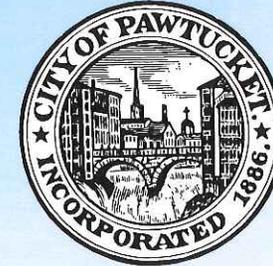




Experience **Pawtucket**



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Photo: T. Mann

ARTS AS ECONOMIC DEVELOPMENT

SNEAPA MOBILE WORKSHOP | OCTOBER 21, 2011

OVERVIEW

- History
- Arts Strategy
- Tools
- Results



Morris Rathanson

1793

Samuel Slater founded America's cotton industry on banks of the Blackstone River



Photo: K. Fayan



Photos: K. Fayon



Cotton would be woven by machinery, powered by water, not woven by hand.

After years of prosperity
textile industry declined

Arts Strategy

**Pawtucket needed clever way
to better utilize empty mill buildings
& underutilized space**

1998

More than 90 cities throughout
nation had created arts districts

1999

RI General Assembly enacts
law creating Arts &
Entertainment District in
Pawtucket

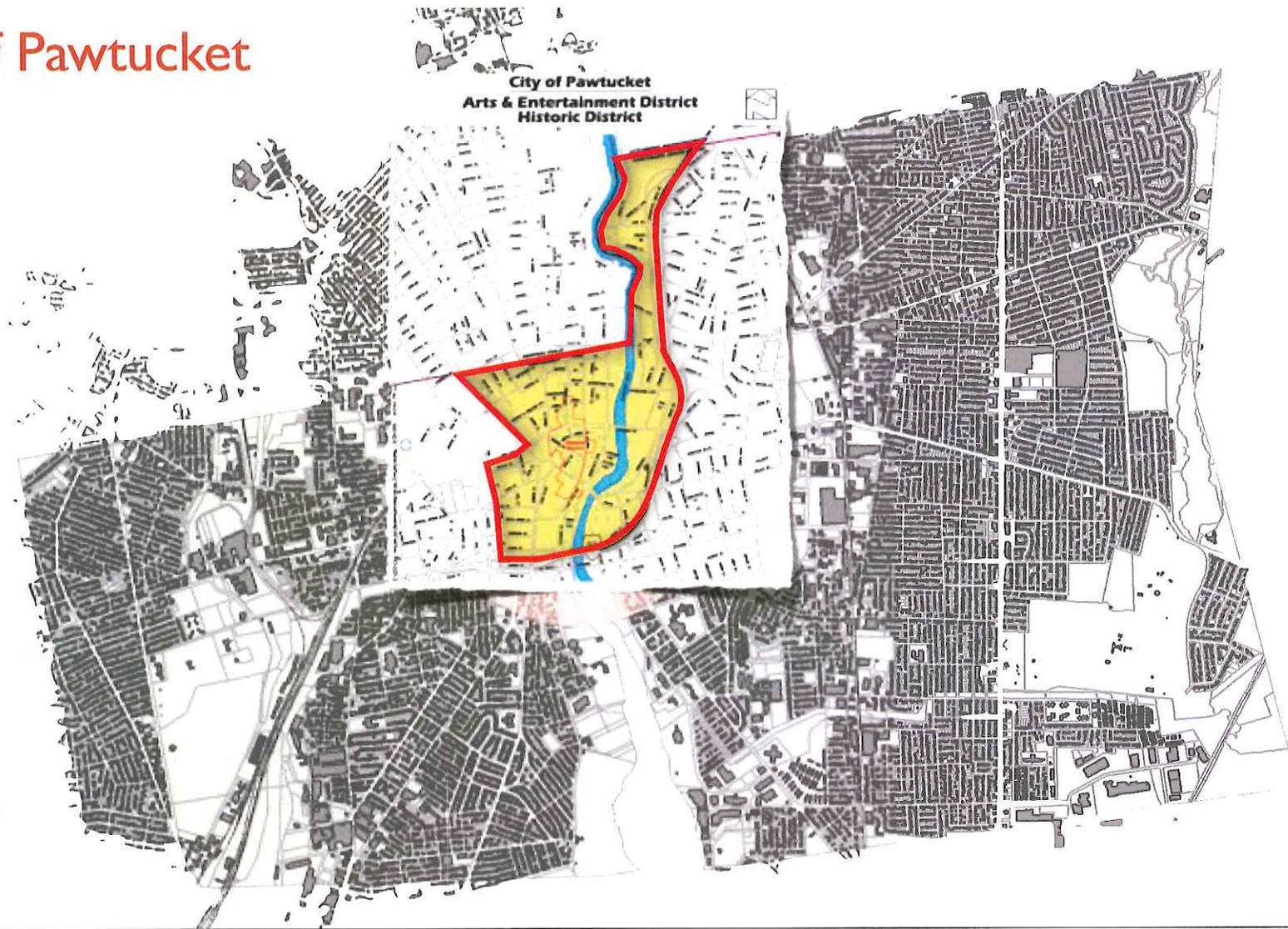
THE DISTRICT

CHARACTERISTICS

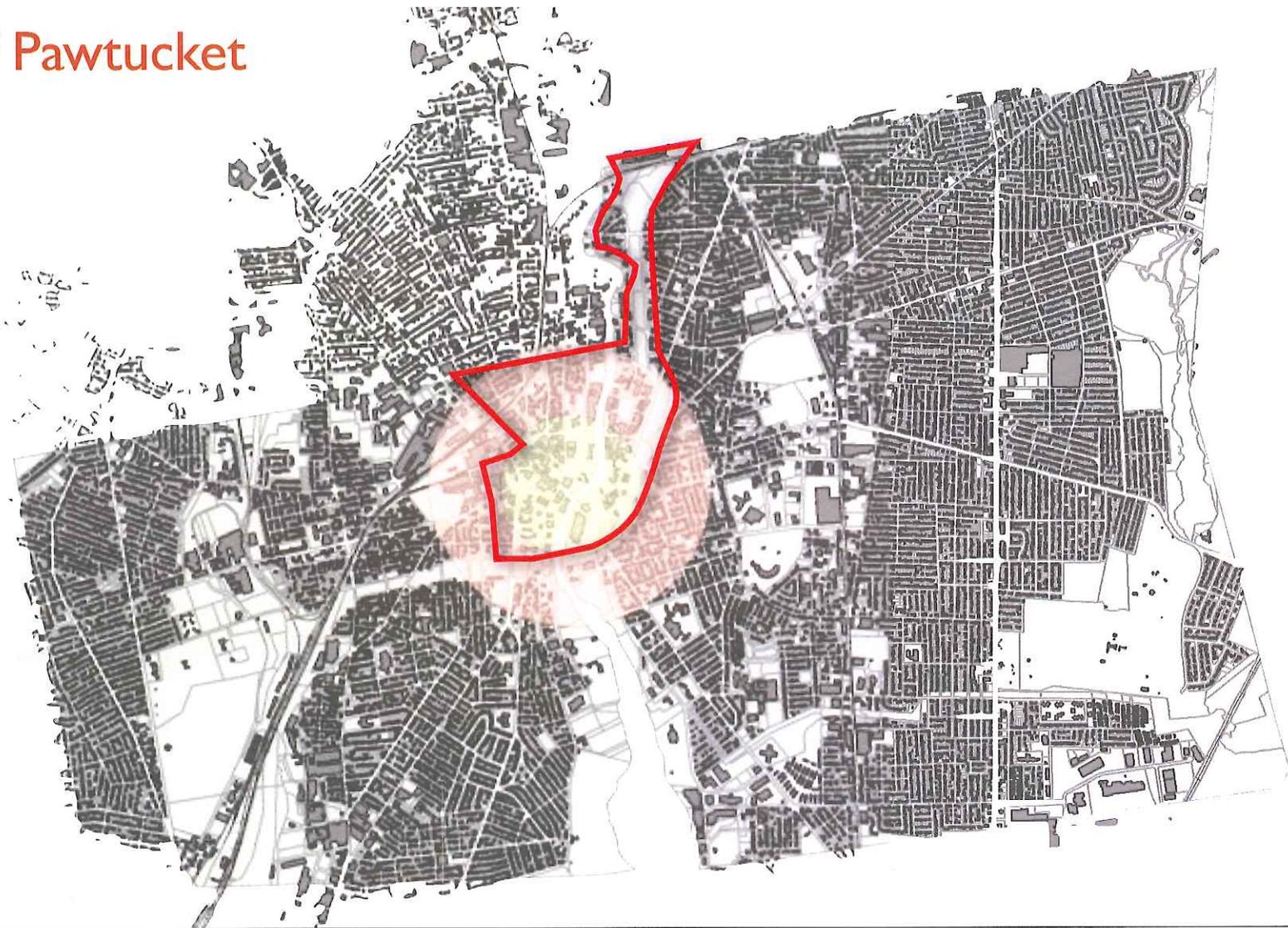
- 307 acres
- Encompasses 23 mills & 60 streets
- Providence got idea from Ireland, and Pawtucket followed suit



City of Pawtucket



City of Pawtucket



PAWTUCKET'S ARTS DISTRICT

CITY DEVELOPS TOOLS TO PROMOTE ART

- Allows qualified artists living or working in the district to receive state income tax benefits or the waiver of sales tax for one-of-a-kind art sold
- RISCA maintains list of all state-certified arts districts in RI

ARTS POLICY FRONT & CENTER

- Updated 2000 comprehensive master plan with goal to **“Continue to promote Pawtucket as an artist-friendly community and as a tourist destination”**
- Arts Educator develops cultural plan policy roadmap to support programs & services for Pawtucket’s artist community



FROM POLICY TO ACTION

- Amended zoning to include live/work housing typology - enabled development of Riverfront Lofts & other studios
- Created \$35K+ in annual Arts Operational & Program grants distributed on competitive basis
- Created hugely successful regional arts festival and Open Studios events



Riverfront Lofts

FROM POLICY TO ACTION

- Created revolving loan program to assist restaurants in Arts & Entertainment District see pawtucket business development corporation
- Provided in-kind services to arts organizations
- New class of liquor license that ties license to location.



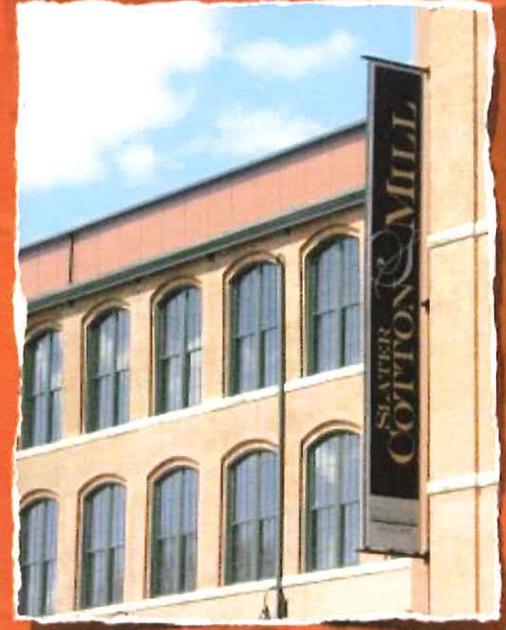
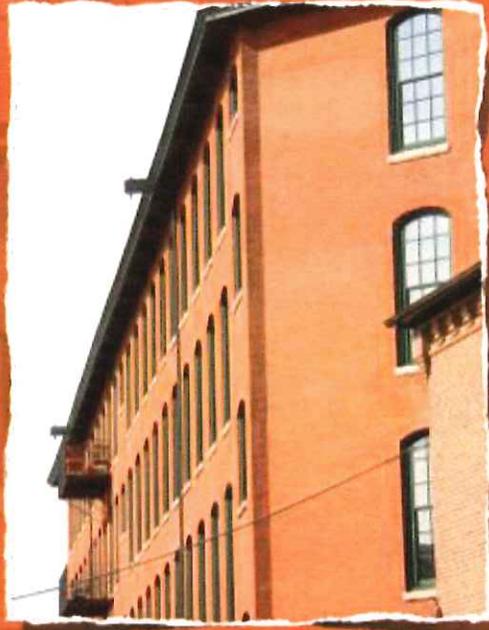
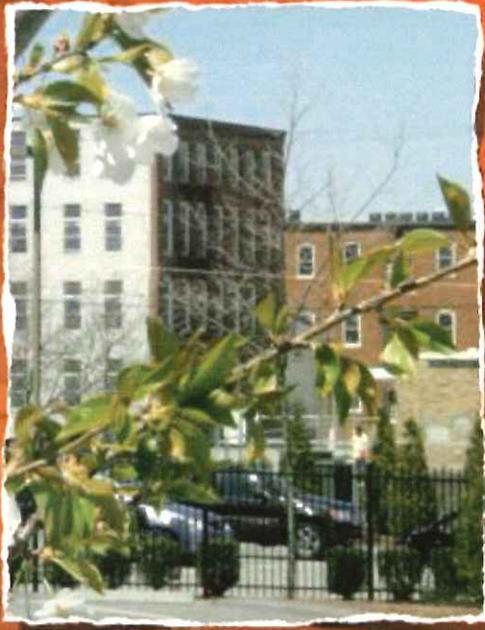
Results

Artists flocked to Pawtucket to take advantage of affordable space, arts incentives, convenient location & concentration of working artists



RIVERFRONT LOFTS - ARTS BRAND

LIVE/WORK CONDOMINIUM OCCUPIED BY CREATIVE PROFESSIONALS



OTHER MILL DEVELOPMENTS

SLATER COTTON MILL * BAYLEY LOFTS * UNION WADDING * BLACKSTONE LANDING

ANNUAL IMPACT

MUNICIPAL REVENUE

PROPERTY	BEFORE REDEVELOPMENT (ASSESSED/TAX INCOME)	AFTER REDEVELOPMENT (ASSESSED/TAX INCOME)	% INCREASE TAX REVENUE
Riverfront Lofts	Valuation: \$1,029,800 Tax Revenue: \$25,271	Valuation: \$12,353,937 Tax Revenue: \$219,653	869%
Bayley Street Lofts	Valuation: \$156,000 Tax Revenue: \$3,882	Valuation: \$4,996,962 Tax Revenue: \$88,846	2,288%
Union Wadding	Valuation: \$2,475,100 Tax Revenue: \$60,732	Valuation: \$3,749,100 Tax Revenue: \$92,002	151%
Slater Cotton Mill	Valuation: \$1,358,400 Tax Revenue: \$33,335	Valuation: \$9,216,700 Tax Revenue: \$226,177	678%

Source: Department of Planning & Redevelopment
City of Pawtucket



Photo: K. Fayan

HOPE ARTISTE VILLAGE

CATALYTIC REAL ESTATE DEVELOPMENT MARKETED TO
ARTISTS & ARTS RELATED INDUSTRIES



Photo: K. Fayan

LORRAINE MILL - MINERAL SPRINGS AVE

AFFORDABLE MILL SPACE MARKETED TO VARIETY OF ARTS
RELATED BUSINESSES, STUDIOS + MORE



Photo: K. Fayan

545 PAWTUCKET AVE MILL

AFFORDABLE MILL SPACE MARKETED TO VARIETY OF ARTS
RELATED BUSINESSES, STUDIOS + MORE



Photo: T. Mann

PAWTUCKET ARTS FESTIVAL

REGIONAL ATTRACTION IN SEPTEMBER ATTRACTS 30,000 VISITORS ANNUALLY:
\$300K BUDGET (INCLUDING IN-KIND)



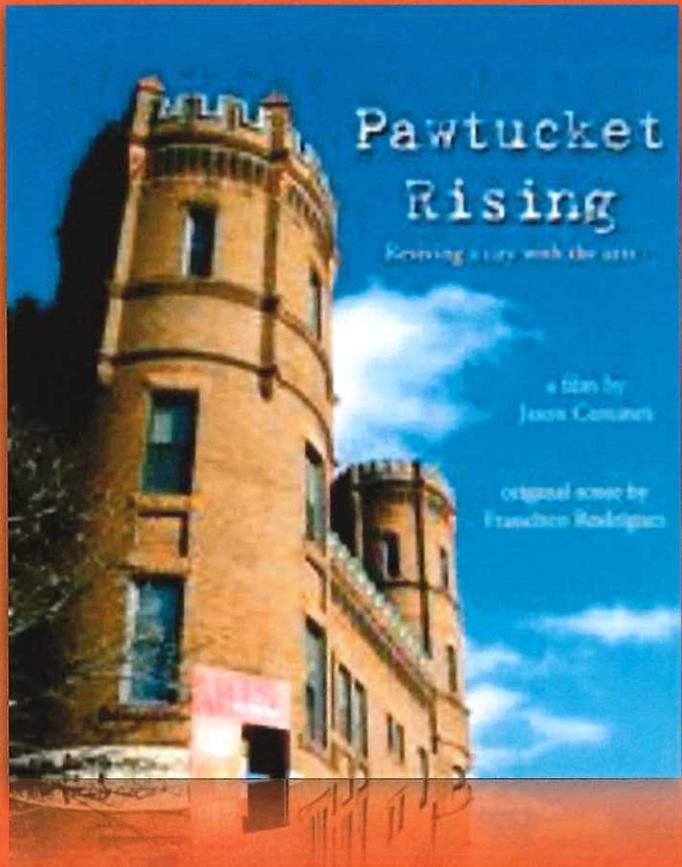
Photo: K. Fayan

SCULPTORS, MUSICIANS, FABRICATORS

FROM RECORDING STUDIOS TO VIOLIN MAKERS TO COFFEE ROASTERS TO SCULPTORS,
ARTISANS CHOOSE PAWTUCKET AS IDEAL PLACE TO HONE CRAFT

Results

Pawtucket profiled in NY Times,
magazines, books and a feature
documentary: Pawtucket Rising



Watch the film
on vimeo
vimeo.com/21521280
or purchase DVD
www.pawtucketrising.info

SUCCESS STORIES

- Old Armory transformed into performing arts center; city has three professional performing arts theatre companies
- Hope Artiste Village; 650,000 SF arts development
- First and only public performing arts high school (enrollment by portfolio)
- Four live/work mill condo developments in downtown
- Nonprofit Pawtucket Arts Collaborative organizes 125 local artists
- Pawtucket Arts Festival attracts 30,000 visitors
- 6 certified Arts Galleries downtown, Slater Mill Fiber Guild, Slater Mill Museum
- Foundry Artist Holiday Show brings 10,000 visitors in 2 weekends
- Tax valuation exponentially increased for arts-related developments
- Regional draw Entertainment Venues: Stone Soup, the Met, Blackstone (opening soon)

PAWTUCKET'S ART TOOL KIT

- State-designated arts + entertainment district
- Arts-friendly government: dedicated arts advocate, \$, in-kind service and strong mayoral leadership
- Cash grants and affordable space with great urban access to transit
- Progressive live/work, mixed used zoning with streamlined regulations
- Revolving loan fund through Pawtucket Business Development Corporation
- Tax stabilization treaties, Federal (& State) historic tax credit, loan guarantees through Pawtucket Redevelopment Agency

JUST A FEW OF MANY URBAN PIONEERS





Experience **Pawtucket**

Photo: T. Mann

ARTS AS ECONOMIC DEVELOPMENT

DOWNLOAD PRESENTATION: WWW.PAWTUCKETFOUNDATION.ORG