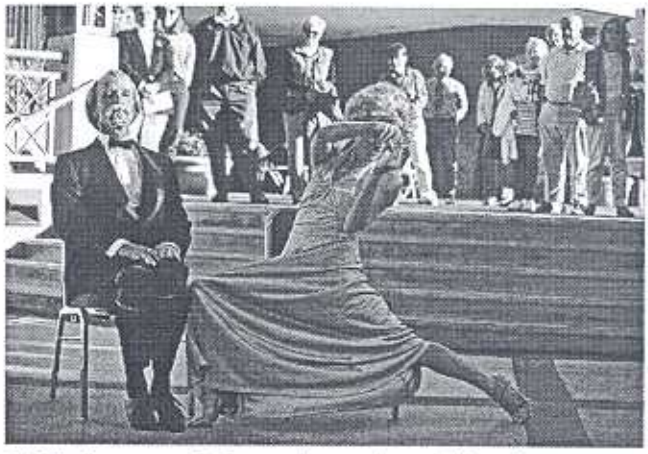
The Cultural District would be enriched by a variety of programs and activities:

• PUBLIC ART WALKING TOURS

Guided public art walking tours of the Cultural District's growing number of public art installations.

• ART ATTACKS

Seemingly spontaneous free public performances in literature, dance, music and drama.



Diane Ronayne

Art Attacks are seemingly spontaneous free public performances, such as this one by Idaho Dance Theater in front of City Hall.

• DESIGN TEAM COLLABORATIVE

Opportunities for artists to work as professional members of design teams for Cultural District development projects. The design team collaboration brings artists, architects and design professionals together to work on the design of key projects. Potential projects include the Ada County Courthouse, Anne Frank Sculpture Garden and streetscape improvements.

• INTERDISCIPLINARY/ COLLABORATIVE PROGRAMS

Exhibits, residencies and other projects establishing the interconnections between cultural disciplines, such as science and sculpture, history and architecture, music and literature.

• OPPORTUNITIES FOR ACCESS TO THE ARTS AND CULTURE

Programs throughout the Cultural District should provide residents and visitors of all ages opportunities to participate, support and enjoy arts and culture. Initiatives and programs should involve diverse artistic resources in the community. Programs such as the Youth Hall of Fame and First Night Boise should be supported to provide opportunities for creativity among Boise's youth. Accomodations should be provided to allow participation by persons with disabilities.

CULTURAL DISTRICT MARKETING

A consistent, integrated marketing campaign should serve residents and visitors, by increasing recognition of the Cultural District and its arts and cultural offerings. Marketing activities would promote a strong arts presence and expand audiences for events in theaters, museums and galleries in the District. An imaginative and exciting presence will increase the District's recognition and use. The following elements will make it easy for residents and visitors to find out about the Cultural District and take advantage of its breadth of cultural offerings.

• CULTURAL DISTRICT LOGO

Create an "eye-catching" Cultural District logo and unified image to be used in marketing, signage, etc.

• CULTURAL DISTRICT MAP

As cultural facilities and public art expand, continue to refine the Cultural District map. A new map of Boise's Cultural District is included in the Downtown Boise Association's 1997 Downtown Boise guide and the 1997 Boise Visitors Guide. Where appropriate the map could be in a tear-off format for easy distribution. The map could also be posted in parking garages, bus kiosks and other public areas.

• CULTURAL DISTRICT MEDIA AND ADVERTISING

Increase recognition of Boise's cultural riches and attract market interest through two image-building campaigns.

Importance of Arts and Culture: BCAC should document the economic impact of arts and culture. This information can be used to build public awareness, develop Cultural District programs, promote cultural tourism and increase funding support.

Cultural Facilities and Events: Initiate a marketing program including a mix of umbrella, image-building advertising to increase recognition of the Cultural District, facilities and programs. Integrated marketing activities would include thematic advertising and special promotions that market specific cultural facilities, events, activities and experiences.

• INFORMATION MENU LINE AND WEB SITE

Establish telephone service to provide callers with instant access to cultural programming and information. The caller may also be connected directly to the proper box office for tickets. Establish a web site to disseminate information and event schedules, with links to other cultural web sites.

• FIRST THURSDAY CULTURAL SUPPLEMENT

Create a six-page supplement that can be tipped into local newspapers as a monthly collage of information about cultural attractions, events and issues.

• CULTURAL DISTRICT AIRPORT DISPLAY

Create a static display at the airport to inform visitors about the Cultural District facilities, programs and opportunities.

• CULTURAL HOST AND FAMILIARIZATION TOUR

Work with the Boise Convention and Visitors Bureau to conduct a host/fam campaign introducing front line employees to the area's cultural offerings. This should be an ongoing program for front line employees of hotels, visitor centers, restaurants, etc., who come in contact with visitors on a daily basis. Specific information on cultural programs would be provided so front line employees would become more knowledgeable and better able to make recommendations to visitors. As part of the program, a cultural awareness treasure package (including decorative and wearable art) could be distributed to local host ambassadors.

MANAGEMENT

The BCAC should be the driving source of vision and leadership for the Cultural District. A vital interplay among commissioners, staff, artists, cultural organizations, volunteers and the community is crucial in maintaining the Cultural District's programs and events. A steering committee should be established as an effective coalition of cultural leaders to guide development and programming of the Cultural District. Start-up responsibilities include securing financing, developing program and financial policies, implementing initial programs, promotions and marketing. The planning process has also shown the need for close coordination with the CCDC, Downtown Boise Association and the Boise Convention and Visitors Bureau.

To assure leadership and communication for the Cultural District, a skilled coordinator should be hired and supervised by BCAC, with funding from CCDC, Greater Boise Auditorium District, Boise Convention and Visitors Bureau, private enterprise, Boise City and earned income.

The Cultural District's continued effectiveness will rely on teamwork, leadership and vision, and promoting the Cultural District, its facilities and programs. A steering committee and related subcommittees would support partnerships and provide additional leadership.

COLLABORATIVE PLANNING OF ARTS ORGANIZATIONS

Collaborative working relationships with the District's cultural institutions and organizations are essential. The BCAC should encourage collaborations among artists, cultural organizations and other community stakeholders including businesses, educational institutions and individuals. The BCAC and other organizations could periodically convene forums to plan issues of common concern (e.g. scheduling, special events, marketing and ticket sales) and could provide training on issues such as boardsmanship, marketing and revenue development.

PARTNERSHIPS

A successful Cultural District will involve partnerships that will invest and leverage public and private sector dollars to extend the programs and activities of the District. Through cooperative efforts we can increase earned income of cultural activities (ticket purchases, admissions, cover charges) and stimulate retail and restaurant sales.

Partners can also provide the Cultural District with office and performance space, in-kind or pro bono assistance and increased work opportunities.

Diane Ronayne

Mayor Brent Coles offers words of encouragement at the 1997 Arts for Kids program in Julia Davis Park.

The BCAC is one player among many in maintaining Boise's cultural vibrancy. The following is a partial list of potential community partners to involve in implementing Boise's Cultural District Master Plan.

Cultural District Partners	Example of Partnership
Boise City Arts Commission	Staffing, leadership, coordination, public art
Boise Convention and Visitors Bureau	Training, host/fam tours, promotion, funding
Boise State University	Cooperative programming, training
Capital City Development Corporation	Streetscape projects, public art, planning, funding
City of Boise Departments	Streetscape improvement, public art
Downtown Boise Association	Promotion, management, logistics
Greater Boise Auditorium District	Funding, theater facility, public art
Idaho Commission on the Arts	Special programs, education
Idaho Humanities Council	Special programs, interpretive signs, funding
Idaho Travel Council	Advertising, marketing, cultural tourism, funding
Independent School District of Boise City	Youth programming, education
National Endowment for the Arts	Special programs, education, funding
Private Developers and Businesses	Public art, private collections, special programs
Arts Organizations	Coordinated programs and marketing
Innkeepers Association	Education to the public, marketing
Ada County Highway District	Special event transportation planning

KEY PARTNERS OF BOISE'S CULTURAL DISTRICT

BOISE CITY ARTS COMMISSION

The BCAC was established by City Ordinance in 1978 to advise and assist the City of Boise in the development, coordination, promotion and support of the arts. Through its various projects the BCAC advocates excellence in the arts and works to raise the level of awareness and involvement of all citizens. BCAC activities are managed by a 15-member volunteer commission appointed by the Mayor

and confirmed by the City Council to act as an advisory body on arts related matters. The Commission's programs and services are administered by a salaried director and staff.

The Commission is responsible for directing a public art program, administering cultural contracts in support of the arts, providing leadership to arts organizations and artists, and advocating for the arts. BCAC administers public art for the City and for Capital City Development Corporation. In 1996, the BCAC authored and published the *Metro Arts Plan - A Map for the Arts In Boise*, identifying strategies for arts advocacy, urban design and community planning, arts education and financial resources for the arts.

DOWNTOWN BOISE ASSOCIATION

The Downtown Boise Association (DBA) was established in 1987 to be a leader in the development, promotion and operation of downtown Boise. The DBA coordinates Alive After Five, First Thursday and the Bite of Boise. A business assessment for 60 blocks of the downtown was initiated by business and property owners to fund the DBA. The City of Boise designated the Association as responsible for providing services and administration in the downtown. All business and property owners in this district are required to pay an annual assessment to Boise City which collects the assessment and forwards the funds on a monthly basis to DBA. The Association is run by a 27-member Board of Directors and has approximately 400 business members. In 1995, one-third of the Association's revenue was generated by assessments, while two-thirds of the Association's revenue was generated by special events, sponsorships and advertising revenue.

CAPITAL CITY DEVELOPMENT CORPORATION

CCDC is a public agency created in 1965 to administer urban renewal funding. The agency undertakes redevelopment activities including planning, property acquisition and public improvements. CCDC also owns and manages the downtown public parking system of five garages with over 2,000 parking spaces. The Agency is operated by a seven-member Board of Directors appointed by the city and served by a five-member staff. CCDC is working to implement two plans: the Central District, which is nearly complete and the River Street-Myrtle Street neighborhood. Most CCDC projects are funded through tax increment financing.

GREATER BOISE AUDITORIUM DISTRICT

The Boise Auditorium District was formed in 1959 for the purpose of building a civic facility for the community. It received authority from the 1978 legislature to levy a hotel/motel tax of up to five percent. In 1987 the District gave up their authority to levy ad valorem taxes, making the room tax their only taxing authority. In 1982 the District established the Boise Convention and Visitors Bureau, putting in place a marketing organization that would work to create a greater awareness of Boise's meetings and convention marketplace. In 1990 the District, working with CCDC, built Boise Centre on the Grove, an 87,000 square foot convention facility for a cost of $10,500,000. The facility is capable of holding 4,200 persons, and includes up to 20 individual rooms and the 322-seat Summit auditorium. GBAD is administered by a five-person elected Board of Directors and operated by a staff of 10.

BOISE CONVENTION AND VISITORS BUREAU

The BCVB's mission is to enhance the economy of the city of Boise through marketing, promotion, and selling of the city and region as a site for conventions, corporate meetings, trade shows, pleasure travel, culture, sports and special events. In 1995 the BCVB booked 401 meetings for the city. Incorporated by GBAD with the support of local innkeepers and the Chamber of Commerce, its promotion and marketing efforts are generated through room taxes collected on hotel/motel room sales in the district, and through funding from Idaho Travel Council grants. The Bureau is a not-for-profit organization with an advisory Board of Directors made up of representatives of the travel industry, local businesses and the City of Boise. The Executive Director serves at the pleasure of the elected GBAD Board and the Board of BCVB. BCVB has a full-time staff of 13.

BUSINESS AND PROPERTY OWNERS

Private businesses and property owners within the Cultural District should receive regular information about streetscape projects, special events and marketing programs of the Cultural District. Private businesses can support the success of the Cultural District and contribute to the District's identity through art exhibits, in-store performances, cultural events on First Thursday, and other special projects. Some business leaders and property owners may be available to participate on the steering committee and contribute funds, materials, space or professional services.

CULTURAL TOURISM

Cultural Tourism provides opportunities for travelers and residents to experience and learn about the history, culture and people that give a place its distinctive character. To take advantage of Boise's attractive downtown, the tourism industry and cultural organizations need to work together with the Boise Convention and Visitors Bureau and the Greater Boise Auditorium District.

Steve Bly

The Basque Museum and Cultural Center hosts special events and exhibitions.

The expertise for developing and maintaining the District's tourism lies largely within the cultural community. To draw more attention toward the product itself, cultural attractions need sound interpretive programs, ample parking, good signage and friendly and helpful staff. Staffing support for the District would help introduce visitors to Boise's cultural community, thus increasing hotel occupancy, attendance at events and cultural tourism revenues for the city. Periodically, the BCVB would market the Cultural District to tourism representatives.

FUNDING

Boise's Cultural District needs an independent, reliable source of funding to fully implement the Work Plan outlined on page 31, and to leverage a coordinated approach to development and to maximize and direct the impact of cultural activities.

The Cultural District should be funded by program partners, corporate sponsors and grant funds. Major partners may include the BCAC, CCDC, Downtown Boise Association, Boise Convention and Visitor's Bureau, Greater Boise Auditorium District and private developers. Individual program initiatives will require specific financial partners. Supplemental funds, including funds for public art, streetscape and other projects, as identified (pages 15-23), may be sought as specific proposals are developed.

Additional funding should be sought from a number of sources. Business sponsors/donors must be developed and solicited as appropriate. Grant funds should be sought from foundations and from the National Endowment for the Arts, Idaho Travel Council, Idaho Commission on the Arts, and the Idaho Humanities Council. Earned income sources may also be explored, such as through facility management, event planning, providing training programs and coordinating ticket sales.

The BCAC would continue to explore with policy-makers an ongoing funding source for the Cultural District. Potential options include:

Room Tax: Raise the room tax one percentage point.

Percent for the arts: Set aside one percent of budgets for capital improvement projects for the commissioning, purchase, installation and maintenance of artworks.

Endowment: Establish a general operations, performance and facility endowment fund.

Ticket sales: Initiate and operate ticket sales for discounted tickets the day of the event, as well as tickets otherwise unavailable. Use a portion of the proceeds for the Cultural District.

One time costs to identify the Cultural District and its facilities are approximately $100,000. This would include kiosks (four permanent or two permanent plus one mobile); facility identification signs (12); facility flags (25); map signs (such as for parking garages) (5). Funding sources may include National Endowment for the Arts, Capital City Development Corporation, Boise Convention and Visitor's Bureau, Downtown Boise Association, Greater Boise Auditorium District, private businesses.

CULTURAL DISTRICT EXPENSE BUDGETS

1998	
Publish plan	$ 4,500
Logo	1,500
Map brochure	3,000
Map signage	10,000
Meetings, office, etc.	1,000
Total	**$ 20,000**

1999	
Marketing	$ 3,000
Web site/arts line	1,000
Facility signs, flags	15,000
Street signs	5,000
Host/fam tours	1,000
Meetings, office, etc.	1,500
Mobile kiosk	30,000
Total	**$ 56,500**

2000	
Marketing	$ 3,000
Facility signs, flags	20,000
Host/fam tours	1,000
Meetings, office, etc.	1,500
Staffing	15,000
Permanent kiosks (2)	30,000
Total	**$ 70,500**

2001	
Meetings, office, etc.	1,500
Staffing	25,000
Programs, marketing	15,000
Total	**$ 41,500**

RECOMMENDED STRATEGIES TO MEET CULTURAL DISTRICT GOALS

OBJECTIVE I

Create a distinctive, attractive and lively environment by supporting the cultural character of businesses, facilities and public areas to position the Cultural District as a destination point for a high volume of culturally oriented "traffic."

STRATEGIES

I.1. Establish a distinct identity and marketing image for the downtown Cultural District.

a. Create a Cultural District logo suitable for many types of media.
b. Identify and target specific local and regional markets to receive promotional materials, advertising messages, etc.
c. Implement an advertising program as time and funding allow.
d. Distribute Cultural District maps through public and non-profit facilities, arts organizations, Innkeepers Association, Greater Boise Chamber of Commerce, Convention and Visitors' Bureau, and Downtown Boise Association.
e. Install Historic District and individual building signs and/or interpretive plaques for South Eighth Street and Old Boise historic districts as well as Capitol Boulevard and the Basque District. Coordinate installation with Boise Historic Preservation Commission and building owners.

I.2. Provide integrated infrastructure:

a. Streetscape improvements (sidewalks, street trees, lights, etc.), directional signs, combination street name/Cultural District signs.
b. Emphasize pedestrian-oriented links between cultural activities and sites. Encourage pedestrian activity with wide sidewalks, crossing improvements, street plantings and lights, information signs, benches, transit shelters, street-level windows, etc.
c. Mark all public and non-profit cultural and arts facilities with a Cultural District Logo insignia or sign.
d. Mark cultural facilities and galleries with an attractive, colorful symbol such as a flag or pennant for special events and with Cultural District logo insignia.
e. At strategic pedestrian nodes (8th/Idaho, 8th/Front, Capitol/Battery), place information kiosks offering Cultural District maps, event schedules, brochures, calendars and electronic connection for up-to-the minute event information and ticket purchase.
f. Install map signs in public parking garages identifying cultural facility location.

I.3. Encourage new public visual art, performances and other cultural programming throughout the Cultural District.

a. Execute public art in a variety of materials, styles and subject matter.
b. Artistically enhance functional materials at hand (such as manhole covers, fire hydrants, etc.)
c. Place public art where it will entice, not obstruct, pedestrians.
d. Be mindful of special access needs and varying artistic tastes and sophistication to provide a wide variety of art.

e. Offer arts and cultural events at varying times of day, days of the week and sites to serve a variety of people.
f. Make use of empty storefronts or similar opportunities to provide inexpensive "phantom galleries" for temporary arts displays.

OBJECTIVE II

In furtherance of Objectives I and III, encourage and facilitate collaborative partnerships between public agencies, artists, cultural organizations, private businesses, landowners, and interested publics.

STRATEGIES

II.1. Invest and leverage public and private sector funds to extend Cultural District programs and activities.

II.2. Bring together partners for particular projects.

II.3. Offer training to leaders of cultural organizations and private-sector businesses on management, marketing and revenue development.

II.4. Convene, with BCAC and/or other sponsors, regular periodic forums on issues of common concern.

II.5. Encourage more cultural facilities and organizations to locate in the Cultural District.

II.6. Maintain close ties with the tourism industry to enhance and promote the cultural tourism potentials of the Cultural District.

II.7. Monitor and maintain statistics on economic indicators such as hotel occupancy, cultural events attendance and cultural tourism revenues.

OBJECTIVE III

Secure reliable funding for the Cultural District to maximize the impact of arts and cultural activities.

STRATEGIES

III.1. Identify and approach a mix of funding sources such as program partners, corporate sponsors and grants for initial funding.

III.2. Locate specific financial partners for individual program initiatives, as needed.

III.3. Explore with policy-makers options for long-term stable funding such as room tax, "percent-for-the-arts" fund, endowment, financial support from the Auditorium District, income from services to arts organizations.

WORK PLAN FOR CULTURAL DISTRICT MASTER PLAN STRATEGIES

YEAR 1 1998

1. Publish Cultural District Plan.
2. Identify and engage stakeholders; identify and collaborate with related efforts.
3. Create logo.
4. Publish and distribute a map brochure.
5. Establish and maintain ongoing public and media relations.
6. Install Cultural District map in bus shelters, parking garages, other public sites.
7. Amend the Boise Comprehensive Plan to include the Cultural District Master Plan.
8. Support efforts to build a mobile kiosk for information and arts marketing.
9. Advocate for and support continued public art installations throughout the Cultural District.
10. Support efforts to prepare an economic impact study of the arts.

YEAR 2 1999

1. Continue to identify and engage stakeholders; identify and collaborate with related efforts.
2. Identify and promote cultural events, facilities and programming.
3. Initiate local and regional marketing campaigns.
4. Install facility flags, facility signs, street signs.
5. Continue to support kiosks, public art, economic impact study.
6. Develop budget and funding strategy for long-term implementation.
7. Develop host/fam tours on Cultural District facilities and programs.
8. Revise and reprint marketing materials.
9. Establish web site and/or information telephone "artsline."

YEAR 3 2000

1. Continue to identify and engage stakeholders; identify and collaborate with related efforts.
2. Strengthen administration, funding, marketing, programming.
3. Continue to install facility flags, facility signs, street signs.
4. Explore and develop long-term funding strategy.
5. Research potential for developing artist studios and work/live space in the Cultural District.
6. Research need for and cost of additional cultural facilities.
7. Coordinate training for volunteers/docents in the arts.

YEAR 4 2001

1. Continue to identify and engage stakeholders; identify and collaborate with related efforts.
2. Continue to strengthen administration, funding, marketing, programming.
3. Implement long-term funding strategy identified in prior year.
4. Implement strategies identified in prior year for artist work/live space and additional cultural facilities.

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