



The Arts:

A Tool for Community
and
Economic Development



The Eureka Springs, Arkansas Story

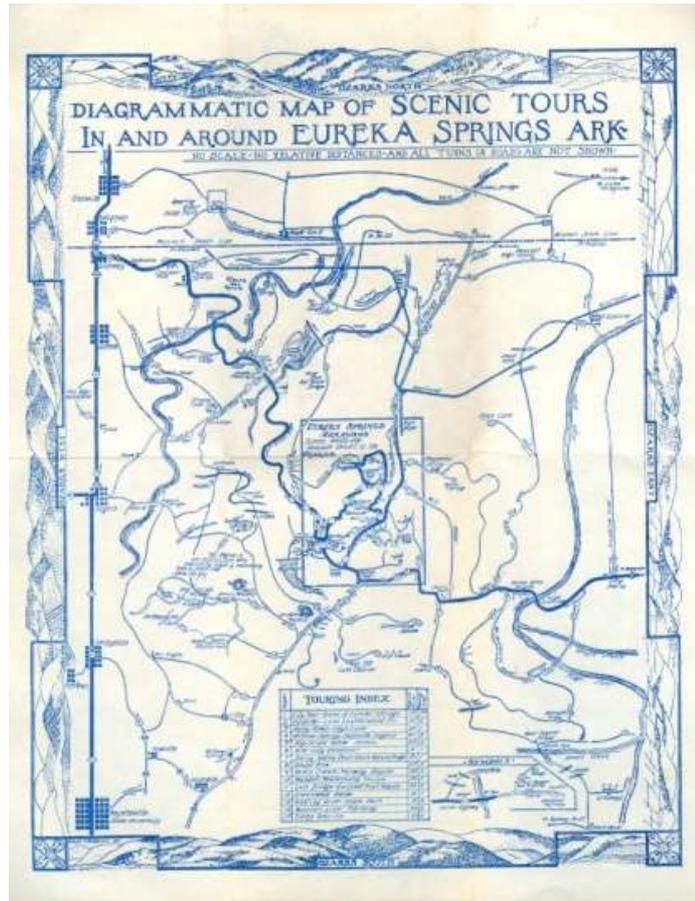
Background: We Are Here

PERHAPS twenty per cent of the people of the United States live within the ellipse indicated below—a fifth of the population within easy driving distance of Eureka Springs. Possibly half of that number might "leave home in the morning and be in Eureka Springs that night." All because of the improved highways. The Arkoma Highway, a high-type mountain road, connects with U. S. 65, 66 and 71, affording easy access to Eureka Springs. "Eighteen thrilling miles" is one traveler's exclamation after his drive into the city from the west. All other entries are equally interesting.



Background of Eureka Springs

- ▶ Traditional economic development challenges
 - Geography



Background of Eureka Springs

- ▶ Traditional economic development challenges
 - Demographics



Background of Eureka Springs

- ▶ Traditional economic development challenges
 - Reputation



Background of Eureka Springs

- ▶ Traditional economic development challenges
 - Single industry



Background of Eureka Springs

- ▶ Non-Traditional challenges
 - Geography



Background of Eureka Springs

- ▶ Non-Traditional challenges
 - Demographics



Background of Eureka Springs

- ▶ Non-Traditional challenges
 - Reputation



Background of Eureka Springs

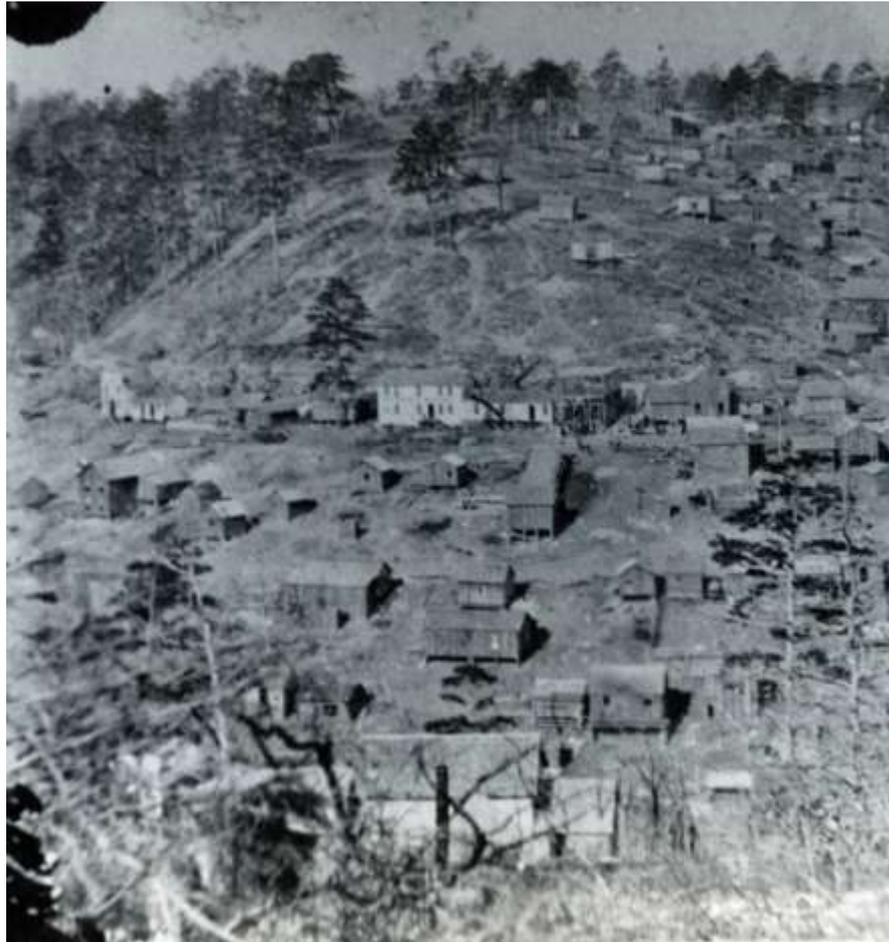
- ▶ Non-Traditional challenges
 - Tourism-based economy
 - “Dance with the one that brung you”

Eureka Springs History

▶ Tourism



Eureka Springs History



Eureka Springs History



Eureka Springs History



Eureka Springs History



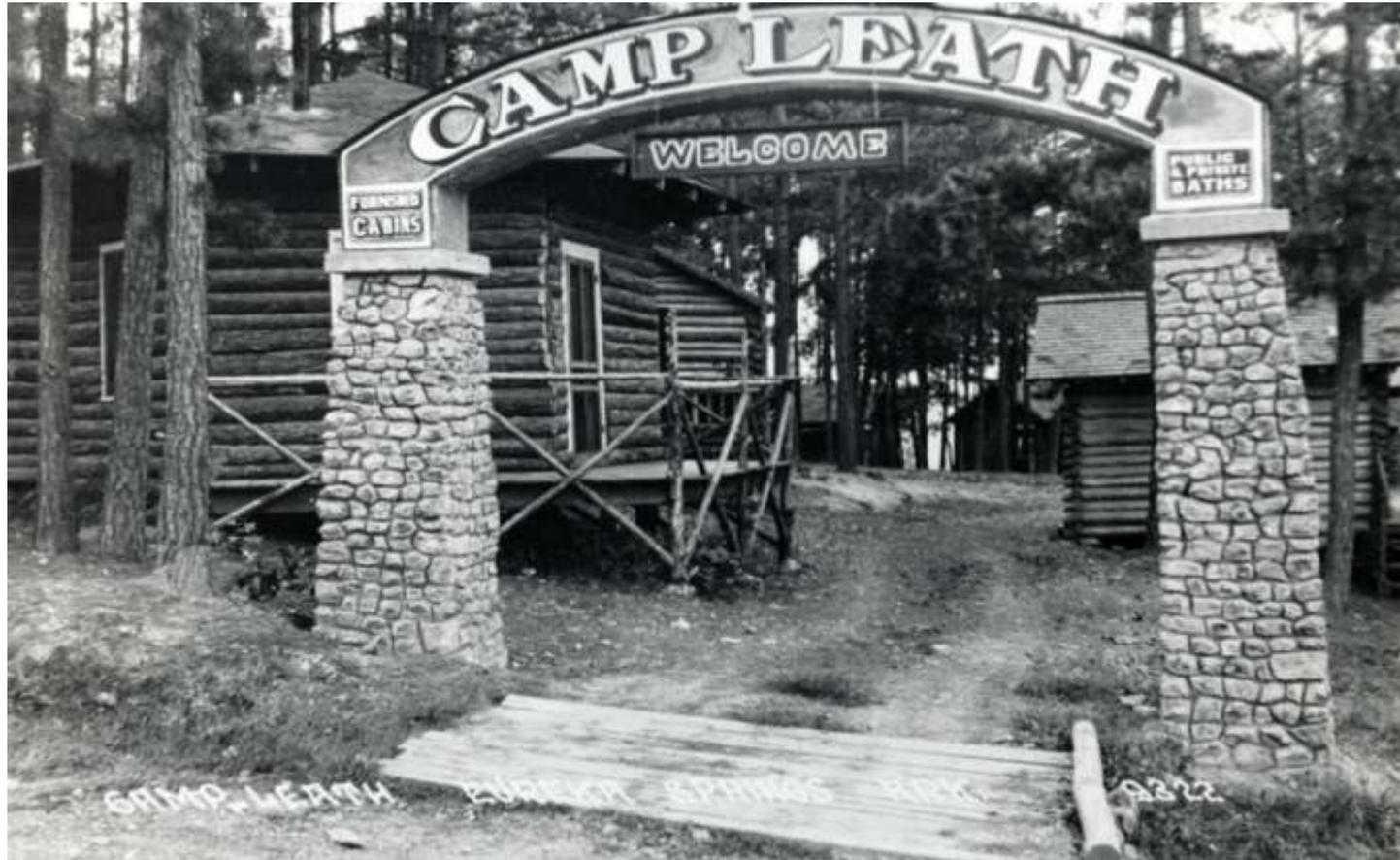
Eureka Springs History



Eureka Springs History



Eureka Springs History



How Eureka Springs Came to Use the Arts for Economic Development



Louis and Elsie Freund

How Eureka Springs Came to Use the Arts for Economic Development



How Eureka Springs Came to Use the Arts for Economic Development



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How Eureka Springs Came to Use the Arts for Economic Development



1979 Centennial Year Mural

How Eureka Springs Came to Use the Arts for Economic Development

- ▶ History+ Critical Mass = Arts Community

Resurgence: Past 10 Years

- ▶ Local government and private individuals
- ▶ Arts based non profits: ESSA, The Writers Colony at Dairy Hollow, Opera in the Ozarks
- ▶ Community Development Partnership
 - SAT grant for Auditorium
 - Conceptualized Arts & Cultural District
- ▶ Arkansas Community of Excellence: 2003
 - AED
 - Multiple overlapping committees
- ▶ Validity and Credibility for Arts as a tool
 - CBER/RHED

Resurgence: By 2005



Resurgence



Resurgence



Leverage for Grants

- ▶ Your Town Citizen's Institute for Rural Design
- ▶ Creative Economy: Arkansas Arts Council
- ▶ Preserve America Community program –
Bringing History to Street Level

Leverage for Grants



Leverage for Grants

- ▶ Centennial Mural Restoration
 - Folded together multiple grants/donations to fund restoration by local artists



Leverage for Grants

- ▶ Centennial Mural Restoration
 - Now a stunning anchor of the Arts District



Leverage for Grants

- ▶ Momentum on North Main continues to the major downtown gateway on South Main



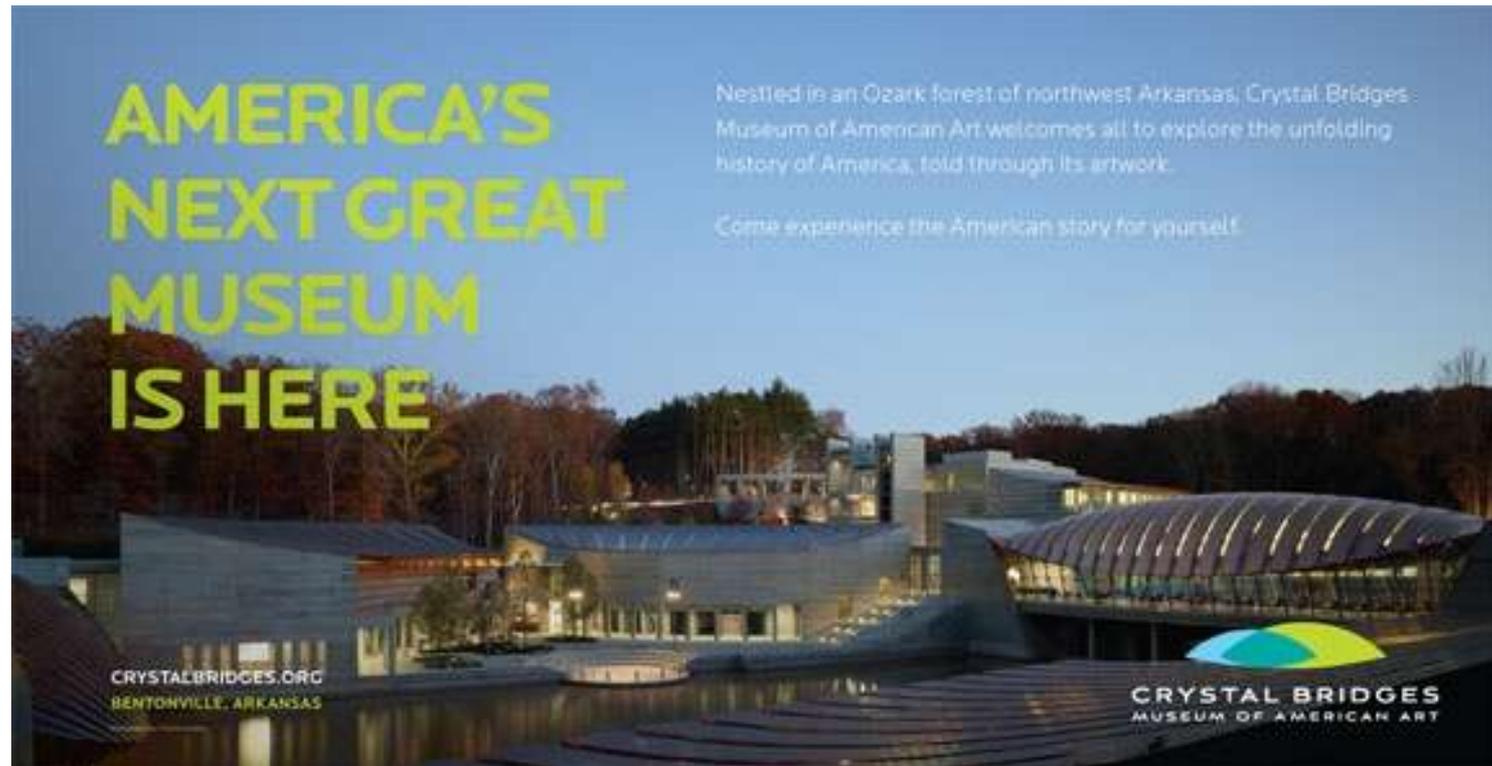
Tourism Shift:

“New Rides” for Arkansas

- ▶ Major attractions based on cultural heritage
 - Clinton Presidential Library
 - Federal Marshall’s Museum
 - National Park Service completed Central High



Northwest Arkansas: New Ride



**AMERICA'S
NEXT GREAT
MUSEUM
IS HERE**

Nestled in an Ozark forest of northwest Arkansas, Crystal Bridges Museum of American Art welcomes all to explore the unfolding history of America, told through its artwork.

Come experience the American story for yourself.

CRYSTALBRIDGES.ORG
BENTONVILLE, ARKANSAS

CRYSTAL BRIDGES
MUSEUM OF AMERICAN ART

Northwest Arkansas: New Ride

- ▶ Chamber of Commerce hosts Crystal Bridges Day in Eureka Springs
- ▶ Their staff + our city leaders toured galleries and studios
- ▶ Eureka Springs Artist Showcase in new bank
- ▶ Pivotal moment for Eureka Springs arts:
 - Leaders in business, government and arts
 - Lasting impression of Eureka Springs as an authentic and unique arts community



**Eureka Springs
Mayor's
Arts
Council**

Vision & Mission



Vision

Eureka Springs is nationally recognized as a vibrant, diverse, and growing arts and cultural destination for tourists, artists, businesses and residents.

Mission

To advocate for the arts, and to encourage, empower and coordinate a sustainable arts economy through the diverse creative community of artists and arts organizations in Eureka Springs.

National Recognition



"Some weird cross of Asheville, NC and Oak Bluffs, MA, all perched on the side of a mountain that would make San Francisco proud and topped with a grand old hotel. In short, it's fun."

New York Times Travel Section



"Earns our highest recommendation!"

Small Town Gems

"Find art and adventure in this Ozark hamlet. Also meshing with Eureka Springs' overall (creative) vibe, the place is on the rise as a food destination, especially around supper time. A wealth of adventures await you in Eureka Springs."

Eureka Springs consistently receives the following honors and distinctions:



"Top 10 Small Cities in the U.S."

(American Style Magazine 2009 & 2010)

"Top 25 Arts Destination in the U.S."

(American Style Magazine 2009 & 2010)

"National Rural Arts Haven"

(U.S. Department of Agriculture)

"Top 5 Mountain Destination in the U.S."

(At Home Tennessee Magazine)

"Number 1 Southern Dream Town"

(Garden and Gun Magazine)

"One of America's Top 6 Getaway Destinations"

(Orbitz.com)

"4th Most Significant American Architectural Structure"

(Thomson Chapel)

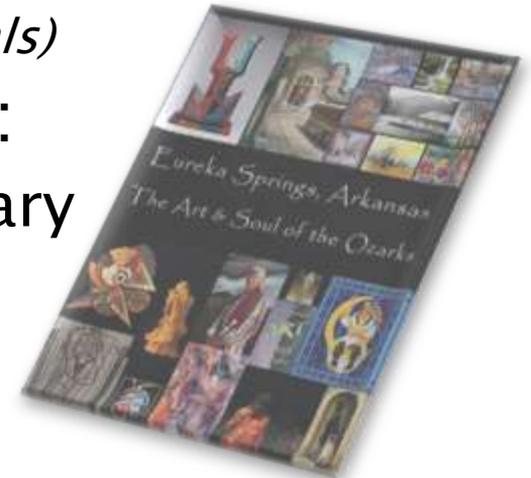
"The Best Place to Get Married" *(417 Magazine)*



Many more honors have been bestowed on this true jewel in the Ozark Mountains. Eureka Springs, a beautiful little town of only 2,278 people, was originally discovered by the Native Americans, and later officially founded in 1879. In 1970 the town's Historic District, which blossomed with the addition of artists studios, boutique clothing shops, galleries, jewelers, arts and crafts artists, restaurants, theatrical productions and literary and musical productions, was listed on the National Register of Historic Places. And the accolades continued to grow.

Leveraging History

- ▶ Buy-in from multi-sectors
 - Public, private, nonprofit, locals
- ▶ “Art & Soul” Brochure
- ▶ Positioned the arts as collaborative versus competitive (*tourism versus creative place making and diversified experiences for visitors and locals*)
- ▶ Broadened definition of the arts:
 - Visual, Performance, Literary, Culinary



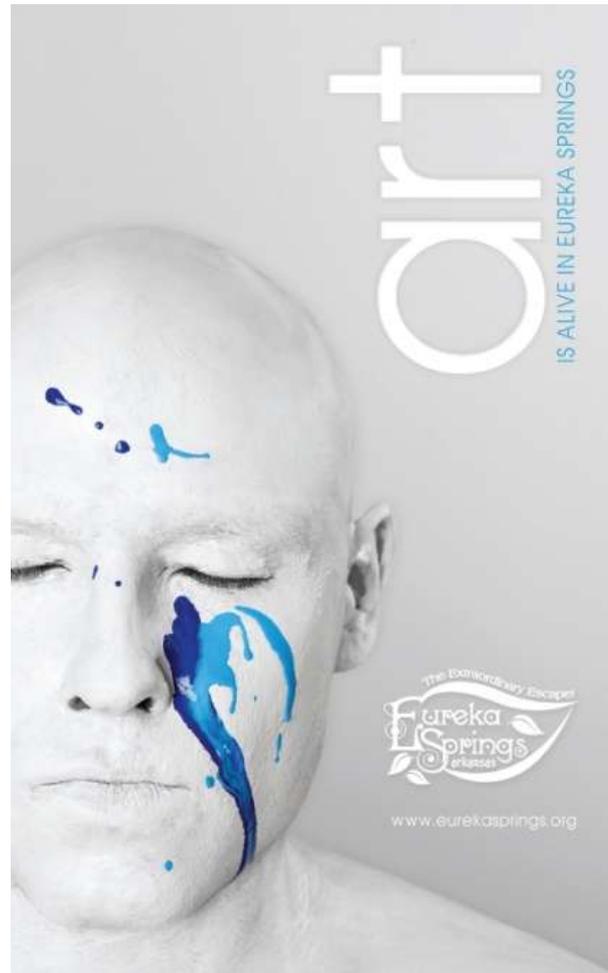
Shift: Historic Victorian Village to Arts and Culture Colony

- ▶ Branding



Shift: Historic Victorian Village to Arts and Culture Colony

- ▶ Image



Web Site, Advertising & Social Media

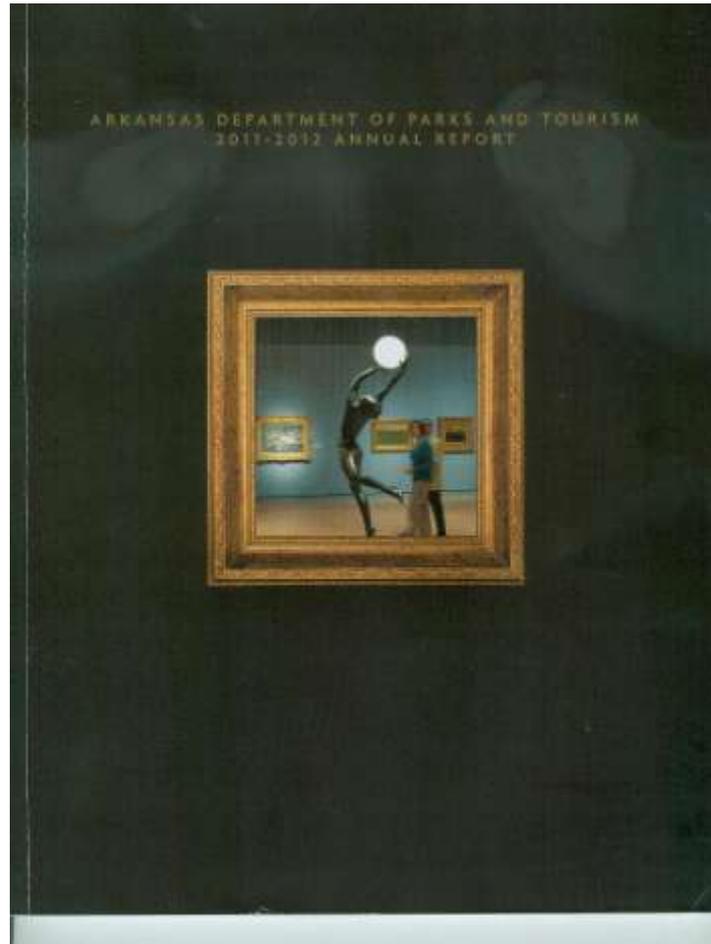
- ▶ New CAPC web site
- ▶ New Chamber of Commerce web site
- ▶ Shift from print to television & NPR
- ▶ Facebook
- ▶ LinkedIn
- ▶ Google+ and Google Ads
- ▶ Electronic News Releases
- ▶ Webisodes
- ▶ Videos – YouTube, Vimeo, etc.
- ▶ Artists Registry



The Impact of Crystal Bridges



Statewide Campaign



Partnership with



- ▶ Collaboration
- ▶ Quarterly meetings
- ▶ Collaborative events
- ▶ Cross-promotion
- ▶ Co-op advertising
- ▶ “Bridge the Trails” mural
- ▶ Market concentration and expansion
- ▶ Art publications
- ▶ Art Tours

Diversity

- ▶ Right – Left – and all points in between



Perceived Negatives to Positives

From Victorian villages to
CIVIL WAR trails.

Campaign across Arkansas this summer along the Civil War Heritage Trail. 600 miles, plus 1000+ interpretive patches. Get your free "Let's Ride Civil War Trails" brochure by calling 1-800-410-6230 or visiting Arvestaheritagetrails.com

Visit our website or call 1-800-NATURAL to order your free National Planning Kit.

Arkansas.com
THE NATURAL STATE

Facebook Twitter LinkedIn

Perceived Negatives to Positives

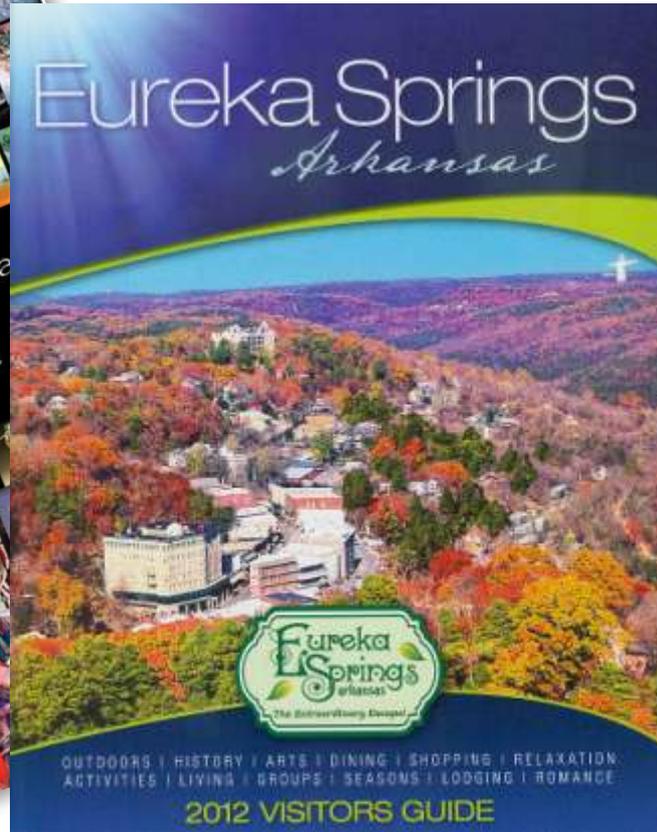
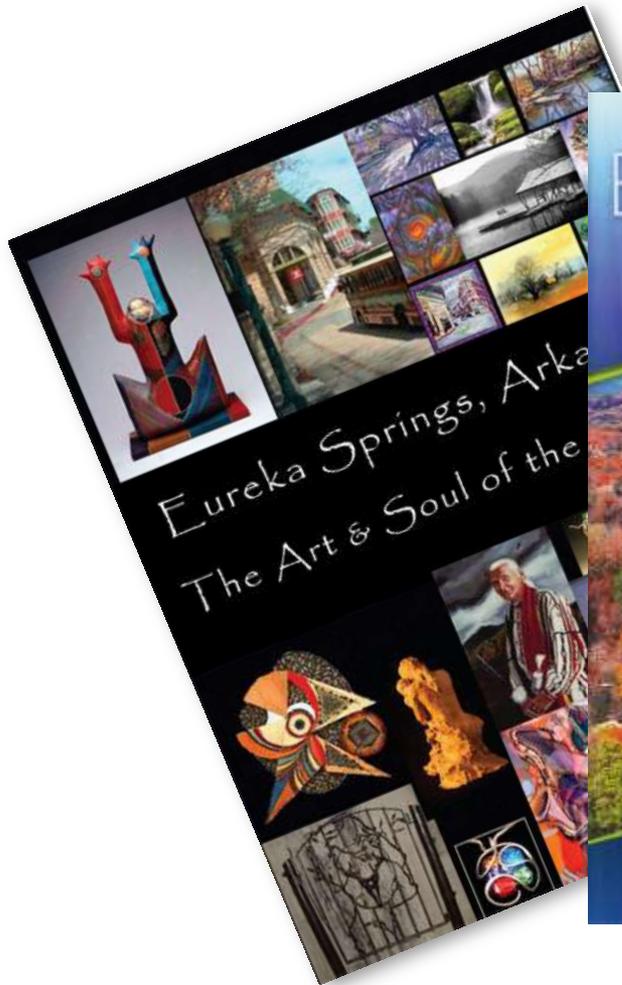
Eureka Springs' Motorcycle Art Show

Produced by:
Eureka Springs
Mayor's
Arts
Council

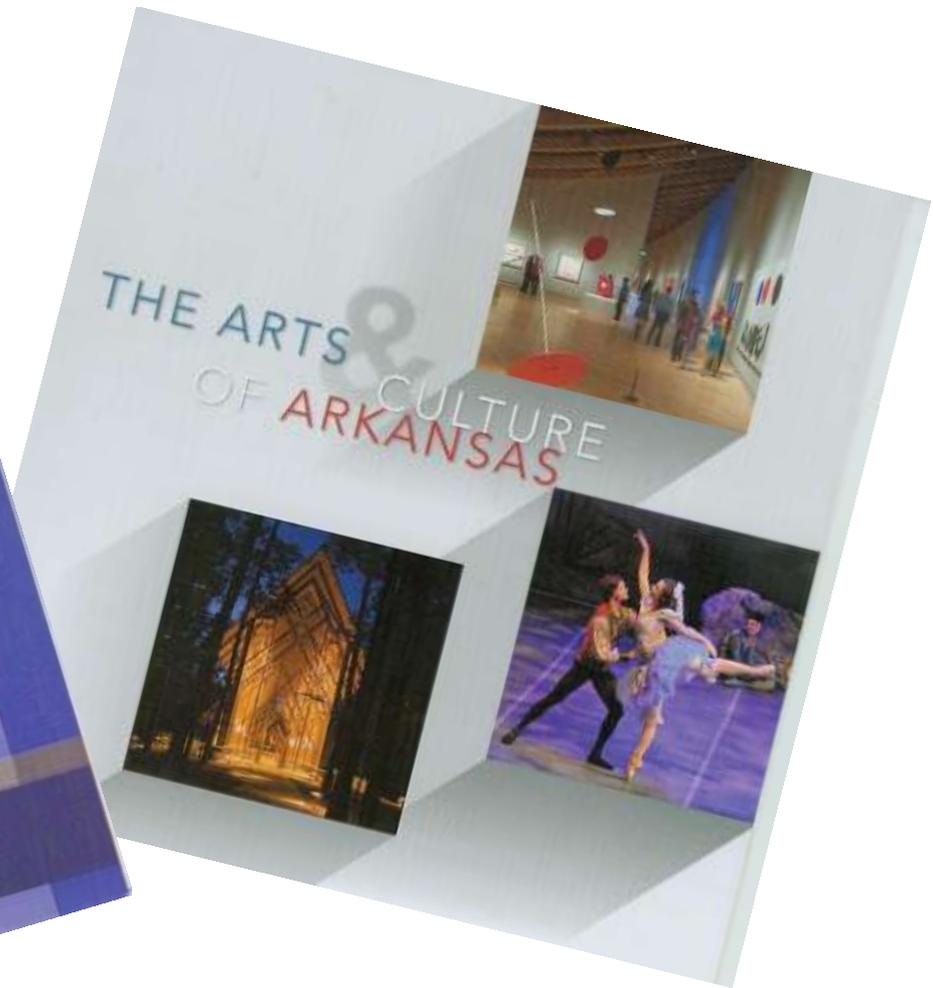
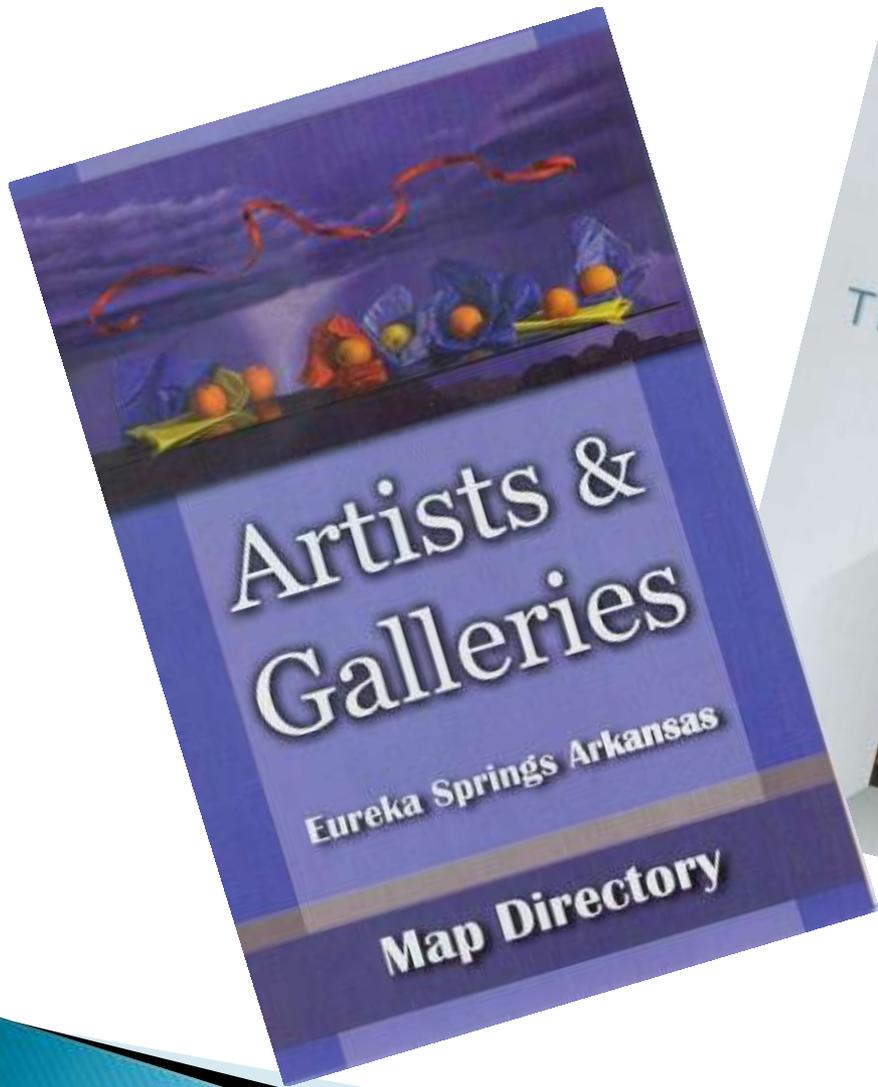
SATURDAY, SEPTEMBER 29, 2012 at the Inn of the Ozarks Convention Center

BASIN SPRING

Art Guides & Resources



Art Guides & Resources



Public Art



Community Developments & Improvements Using Art

- ▶ Public Art
- ▶ Eureka Springs Art Wall
- ▶ North Main Park:
 - Interactive Musical/Sound Sculpture Park
 - Sound Gardens
- ▶ Art Walks



Art Enhances Quality of Place

- ▶ 4 Factors determine Quality of Place
 - Lifestyle
 - Environment quality
 - A vibrant music and arts scene
 - Natural and outdoor Amenities
 - *Professor Richard Florida of Carnegie Mellon University*

Eureka is Rich with all Four Factors!



Arts = Dollars & Makes Sense

- ▶ New residents
- ▶ New businesses
- ▶ Re-engaging locals
- ▶ Increasing Tax Base
 - ROI- \$1 = \$10
 - Provides 'experience' visitors are seeking
 - Art travelers spend 2.5 times more than others
- ▶ 67% of all jobs in Eureka are art-based
- ▶ Average gallery has 275 transactions monthly

We're All In This Together

- ▶ Primary Organizations Collaborating for Arts
 - Mayor's Arts Council
 - The City of Eureka Springs
 - The Artists Registry
 - ESSA
 - Inspiration Point Opera
 - The Writers colony at Dairy Hollow
 - Main Stage
 - Carnegie Library
 - CICA International
 - Gallery Associations
 - CDP
 - Parks Department & Public Works
 - North Main Art Colony
 - Downtown Network
 - CAPC
 - Chamber of Commerce
 - Crystal Bridges

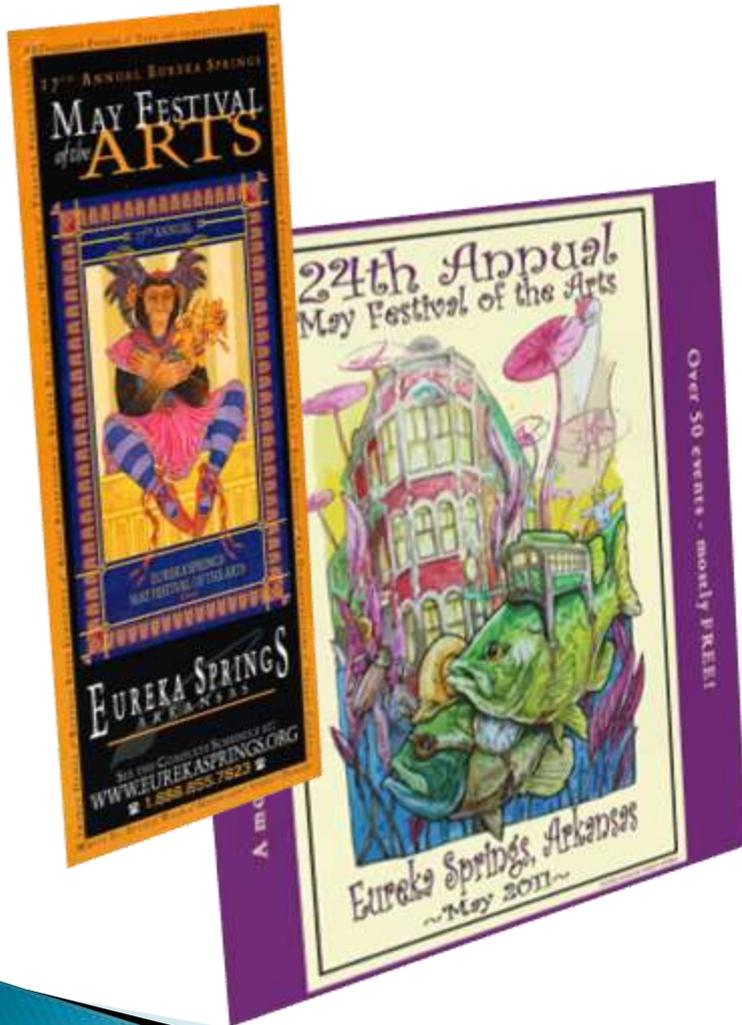
Year-Round Experience

- ▶ **First Quarter**
 - Eureka Gras/Arti Gras
 - Jazz Festival
 - St. Paddy's Day
 - Music Festivals
 - Culinary Classes
- ▶ **Second Quarter**
 - May Festival of the Arts
 - CICA International/Eureka Springs Music Festival
 - Fleur Delicious
 - Blues Weekend
 - Garden Tours
 - PoetLuck/Gorilla theaters/Books in Bloom
 - Africa in the Ozarks

Year-Round Experience

- ▶ Third Quarter
 - Studio Tours
 - Music Festivals
 - Opera in the Ozarks
 - Art Show
 - Blue Grass Weekend
 - Jazz Eureka
- ▶ Fourth Quarter
 - War Eagle Craft and Art Fair
 - Madhatter's Ball
 - Ozark Folk Fest
 - Ozark Chorale
 - Art and Craft Show
 - Christmas in Eureka Springs Events

May Festival of the Arts



ARTRageous Parade White Street Walk

Eureka Springs Invitational Art Show Downtown Art Fair A Taste of Art Blues Weekend PoetLuck

Music in the Park Bank on Art Africa in the Ozarks ART Attack Books in Bloom Gallery Strolls

Visit these web sites for full schedule of events:
www.MayFestivaloftheArts.com
www.EurekaSprings.org

MAY 2012

May Festival of the Arts



The Eureka Springs Arkansas logo is visible in the top right corner of the poster.

25th Annual MAY Festival of the ARTS
Eureka Springs Arkansas

A Month-Long Celebration Of The Arts:
Visual, Performance, Literary & Culinary

Month-Long Events

- The 3rd Annual Eureka Springs Walkabout Art Show
- A Taste Of Art & Music Feast
- Free Concerts in The Park
- Bank On Art
- Eureka Springs Art Walk
- Eureka Springs School Of The Arts Spring Exhibition
- Bank Loans Gallery - Art Of Mounting Woodmen

May 2-6

- Art In The Streets

May 5

- Art Through Parade
- Art In The Streets
- Bank Loan Gallery Show
- Art In Art Demonstration

May 6-8

- Eureka Thyne Meet The Artist
- Get In With Meet The Artist
- The Small Biz Artist Reception

May 6-8

- Quartet Concert
- Star Sign MB Craft Show
- Art With The Animals

May 11-12

- Quartet Band Fest
- Eureka Springs Elementary Art Fair
- Quartet Arts Culinary Classes

May 12

- Wine & Music Open House
- Culinary Culinary Feast
- Quartet Band Fest
- Artists Meet The Artist
- Eureka Thyne Meet The Artist
- Get In With Meet The Artist

May 13

- John Two Rivers
- Mother's Day Concert
- Mother's Day Variety Show
- At Sacred Circle Southeast Stage

May 17

- Wilson Gallery Pop-Up

May 18

- 20th Annual White Street Studio Walk

May 19

- Art Attack
- Eureka Springs Art Walk
- Bank Loan Gallery Show
- Art Attack Artist Demonstration
- Eureka Thyne Meet The Artist
- Get In With Meet The Artist
- Feeling Intense
- Artists In The Junction

May 20

- Art Reception
- The Annual Garden Tour

May 20

- The Annual Walk In Mount
- Heavy Metal's Music Festival

May 20

- Waltzes Show
- Bank Loan Gallery Show
- Artists Meet The Artist
- Eureka Thyne Meet The Artist
- Get In With Meet The Artist

May 20 - June 10

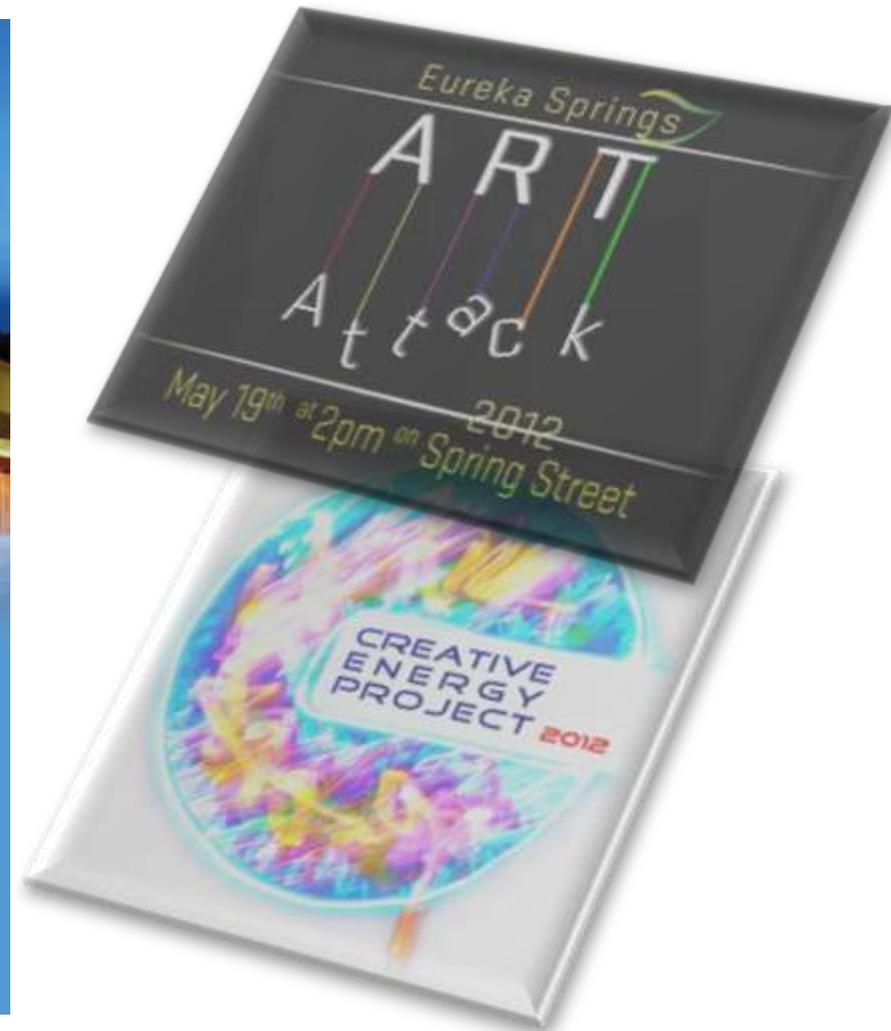
- Bank Loan In The Streets
- Bank Loan Show

May 21 - June 2

- Eureka Springs Show Weekend

Music all over town!

For the full schedule and event information & links, visit us online at:
MayFestivaloftheArts.com & EurekaSprings.Org

Wrap-Up

- ▶ The Future of art as a tool for community and economic development for Eureka Springs
 - From seasonal to year-round
 - Attracting more residents
 - Attracting more artists
 - Attracting more like-minded businesses
 - Focus on culinary
 - Leveraging “containment” of history preservation
 - Art Walks
 - Expanding arts and cultural activities geographically
 - Regional and Statewide advertising & advocacy

What would Eureka Springs be like WITHOUT the Arts?

- ▶ 64% fewer major events
- ▶ 70% decrease in lodging and food expenditures
- ▶ 68% fewer businesses
- ▶ 67% loss of jobs

Arts in Eureka Springs =

- ▶ Quality of life
- ▶ Attractive, stimulating location situated in natural beauty
- ▶ Experiential tourism year-round
- ▶ Younger, more affluent demographics
- ▶ Increased tax base
- ▶ More revenue from locals and visitors
- ▶ Fewer abandoned properties and under-utilized areas
- ▶ Jobs
- ▶ Education – possible Music Institute, Liberal Arts College, Craft-Trade School, Homesteading U

Thank You
From the
Art & Soul
of the
Ozarks!



The Eureka Springs, Arkansas Story