



# TCA Cultural District Designation Application

Application Year: 2019

City: Longview

Name of Cultural District: Arts!Longview

## SECTION A: GENERAL INFORMATION

1. Cultural District Management Entity (CDME): City of Longview: Arts!Longview
2. Year CDME took formal charge of cultural district: 2018
3. CDME employer ID number (EIN): 75-6000588
4. CDME is a:  501(c)(3) nonprofit  governmental entity  other
  - a. If other, please describe: Arts!Longview filed with IRS on 4/1/19: EIN 83-4230827
5. CDME DUNS number: 075123521
6. CDME contact person: Laura Hill
7. CDME contact person title: City of Longview Director of Community Services
8. CDME chair/president: Nancy Murray
9. CDME physical address: 410 S. High Street
10. CDME city, state, zip: Longview, TX 75606
11. CDME mailing address: P.O. Box 1952
12. CDME city, state, zip: Longview, TX 75606
13. CDME email: nancy.murray@rbc.com OR lhill@longviewtexas.gov
14. CDME website: arts!longview.org
15. CDME phone: 903-720-4042 (President) OR 903-237-1392 (Contact)
16. CDME Texas Legislators:
  - a. Texas House: Jay Dean (7) and Chris Paddie (9)
  - b. Texas Senate: Bryan Hughes
17. Cultural district Texas Legislators (if district is covered by more than one, please list all):
  - a. Texas House: Jay Dean (7)
  - b. Texas Senate: Bryan Hughes

## SECTION B: CULTURAL DISTRICT GOVERNANCE

### 1. Describe the cultural district governance structure and membership makeup:

The general powers of the Organization will be exercised, its property controlled, and its business and affairs conducted by or under the direction of the Board of Directors. The Board may act only by a simple majority vote of all the Directors of the Board in the matters declared. The Board is responsible for overall policy and direction of the Organization. The Board shall have up to twenty (20) and not fewer than three (3) members. There are four (4) Officers of the Board consisting of a President, Vice President, Treasurer and Secretary. Officers of the Organization shall have such powers and duties as generally pertain to their respective offices. The President is the Chief Executive Officer (CEO) of the Organization and is in charge of all activities and business. The President serves as a Director on the Board and all other officers and members report to the President or the President's delegate. The Vice President serves as the President's delegate and presides in the President's absence. The Vice President also assumes the responsibilities of any other officer when such officer is absent. The Secretary keeps the minutes of the Board and sees that all notices are duly given in accordance with the Bylaws. The Treasurer receives and accounts for all funds received by the Organization and maintains and accounts for any property owned by the Organization. The Treasurer prepares the budget and files appropriate taxes on behalf of the Organization.

The Organization does not have General Membership but participants are given the title of "Participant" or "Member" with no voting rights.

### 2. Describe the qualifications of the CDME staff and leadership (particularly in managing a cultural district):

Pending hiring an Executive Director, primary responsibility for daily operation rests with the board's Executive Committee and the Community Services Department for the city of Longview. The four person Executive Committee brings decades of senior level management experience, financial acumen and creative strategy to Arts!Longview. Capable and passionate, each Executive Committee member has a personal connection to the arts in Longview and share a commitment to supporting the Cultural District. In addition, the Community Services Department for the city of Longview provides physical space and administrative and clerical support. Our first goal is hiring an Executive Director who is passionate about the arts, eager to tackle a grassroots initiative and possesses a strong history of effective leadership, management and communication skills.

### 3. How frequently does this group meet?

The Executive Committee meets monthly as does the full Board of Directors with special "Called Meetings" as necessary.

### 4. Are minutes of these meetings kept?

Yes

## SECTION C: CULTURAL DISTRICT PROFILE BY-THE-NUMBERS

1. Year cultural district was established: 2018
2. Number of annual visitors to the cultural district last year: 64619

*Take care not to double-count any organizations listed in #3 to #5:*

3. Current number of **nonprofit art** organizations physically located in the cultural district (e.g., art museums, music, dance, film, theater, literary arts, folk/traditional arts, visual arts): 11
4. Current number of **nonprofit historical/cultural/natural heritage** organizations physically located in the cultural district (e.g., history museum, children's museum, botanical garden, parks, heritage site, science museum, library): 17
5. Current number of **arts-related for-profit businesses** in the cultural district (e.g., commercial gallery, art supply store, bootmaker, etc.): 14
6. Current number of artists living or working in the cultural district: 512
7. Current number of restaurants in the cultural district: 20
8. Current number of those restaurants that are locally originated (vs. chain or franchise): 18
9. Current number of hotels/B&Bs in the cultural district: 26 in City
10. Total number of guest rooms/suites in those hotels/B&Bs combined: 1925 in City
11. Number of bars/clubs in the cultural district: 3
12. Number of bars/clubs with regular (at least monthly) live performances: 2
13. Number of festivals/art walks held annually in the cultural district: 25
14. Three biggest drawing events/exhibitions/activities in the district last year:
  - a. Longview Christmas Parade
  - b. 903 Music Festival
  - c. Longview Ballet Theatre's Aladdin
15. Using Google Maps, what is the **walk time, one-way** between the farthest points of the district:
  - a. length of the district: 27 minutes
  - b. width of the district: 26 minutes
16. Are 100% of the sidewalks in the cultural district ADA compliant? No, but in progress with Bond Funds
17. Total marketing cash expenditures made for cultural district last year (not to market individual institutions): \$155,278.09 (numbers provided by Longview Convention and Visitor's Bureau)
18. Total return on investment (ROI) of the cultural district last year: \$2,326,284

## SECTION D: CULTURAL DISTRICT PROFILE

1. **Cultural district website:** [arts!longview.org](http://arts!longview.org)
2. **Brief description of the overall community where the cultural district is located** (proximity to other communities, highways, airport, economy, assets, demographics, etc.):

Nestled among the pine trees of East Texas, Longview, as Gregg County's largest city is the county seat. It is the hub of the metro area comprised of Gregg, Harrison, Rusk and Upshur counties. From I- 20, Longview is an hour west of Shreveport, LA and two hours east of Dallas. U.S. Highways 259 and 80 and several state highways provide travel to the city from Louisiana, Arkansas, Oklahoma and Texas. American Eagle provides daily flights to and from DFW airport from East Texas Regional Airport, a designated Federal Trade Zone. Rail and bus travel are located at Longview's Multimodal Transportation Center. Longview is one of the state's busiest AMTRAK stations, boasting nearly 35,000 riders yearly. The 1940 depot serves as the hub of the multimodal center for AMTRAK, Greyhound Bus and Longview Transit's office. Nearly 5000 businesses call Longview home. From healthcare to retail to manufacturing, Longview's mixture of local and national restaurants, stores and quality healthcare draws people from surrounding communities. Global companies, such as Eastman Chemical, Neiman-Marcus and Komatsu, invest resources to support and enhance Longview. Longview, a Certified Retirement Community, boasts a robust community of citizens 65 and older, but people between the ages of 20 and 50 make up the largest sector of population at 39%. Committed to building careers and families, this group is invested in Longview, helping build a vibrant space for their families and visitors. There are four public school districts and a dozen private and parochial schools. Internationally recognized LeTourneau University's main campus is in Longview. The University of Texas at Tyler and Kilgore College also have campuses in the city. With an Urban Main Street designation, 33 public parks, an Arboretum and Nature Center, an accredited public library, a convention center, a world class performance venue, six art organizations, the community is well-positioned to build on this foundation and become the arts destination in East Texas.

3. **Brief description of the cultural district and how it benefits the community:**

Poet Henry Wadsworth Longfellow once said, "Music is the universal language of mankind." How fitting that the Arts!Longview Cultural District forms a musical note, encompassing the original 100 acre town site, expanding to include downtown growth, and following a path that connects our history as a rail city to our world-class performing arts venue. The District is a concert of museums, parks and historical sites. Spurred by two decades of revitalization, including \$26 million in voter approved bonds and \$3 million from public and private sectors, downtown structures are being rehabilitated and repurposed. From art exhibits to music classes to ballet, the Cultural District is home to numerous artistic disciplines. We are dedicated to promoting and nurturing our unique cultural identity through artistic and cultural programming, which both attracts tourists and enhances community quality of life. Local business growth, increased employment and construction of public spaces means that Downtown Longview is buzzing. Arts!Longview is fostering a new artistic and entrepreneurial generation that is more active and connected.

4. **Describe systems currently in place for tracking visitors:**

All organizations associated with Arts!Longview routinely track their visitors (and zip codes) through guestbooks, ticket sales, transaction records, and memberships. Special events happening within the District also conduct counts of their events using a variety of systems such as tracking food and beverage sales, conducting head counts and for events involving participation....utilizing on-line registration. The City of Longview issues Outdoor Event Permits and that process requires measurement (before and after) of attendance. The Convention and Visitors Bureau works with area motels and hotels to track room nights and purpose for visits (business, personal, tourism and our events)

**5. Describe how the ROI of the district is calculated:**

Given the scope of activities occurring with the District (some free / some ticketed) a precise accounting is challenging. Guidance in calculating the ROI has been found in Dr. John Crompton's Measuring the Economic Impact, the Texas Commission on the Arts report that states an Arts and Culture Tourist has an average party size of 2.07, spends about 3.69 days, and an average of \$144, and the Main Street America Guide: Measuring Impact for Main Street Transformation which considers reinvestment such as new businesses created, rehabilitation projects and public improvement projects.

For the 2018 ROI estimate, the total annual attendance in the district was multiplied by \$36.

The District will work with both the City of Longview, the Chamber of Commerce and the Longview Economic Development Corporation to further refine the calculation process as District operations progress.

**6. What are the three biggest challenges for the district?**

- a.) Opening a Cultural Arts Center and hiring an Executive Director
- b.) Promoting the District and its Activities, and expanding the Wayfinding System
- c.) Generating revenue to sustain and grow the District

## SECTION E: ASSETS & AMENITIES

- 1. Describe the current artistic assets of the cultural district** (may include arts, entertainment and cultural organizations, local performing arts organizations, museums, commercial galleries, artist studios, arts schools, cinemas, and other entertainment facilities):

Ann Lacy Crain Exhibit Center, ArtsView Children's Theatre (2004), ArtWorks (Visual Arts education center), East Texas Symphonic Band (1988, community wind band), Encore Multimedia, Forbes & Butler Visual Communication, George Preston Antiques, Gregg County Historical Museum (1984), Heartisans Marketplace, Heritage Plaza and Elaine Reynolds Performance Stage (1999), Hudson Printing and Graphics, J.T. Smith Sculpture Garden (2018), LeTourneau University Belcher Center (2007, lobby art on loan from Longview Museum of Fine Arts), LeTourneau University outdoors sculptures (The Spirit of Ingenuity by Alan Baughman and Servant by Esther Augsburg), Lindsey Steele Photography, Longview Ballet Theatre (1972), Longview Community Center (1939, 220 seat performance hall), Longview Museum of Fine Arts (1958), Longview Symphony Orchestra (1968), Longview World of Wonders Children's Museum (2011), MediaQuest, Pin & Vinyl, R.G. LeTourneau Museum (on LeTourneau University campus), Regions Bank art collection, Sam Smead Photography, State of Mind, Tatum Music, VeraBank lobby art on loan from Longview Museum of Fine Arts.

- 2. Describe the other cultural assets in the cultural district** (Cultural assets can be material, immaterial, emotional, or even spiritual. Examples are historic properties, events, heritage sites, gardens, libraries, parklands and even stadiums. Stories, too, might be cultural assets if they are attached to particular peoples and places.):

Bethel Temple, Brown-Birdsong House, Christmas at the Courthouse, Christmas Parade, Downtown Post Office (1939) WPA murals, 1st Baptist Church\* and Aeolian-Skinner Pipe Organ, 1st Presbyterian Church\* and Holtkamp Pipe Organ, 1st United Methodist Church\* and Ross King Pipe Organ, Flewellen-Eason Home\*, Gregg County Courthouse\*, Historic Farmer's Market (2010), Knights of Pythias, Lewis-Bivins Home\*, Living Gospel Church, Longview Public Library, Magrill Plaza\*, Mobberly Fire Station, New Life Outreach Church, Rembert-Harrison House\*, Rock Hill\*, Safety City, South Longview Bible Fellowship, Speer Chapel\* (on LeTourneau University campus), Wesley McCabe United Methodist Church, Whaley House\*

Note: \* denotes Designated Historic Markers

- 3. Describe the visitor amenities in the cultural district** (hotels, restaurants, bars, shopping, etc.):

With cuisine ranging from French inspired salmon poke bowls at Hick & Frog to the nationally famous BBQ specials smoked up every day at Bodacious BBQ, one would be hard pressed to find a more culturally diverse district in east Texas than downtown Longview. Within a short walk you can wash the delicious meal of your choice down with a refreshing pint of the Oil Horse Brewery's Landman Brown Ale or their Ossamus Saison. If you happen to be a morning person, stop in for an espresso or drip coffee from Silver Grizzly before making your way over to the Farmer's Market on a Saturday morning to peruse through the abundance of produce that grows practically unattended in the fertile soils of East Texas. If you're looking to experience more East Texas culture, stop in the Gregg County Museum, the World of Wonder or ArtsView for an afternoon of entertainment. Don't forget to slip over and view one of the many exhibits that frequent the Longview Museum of Fine Arts as well. With more than 20 restaurants and bars, boutiques, consignment and antique shops, spas, salons, museums, parks and greenspace and vibrant special events, the Arts!View Cultural District is "the art and soul of Longview!"

- 4. Describe the current and ongoing events and activities occurring in the cultural district, noting when the event began and providing some information about the audience and the event** (exclude from this section any events that are planned and have not yet occurred):

A comprehensive list may be found on the Arts!Longview Website.

- Artsview Children's Theater (2004): 4 main stage shows annually (fall & summer musicals, spring play, summer teen show) with 450 ticketed patrons, PATHS (Performing Arts Theatre School) has classes & camps each year with 600 attendees.
- ArtWalk Longview (2007) free quarterly events supported by downtown businesses working with artists.
- Downtown Live (2009) 7 spring and 7 fall live music events offered free at Heritage Plaza, 500-800 attend.
- East Texas Symphonic Band (1988) 4 annual concerts including May Pops in the Park.
- Gregg County Historical Museum (1964) Permanent & Rotating Exhibits (Caddo Indian Collection, Military Collection are permanent) plus Living History Christmas, Dalton Days and Landmarks of Longview.
- LeTourneau University's Belcher Center (2007) in addition to rentals by local Performance Groups, produces own Performance Series, School & Family Series, Concerts: National Tour Wizard of Oz, Skillet
- Longview Ballet Theatre (1972) in collaboration with Ballet West II - Aladdin with 3 public performances plus 2000 3rd graders from 16 schools attend dress rehearsal free.
- Longview Museum of Fine Arts (1958) Traveling Exhibits 6 x annually (Rediscovering Andy Warhol).
- Longview Symphony League (1968) conducted by Jerry Steichen, 4 concerts annually (Bach to the Future)
- Longview World of Wonders (2009) 6 Permanent Exhibits and Traveling Exhibits (Amaze Your Brain)

- 5. Describe the visitor navigation and transportation options in and around the cultural district** (parking availability, biking, public transportation access, wayfinding, etc.):

The District has 24% of total land within the boundaries for parking at 23 different lots (all free.) Longview Transit (a fixed route system) operates Monday through Saturday with a daily rate of \$3 and fully accesses the District. Longview has had a Wayfinding System since 2013 and continues to update and enhance as development occurs. Between 1998 and 2017, voters approved more than \$26 million in Downtown improvements. In 2018, an additional \$104,210,000 bond was approved and \$14,390,000 is dedicated for street improvements with the District: the transformation of Mobberly Avenue into a "Complete Street" concept including dedicated bike lanes, pedestrian area and significant landscaping. Also included are improvements to Cotton Street and the southern entry to Mobberly adjacent to LeTourneau University.

## SECTION F: CULTURAL DISTRICT PLANNING

- 1. Describe the assessment** that was conducted prior to the creation of the cultural district plan. Describe how the general public, artists, arts organizations, cultural entities, business representatives, and government representatives were involved in the needs assessment.

The City of Longview undertook the Comprehensive Plan study in 2013, by selecting the Comprehensive Plan Advisory Committee (CPAC) members, who were chosen and appointed by City Council based upon a variety of factors including past experience, organizational affiliation, area of the community where they resided or simply the general perspective that they provided. Bringing together a group of residents with unique experiences, backgrounds and interests helped to facilitate discussion and ensured that a variety of perspectives and opinions were ultimately considered during plan formation. Members represented government, educations, business, and nonprofit organizations, including several who are actively involved in Longview arts organizations.

Community input was gathered through a variety of communication channels and techniques. More than 2,500 online surveys responses were received about citizen desires on vision and issues. In addition to committee meetings, two public meetings with over 700 in attendance were conducted during the course of the Comprehensive Plan to gather input, develop scenarios and to present strategies. Engagement exercises that were used during the planning process included site visits, bus tours, visioning exercises, land use scenario exercises, issue identification exercises, visual character survey and workshops to develop planning objectives, goals and strategies. Additionally, presentations and feedback were gathered with civic groups, schools, and churches.

From the comprehensive plan, resident polling, and town hall meetings, it became evident the greater community was interested in having more cultural arts infrastructure. To this end, Arts!Longview was created and entrusted with the task of applying for the Cultural District designation.

- 2. Describe the assessment of the artists** living and working in the cultural district and the amenities available to them (studio space, affordable housing, rehearsal and art making space, etc.).

Artists were assessed using an online poll created through Survey Monkey. It was shared with the cultural organizations in the city, and businesses within the district; then, it was disseminated to artists. Individual artists, not connected with cultural organizations and CD businesses, were reached through social media sites, and the city's website. Stakeholders in the district were canvassed in person to see how they met the needs of artists through their offerings, amenities, studio/rehearsal spaces, etc. These assessments showcased the desire among artists for a cultural district for Longview, and the need of housing in the planned district which will be met with 2 major housing development projects in progress. While studio/rehearsal space is plentiful within the district, it is apparent many do not know where to go. Current rehearsal/studio spaces include Longview Fine Arts Museums ArtWorks, The Oil Horse Brewery, Silver Grizzly Espresso, ArtsView Childrens Theatre, Longview Community Center, Belcher Center.

3. **Describe the planning process** and who was involved. Discuss how the assessment was used and if an outside consultant was used in the creation of the plan. Make sure to describe how focus groups and/or public meetings were utilized to gather feedback on the preliminary planning documents. Include a description of proposed events and activities for the cultural district, noting how the event fulfills a need, what audiences will be targeted, and when the event is expected to occur.

Arts!Longview held a kick-off luncheon in April 2018 discussing the need for a CD designation with stakeholders throughout the community. From there, the Task Force was created. In October 2018, a Town Hall Meeting was held for all interested in learning more about a cultural district designation. The 150 + guests were live-pollled using Poll Everywhere, voted on the Task Force's goals and objectives, and gave suggestions for events, objectives, and overall support for this endeavor. Online polling was also conducted alongside the Town Hall Meeting, seeking the same input via the city's website and social media outlets. Results were overwhelmingly in favor of a cultural designation for the City of Longview and for the future plans of Arts!Longview.

Upcoming cultural district events will focus on bringing awareness to the community about Arts!Longview, the cultural district, and the businesses and organizations within the district. These events will target educators, families, school groups, tourists, and those who love the cultural arts. Current and upcoming large scale events within the district: ArtWalk - once a quarter; Downtown Live - seasonal weekly live music performances; Oil Horse Brewery Events: Theology on Tap, Pints and Poses, Live Concerts, Trivia Nights - weekly events throughout the year; Food Truck Fridays - seasonal and yearly; Latte Art Throwdown - annual, April 2019; Longview Wine Swirl - June 2019; Arts!Longview Family Day - June 2019; Arts!Longview Educator Evening - September 2019; Community Tree Lighting Ceremony, Annual Christmas Parade, and Christmas LIVE at Heritage Plaza - December 2019; Longview 150 Events - January - May 2020; St. Patty's Block Party - March 2020.

4. What is the **vision** for the cultural district?

ARTS!Longview's vision is to spark a vibrant and successful creative community that works to inspire and promote a love of the arts, our history, and culture in Longview.

We pursue innovative opportunities that enhance our quality of life and benefit a thriving cultural arts community. With our collaborative efforts and vision, ARTS!Longview celebrates the art and soul of Longview - now and for future generations

5. What is the **mission** of the cultural district?

"TO SPARK A LOVE OF THE ARTS, HISTORY AND CULTURE IN ORDER TO CELEBRATE AND ENHANCE OUR CREATIVE COMMUNITY".

This mission will be accomplished by creating a hub of cultural activity, encouraging collaboration and creating awareness of arts, history and culture in Longview through our thriving Cultural District. We aim to enhance the quality of life through the arts for all current residents and future visitors.



6. List **five goals** that resulted from the cultural district planning process (the plan should cover a five-year period and include a timeline, staffing, and resources required for each goal):
  1. Develop a hub of cultural activity in Longview to attract residents, businesses, and tourists.
  2. Enhance the quality of life in Longview through the arts.
  3. Encourage collaboration between the arts, history, and cultural organizations within Longview.
  4. Create an awareness of arts, history, and culture.
  5. Grow and support a thriving Cultural District and successful arts organizations.

Please refer to the detailed timeline, staffing and required resources for each of the five (5) goals located in the 5-Year Plan TAB.

## SECTION G: MARKETING THE CULTURAL DISTRICT

The primary goal of any cultural district is to attract visitors to the activities and programs that occur in the district.

**Summarize the top five marketing strategies** for the cultural district outlined in the separate marketing plan document:

1. Digital Marketing: Arts!Longview website - multi-page, interactive with micro-stories, an interactive map, artist registry.
2. Social Media: Facebook, Twitter, Instagram (Boosting / Paid Advertising.) Also Facebook Live and by 2021 Pinterest.
3. Radio and Television: Public Service Announcements.
4. Wayfinding: Cross-walk / Street-sign Toppers, Painting Cross-walks, Banners for Lightpoles, Wrapping Traffic Control Boxes.
5. Traditional Marketing: Advertising in Event Guides, Uniquely Longview, Rack Cards, Brochures, Direct Mail.

Please refer to the detailed Marketing Plan TAB.

## SECTION H: FIVE-YEAR BUDGET FOR CULTURAL DISTRICT

**NOTES:** Budget should include funding to achieve planning and marketing goals described in application.

*ALL of the funds reflected in this budget should be CASH that flows through the financial books of the CDME*

<b>INCOME</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Earned Income</b>					
Admissions, box office					
Fees					
Interest					
Other earned income (describe on next page)			20000	20000	20000
<b>Private Income</b>					
Contributions	20000	20000	23500	25000	27000
Foundation support	25000	25000	25000	25000	25000
Other private income (describe on next page)	10000	10000	15000	20000	25000
Carry over cash from previous year					
<b>Government Support</b>					
Local government support (HOT)					
Local government support (General Fund)	50000	60000	65000	70000	75000
State government support		10000	15000	20000	25000
Federal government support					
Other government support (describe on next page)					
<b>TOTAL INCOME</b>	<b>105000</b>	<b>125000</b>	<b>163500</b>	<b>180000</b>	<b>197000</b>
<b>EXPENSES</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
CDME, salaries, benefits, contracts	36000	50000	84500	102000	114500
Artistic salaries, benefits, contracts	2500	5000	5000	7500	7500
Facility and CDME operations	5000	5000	6500	6500	6500
Marketing and promotion costs	10000	10000	12500	12500	15000
Program and event costs	26500	30000	35000	41500	43500
Capital expenditures	25000	25000	20000	10000	10000
<b>TOTAL EXPENSES</b>	<b>105000</b>	<b>125000</b>	<b>163500</b>	<b>180000</b>	<b>197000</b>
<b>SURPLUS/DEFICIT</b> (explain on next page)					

**Notes to the budget** (break out the detail of the budget and give a description of each category)

**INCOME: OTHER EARNED INCOME** - These revenues are generated through cultural and artistic performances combined with anticipated venue rental income.

**PRIVATE INCOME**- This support comes from individuals, private foundations, corporate donations and district fundraising efforts.

**GOVERNMENT SUPPORT** - Arts!Longview has made a commitment to our arts organizations to not compete for HOT funds. Arts!Longview is requesting operational support from the City of Longview and Gregg County in the amount of \$25,000 each, totaling \$50,000 starting 10-1-19. We will apply for funding in future years from the TCA along with other grant funding organizations.

**TOTAL INCOME** - Total Income is shown to grow from \$105,000 to \$197,000 over the 5 year period. We are confident in our ability to raise these funds!

**EXPENSES: CDME, SALARIES, BENEFITS, CONTRACTS** - This figure includes salaries and associated costs dedicated to management, oversight and implementation of cultural district. The first year shows a part-time director that transitions to a full-time position by year 3. Part time help for special events and financial development is included in years 3-5.

**ARTISTIC SALARIES, BENEFITS, CONTRACTS** - Artists will be paid for their services including performing, visual and culinary artists.

**FACILITY AND CDME OPERATIONS** —While the entirety of the rent and office use will be an in-kind donation from the City of Longview as shown below, a very minimal amount of cash operating expense may be paid by Arts!Longview.

**MARKETING AND PROMOTIONS COSTS** - This expense includes brochures, stickers, advertising invitations, flyers, and specific event posters/signage. These funds will market the district and our arts organizations.

**PROGRAM AND EVENT COSTS** - These costs pay for establishing new programs and maintaining existing programs with our partner arts and culture organizations. These costs include flyers, advertising, insurance, social media, facilities rental, etc.

**CAPITAL EXPENDITURES** - This expense includes signage and wayfinding for district. Once the primary wayfinding signage is in place, capital expenditures will reduce.

**List any commitments for in-kind/donated services** such as public relations, marketing, facilities, etc. (These may include contributions and things that do not run through the financial books of the CDME)

**IN KIND DONATIONS:**

**RENT:** Fair Market Value monthly rent for the site location to provide the services and activities is \$6,000. The City of Longview will be providing office space for our use.

**PROFESSIONAL FEES:** Legal and account fees of \$7500 in year 1 and \$5000 annually thereafter.

**LONGVIEW ECONOMIC DEVELOPMENT CORP** - An additional \$10,000 in matching in-kind contributions for wayfinding and signage.

**TOTAL IN-KIND:** \$23,500 in year 1, \$21,000 in subsequent years.

## SECTION I: ASSURANCES PAGE

### Assurances

If designation is granted, the applicant hereby gives assurance to the Texas Commission on the Arts that:

1. The activities and services for which designation is sought will be administered by the applicant organization;
2. The applicant agrees to complete annual reports and submit to a reauthorization process at the end of each ten-year period in order to remain a TCA designated cultural district;
3. The applicant has read, understands, and will conform to the intent outlined in the Guide to Programs and Services;
4. The applicant will comply with Title VI of the Civil Rights Act of 1964, with labor standards under Section 5(j) of the National Foundation of the Arts and Humanities Act of 1965, with Section 504 of the Rehabilitation Act Amendments of 1974, with Title IX of the Education Amendments of 1972, with the Americans with Disabilities Act of 1990, with the Age Discrimination Act of 1975, and with the Drug Free Workplace Act of 1988;
5. The applicant will comply with Section 10(7)(b) of the Commission's Enabling Legislation, which prohibits the Commission and its grantees from knowingly fostering, encouraging, promoting, or funding any project, production, workshop, and/or program which includes obscene material as defined in Section 43.21 Penal Code of Texas;
6. If the applicant is a nonprofit entity as defined by the I.R.S., an educational institution, or a unit of government, the application has been duly authorized by an authorized official for the applying organization.

X \_\_\_\_\_  
**ORIGINAL SIGNATURE**

Name of Authorizing Official: Laura Hill

Title of Authorizing Official: City of Longview Director of Community Services & ARTS!Longview Executive Committee

Mailing Address: P.O.Box 1952

City/State/Zip: Longview, TX 75606

Email: nancy.murray@rbc.com OR lhill@longviewtexas.gov

Phone: 903-720-4042 (President) OR 903-237-1392 (Contact)

## REQUIRED ATTACHMENTS:

1. **Audiovisual sample:** Think about your AV as a combination of a virtual visit to the district and a graphic version of this application. Spend time developing these materials. Evaluators will get as much (or more) information from your AV materials as they do from your written application. Quality counts! Evaluators use AV to judge Artistic Quality (50 out of 100 points - half of your score). Make sure your AV tells the whole story of the cultural district. This is your opportunity to show the cultural district using pictures, video and story. Think about this as a way to introduce your cultural district to visitors. The evaluators will view NO MORE than five minutes, so make sure that the audiovisual material fits within the time limit.
2. A **map of the city**.
3. A **map of the cultural district**.
4. A **resolution or letter of endorsement** from City government.
5. **CDME policy and commitment to accessibility** and the ADA.
6. **CDME board/committee roster** with titles and affiliated organizations or institutions included.
7. **Detailed cultural district plan** including plans for sustaining the cultural district for five years (25 pages maximum). Must include SWOT analysis: strengths, weaknesses, threats and opportunities.
8. **Detailed cultural district marketing plan** for five years (15 pages maximum).
9. **List of pertinent web links** (focus on premium art and cultural organizations, unique things, events, and area amenities that are important to attracting tourism).
10. **Signed Assurances Page** (application original must include an original signature).

### Optional attachments:

- Resolution or letter of endorsement from County government
- Between 3 and 5 unique letters of support and commitment for the cultural district

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**APPLICATION DEADLINE: June 15** (postmark deadline)

**Mail the original application and six copies to:**

Cultural Districts Designation Program  
Attention: Jim Bob McMillan, Deputy Director  
Texas Commission on the Arts  
PO Box 13406  
Austin, TX 78711-3406

**OR Courier the original application and six copies to:**

Cultural Districts Designation Program  
Attention: Jim Bob McMillan, Deputy Director  
Texas Commission on the Arts  
920 Colorado, Suite 501  
Austin, TX 78701

**Questions:** Jim Bob McMillan, 512/936-6572 or [jbm@arts.texas.gov](mailto:jbm@arts.texas.gov)

## Attachment Checklist

### **ARTS!Longview**

903-237-1392  
410 South High Street  
Longview, Texas 75606  
[www.artslongview.org](http://www.artslongview.org)

## Cultural District Non-Profit Members

### **ArtsView Children's Theatre**

903-236-7535  
313 West Tyler Street  
Longview, Texas 75601  
[www.artsviewchildrenstheatre.com](http://www.artsviewchildrenstheatre.com)

### **East Texas Symphonic Band**

903-738-9442  
P.O. Box 251  
Longview, Texas 75606  
[www.etsymphonicband.com](http://www.etsymphonicband.com)

### **Gregg County Historical Museum**

903-753-5840  
214 North Fredonia Street  
Longview, Texas 75601  
[www.gregghistorical.org](http://www.gregghistorical.org)

### **Longview Ballet Theatre**

903-758-3822  
1116 North 3rd Street  
Longview Texas 75606  
[www.longviewballet.org](http://www.longviewballet.org)

### **Longview Museum of Fine Arts**

903-753-8103  
215 East Tyler Street  
Longview, Texas 75601  
[www.lmfa.org](http://www.lmfa.org)

### **Longview Symphony**

903-236-9739  
P.O. Box 1825  
Longview, Texas 75606  
[www.longviewsymphony.org](http://www.longviewsymphony.org)

### **Longview World of Wonders**

903-212-4969  
112 East Tyler Street  
Longview, Texas 75601  
[www.longviewwow.org](http://www.longviewwow.org)

### **Theatre Longview**

903-431-0224  
P.O. Box 5165  
Longview, Texas 75608  
[www.theatrelongview.com](http://www.theatrelongview.com)

### **S.E. Belcher Jr. Chapel and Performance Center**

903-233-3080  
2100 South Mobberly Avenue  
Longview, Texas 75602  
[www.belchercenter.com](http://www.belchercenter.com)

## Video

Included inside front cover

## Visitor Tracking Information

All organizations associated with ARTS!Longview routinely track their visitors (and zip codes) through guest books, ticket sales, transaction records, and memberships. Special events happening within the District also conduct counts of their events using a variety of systems such as tracking food and beverage sales, conducting head counts and for events involving participation...

utilizing on-line registration. The City of Longview issues Outdoor Event Permits and that process requires measurement (before and after) of attendance. The Convention and Visitors Bureau works with area motels and hotels to track room nights and purpose for visits (business, personal, tourism and our events).