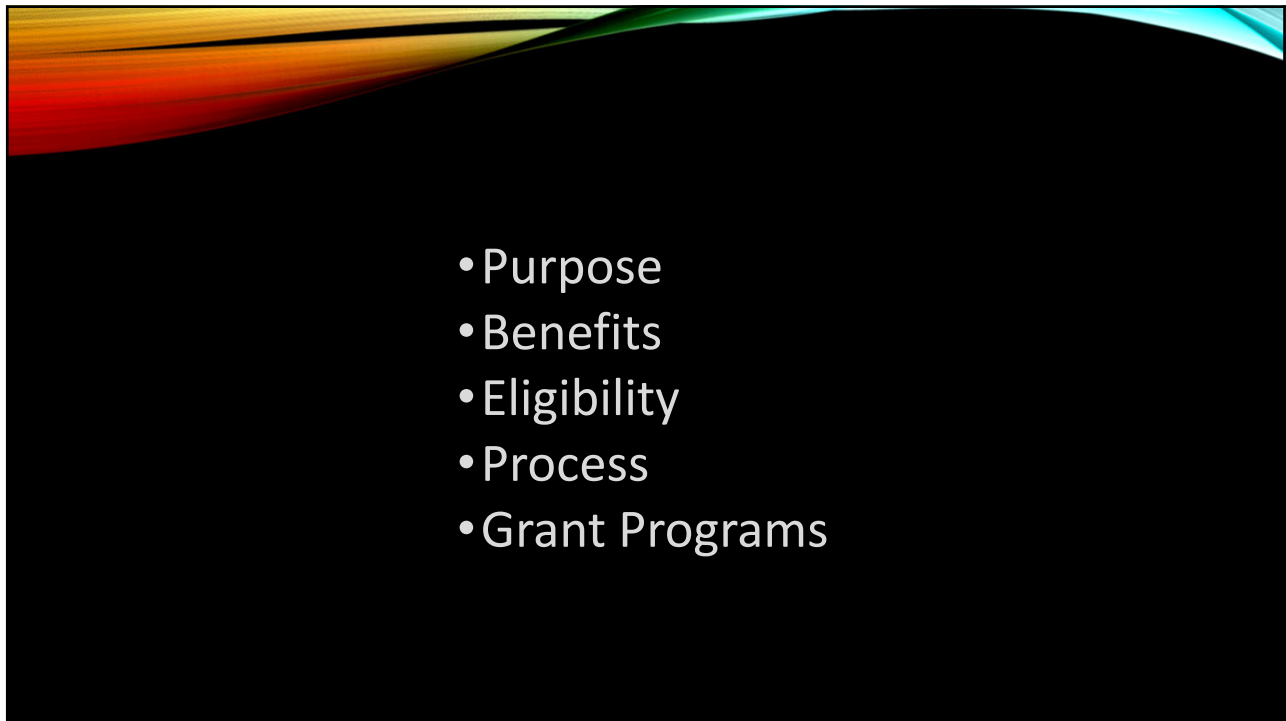




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**BENEFITS**

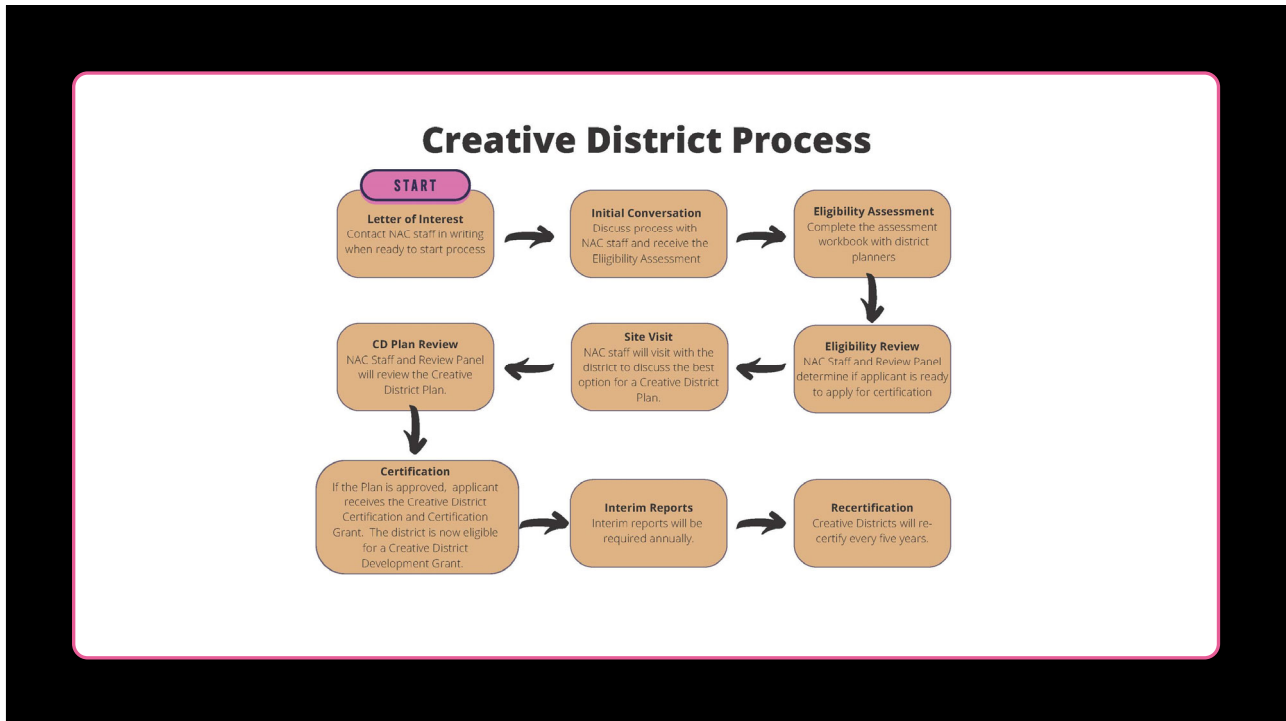
- Attract & retain artists and creative enterprises
- Encourage business and job development
- Establish the district as a tourist destination
- Preserve and reuse historic buildings
- Promote the district's cultural and historical heritage

4

## ELIGIBILITY

- Unique Identity
- Walkable or easy to navigate
- Organizational partnerships
- District Administrator

5



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# THREE MAIN DELIVERABLES

Letter of Interest

Eligibility Assessment (the workbook)

Strategic Plan

7

### GEOGRAPHY

Is the Creative District a walkable area?

YES

NO

*If not, explain why and how the area is easily navigable.*  
*For Example: There is a railroad that cuts through the bottom portion of the district. However, there is an overpass so traffic can still flow freely through the district.*

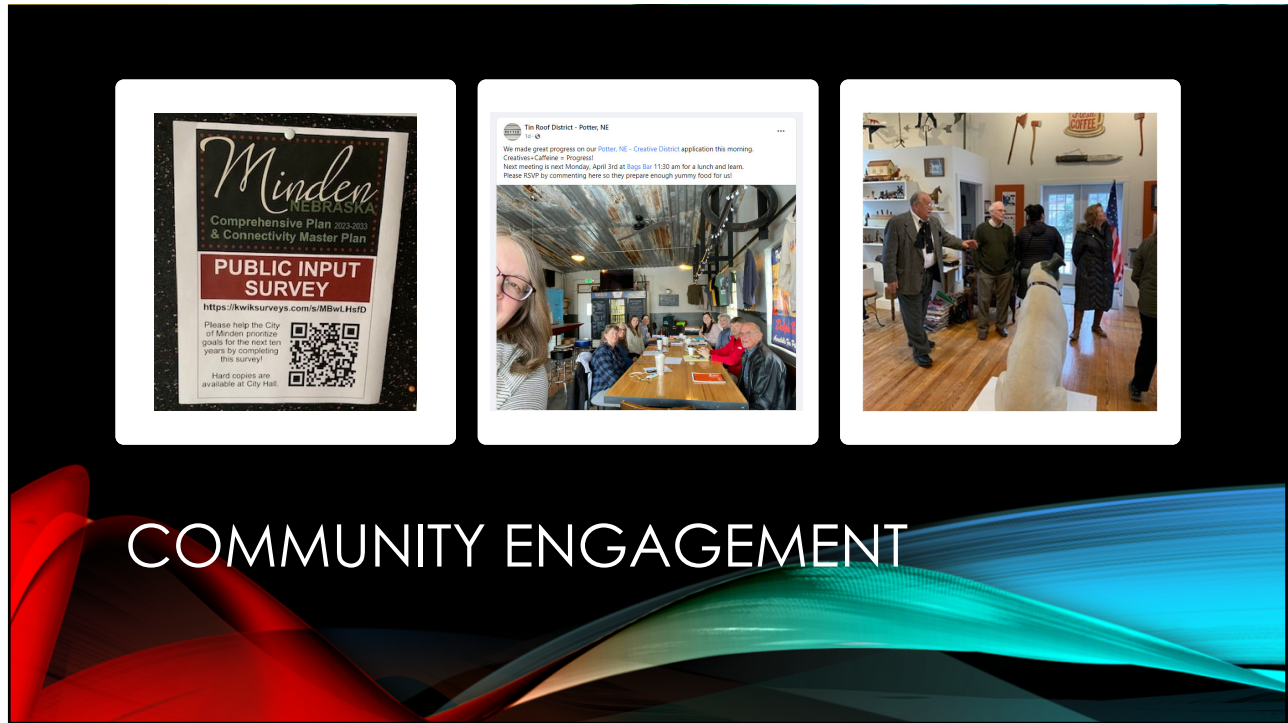
*Describe the boundaries of the area.*  
*For Example: Twelve block area of downtown Artsville, 5th street to 64th street and County St. to Hill Road.*

Note: A map will be required with the submission of the workbook.

## ELIGIBILITY ASSESSMENT

Population in your Creative District	Average monthly rent for a one bedroom apartment
Number of Creative Industries	Number of Creative Industries jobs
2019 Sales Tax Revenue	2020 Sales Tax Revenue
2019 Lodging Tax Revenue	2020 Lodging Tax Revenue
Total businesses in your Creative District	Free & reduced lunch rate for the school district that the proposed Creative District is in
Internet Speed in the proposed district	

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# COMMUNITY ENGAGEMENT

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- Community enhancement projects like new benches or public art
- Events that welcome visitors to your district
- Marketing materials such as website development, signage or banners
- Administration fees or consultants to help you develop an in-depth strategic plan




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THINK BIG!

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- Brownville is a community of 140 people located in SE Nebraska on the Missouri River.
- There are nine non-profits in Brownville.
- Creative District goes from River on the East to Winery on the West. About  $\frac{3}{4}$  of a mile long. Three blocks wide.
- Partners include Village Board, all non-profits, several local businesses including many dedicated to the Arts but also others supporting the Creative District.
- How we are structured and how others are structured.

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## TIMELINE FOR APPLICATION

- August 2021– Agreement by Historical Society to be Administrative Organization.
- Sept – Oct 2021 – Identification of partners, approval by Village Board to be a partner.
- September 21, 2021 – LOI submitted to NAC
- October 2021 – Setup Executive Committee for governance of Creative District, Started workbook.
- March 2022 – Submitted workbook for review and approval.
- Partners working on Strategic Plan

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## TIMELINE FOR APPLICATION

- Site Visit – March 23, 2022
- Completion of Strategic Plan – July 2022
  - Contractor – Carla Patterson
- Final Certification - 7/19/2022
- Reception – September 15, 2022
  
- What has that process meant to us.
  - Coming together for common goals.
  - Development of vision and plan.

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## CURRENT PLANS AND PROJECTS

- Promotion, Promotion, Promotion
- Visitor's Center
- Tourism wayfinding signage
- Again – 9 non-profits, most to enhance visitor experience
  - ADA accessibility at BVT, BFAA
  - New parking lot at BCS
  - Art in Nature project
  - New Gov. Furnas education shelter
  - New Ice House Museum
  - Improvements to Gov. Furnas House and Spurgin Dental Office
  
- With Fingers crossed, several additional projects

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# WHAT DOES THE FUTURE HOLD

- Baby steps – ever increasing regional expansion of promotion campaign.
  - Active participation in tourism activities, meetings, conferences
  - Actively promoting Brownville
- Visitation – A slow but steady increase in visitation
- Better experiences – Visitors will have an experience that they will remember and want to share.
- Infrastructure – building of infrastructure as needed to support visitation
- Major annual events drawing visitors from even outside region.
  - 2023 – Celebrating Willa Cather 150
  - 2024 – Celebrating Robert W. Furnas 200, Arbor day - 150

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# BROWNVILLE CURRENT PROJECTS – NEW



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# VISITOR'S CENTER

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# PARKING, PARKING, PARKING

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# Creative Districts

Utilizing the arts as an economic driver, support communities in Nebraska in telling their stories, and elevate the value of the arts.

## Letters of Interest (LOI) Received From:

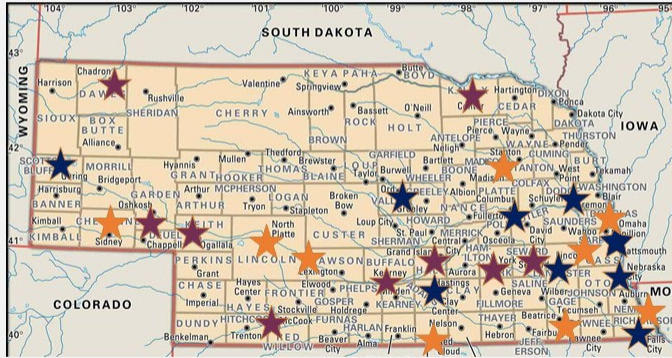
- Chadron Creative District
- Crossroads Creative District (Omaha)
- Downtown Lincoln Creative District\*
- Grand Island Creative District
- Kearney Downtown Creative District
- Northern Prairie-Plains Creative District (Niobrara)
- Olde Towne Elkhorn Creative District
- Potter Creative District
- Ralston Creative District
- Seward Creative District
- Vinton Street (Omaha)

## Completed Workbooks received from:

- Columbus Downtown Art District
- Falls City Creative District\*
- Fremont Creative District\*
- Hastings Downtown Creative District
- McCook Arts District
- Nebraska City Creative District
- Ogallala Western Trails Creative District
- Omaha Castle & Cathedral District
- Valley County Creative District\*
- The Creative Beet District in Scottsbluff
- University Place Art District (Lincoln)
- York Creative District

## Official Certified Nebraska Creative Districts

- Beatrice Creative District
- Benson Creative District
- Brownville Creative District
- Cozad Haymaker Creative District
- Ashland Flora District
- North Platte Canteen District\*
- Norfolk River Point District
- Red Cloud Creative District
- Sidney Creative District\*



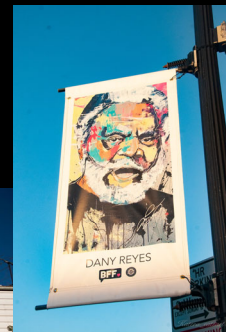
- ★ Letter of Interest Received
- ★ Workbook Received
- ★ Certified Creative District
- \* Indicates they received a Capacity Grant

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# EXAMPLES

## Benson Creative District

- Redevelopment of website
- Creation of banners or signs
- Hiring a Creative District Administrator



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# Brownville Creative District

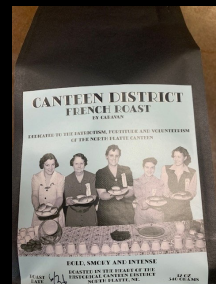
- Development of a Welcome Center
- Parking lot expansion
- ADA enhancements
- Public art in an outdoor park



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# Canteen District in North Platte

- Marketing for a community shopping day known as the Canteen Christmas
- Hiring part time staff to help with oversight
- Updated Christmas décor for the Canteen Christmas event
- Public art piece themed around the Canteen



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# Haymaker District in Cozad

- Create a marketing and branding campaign
- Establish a website for the new district
- Create an app for walking tours of the district
- Hire a consultant who will help them develop a ten-year strategic plan
- Create a Welcome Garden as you enter the district



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# The Flora District in Ashland

- Create the Towers of History Sculpture Garden in a currently underutilized city-owned greenspace



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FOR MORE INFORMATION

[artscouncil.nebraska.gov/explore/creative-districts/](https://artscouncil.nebraska.gov/explore/creative-districts/)

Rachel Morgan, Program Specialist  
402-595-2142  
[rachel.morgan@nebraska.gov](mailto:rachel.morgan@nebraska.gov)

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QUESTIONS?

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