

ARTS & ENTERTAINMENT DISTRICTS

YEAR ONE PROJECTS CNY REGION

(POTENTIAL)



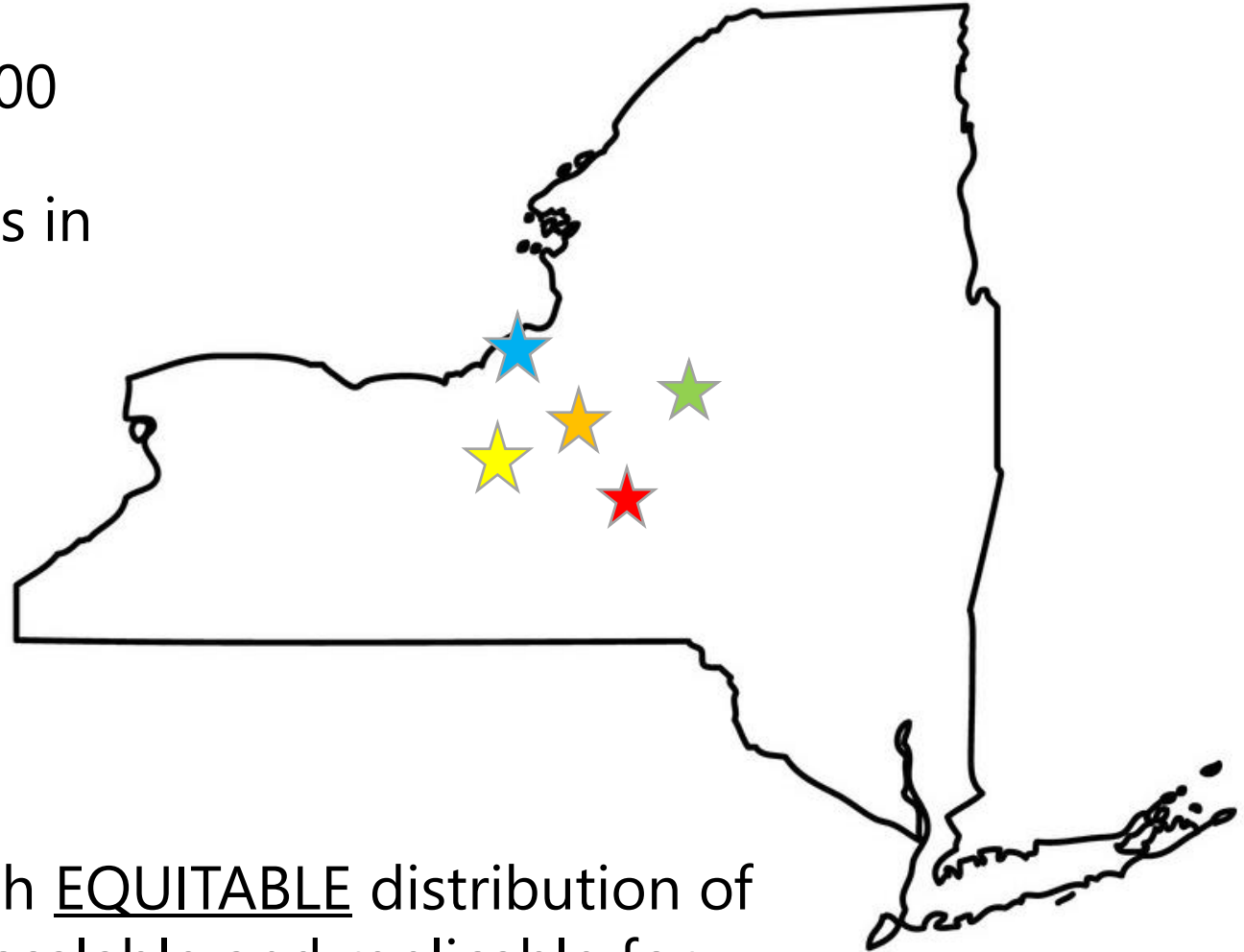
Stephen Butler, Executive Director
CNY Arts, Inc.



REQUEST

CNY Arts has applied for \$10,000,000 from the URI to create five Arts & Entertainment Districts for five cities in our region:

- ★ **Auburn (Cayuga)**
- ★ **Cortland (Cortland)**
- ★ **Oneida (Madison)**
- ★ **Oswego (Oswego)**
- ★ **Syracuse (Onondaga)**



A unique regional collaboration with EQUITABLE distribution of funds. This is a pilot project that is scalable and replicable for other regions in NYS.

Arts & Entertainment District

BUDGET*2-Year Total (Split evenly across two-year period)***Regional Services (average \$100k per county per year)**

Staff / Assistants / Fellowships	\$600,566
Convenings / Meetings / Travel	\$15,000
Marketing/PR (including Affinity Cards, etc.)	\$372,000
Supplies / Office Equipment	\$12,434
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	\$1,000,000

County Per Capita Distribution

Onondaga (Syracuse)	\$5,012,660
Cayuga (Auburn)	\$858,931
Oswego (Oswego)	\$1,310,614
Madison (Oneida)	\$788,264
Cortland (Cortland)	\$529,531
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	\$8,500,000

CNY Arts Administrative (5%): staff, contractors (web, IT, audit), professional development, insurance, office expenses

\$500,000

Project Total**\$ 10,000,000****In year one:**

- Each city will have their own **Staff Liaison** working out of City Hall on their A&E District
- One **Regional Coordinator** (qualified project manager) will be hired to manage and coordinate all the City Liaisons.
- Creation of an **Affinity Card Program**
- **Rebranding Campaign** focused on arts and entertainment
- **4 FTEs**

FOCUS: YEAR ONE

By the end of year one, based on the equitable, per capita funding formula, the cities can accomplish these projects:

- **INNOVATIVE ARTS AND ENTERTAINMENT PROGRAMMING** to diversify cultural offerings and serve diverse audiences (i.e. arts version of Risk Capital)
- **ACTIVATED AFFINITY CARD PROGRAM** to connects arts and entertainment to restaurants, hospitality, and retail while gathering key data
- **AMBIENCE AND FAÇADE IMPROVEMENT PROJECTS** completed for year one.

IMAGINE

- *Sampling wine, viewing local works of art at the Cortland Art & Wine Festival while listening to entertainment from a local artist at the Mobile Stage in a historic downtown Cortland park.*
- *Exploring the new Oneida Visitor Welcome Center & Pavilion in downtown Oneida after taking a rest from biking the nearby Empire State Trail.*
- *Visiting Syracuse to see the iconic public art piece newly installed in the heart of the Syracuse Arts & Entertainment District that engages people to stop and have their picture taken in the Salina Plaza with the art.*
- *Discover all the events you participate in from the Waterfront to the newly designated National Park Fort Ontario, to the music events at Harbor Fest, or a visit to the Oswego Children's or Maritime Museums through the new electronic Oswego Bulletin Boards located throughout the Oswego Arts & Entertainment District.*
- *Enjoying live performers at Harriet Tubman Freedom Music Festival at the State Street Event Plaza in downtown Auburn Arts & Entertainment District.*

CITY OF AUBURN

State Street Event Plaza

Total Budget: \$1,600,000

A&E District Request: \$600,000

City would issue bond ordinance to provide cash flow during construction.

Transform the vacant Kalet lot into an urban public plaza (approx. 5,000 sq. ft.) along the State Street Creative Corridor. Space will provide access to flexible performance space, public art, moveable tables and chairs, benches/seat walls, lighting, landscaping, bike racks, and interpretive signage.

Responsible Party/Owner: City of Auburn

Address: 1-7 State Street

Timeline: Fall 2019 – Summer 2020

Jobs: Short-term contract employment for artists

Project Readiness: Environmental testing complete;
\$1M anticipated from other sources



CITY OF CORTLAND

Youth Bureau Mobile Stage

Total Budget: \$207,744

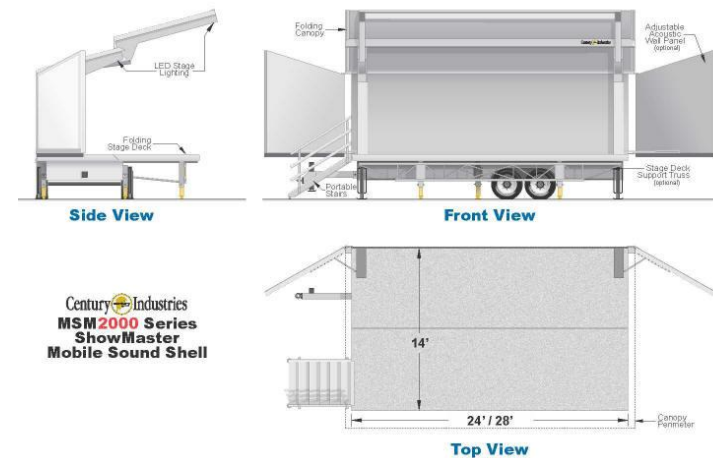
A&E District Request: \$182,744

City will bond in order to front A&E District funding request.

Mobile stage includes state-of-the-art sound system, LED light package, mesh banners, accessibility ramp and stairs to stage, and movie screen with projector. To replace the mobile stage purchased in 1971 which is no longer safe to use.

Address: To be used in Court House Park, City Parades and Ceremonies on Main Street and in Historic Downtown Cortland.

Project Readiness: Has quotes, has begun private funder campaign; has \$25,000 already committed from private funders.



CITY OF ONEIDA

Oneida Visitor Welcome Center & Pavilion At Higginbotham Park

Total Budget: \$200,000 | A&E District Request: \$150,000

City will bond and/or use contingency funds.

Public Pavilion and Welcome Center linked to the Oneida Rail Trail downtown. Will contain a performance space and public bathrooms. Conducive gathering place for community events and welcome center for visitors from the Empire State Trail to begin their explorations in the City.

Owners: City of Oneida

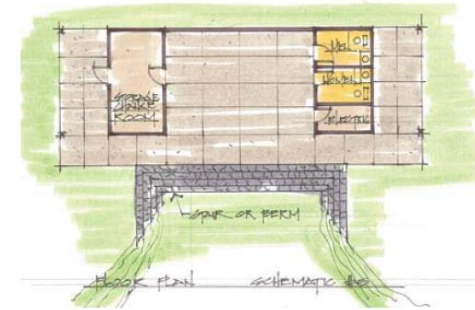
Address: 126 Farrier Ave.

Timeline: Spring 2020 – Fall 2020

Estimated Construction Jobs: 6

Estimated New FTE Jobs: 0

Project Readiness: Planning complete, site control, \$50,000 secured by the city.



CITY OF OSWEGO

Bulletin Board Visitor Kiosk System

Installation of bulletin boards at strategic locations to increase awareness about arts and cultural events. Designed to increase event participation and enhance cultural tourism in the city. Branded, enclosed bulletin boards will be installed in downtown businesses and restaurants.

CNY Arts will feed data to the kiosks using its Arts & entertainment calendar (cnyarts.org) in addition to events approved by the Oswego Arts & Cultural Committee.

Similar projects have been estimated to cost between the \$400k - \$500k range. The City of Oswego has a proven track record with DRI to find the resources for reimbursable programming.



CITY OF SYRACUSE

Public Art Commission at Salina Plaza

Total Budget: \$500,000 | A&E District Request: \$500,000

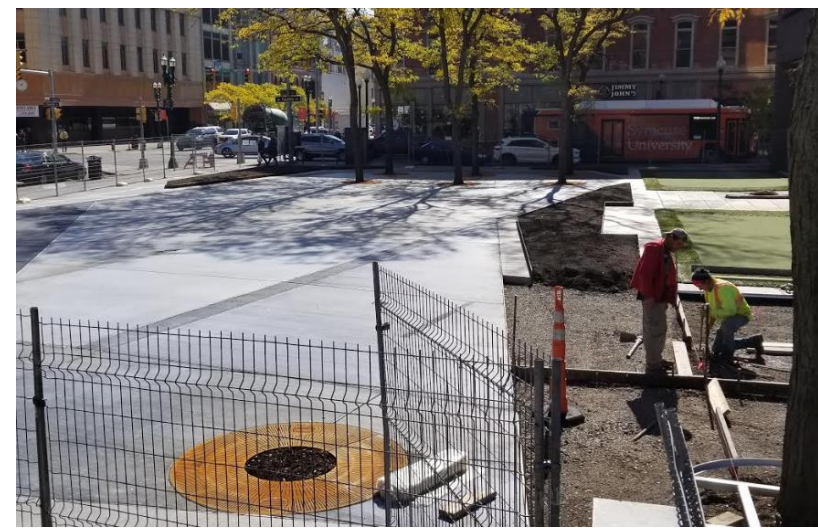
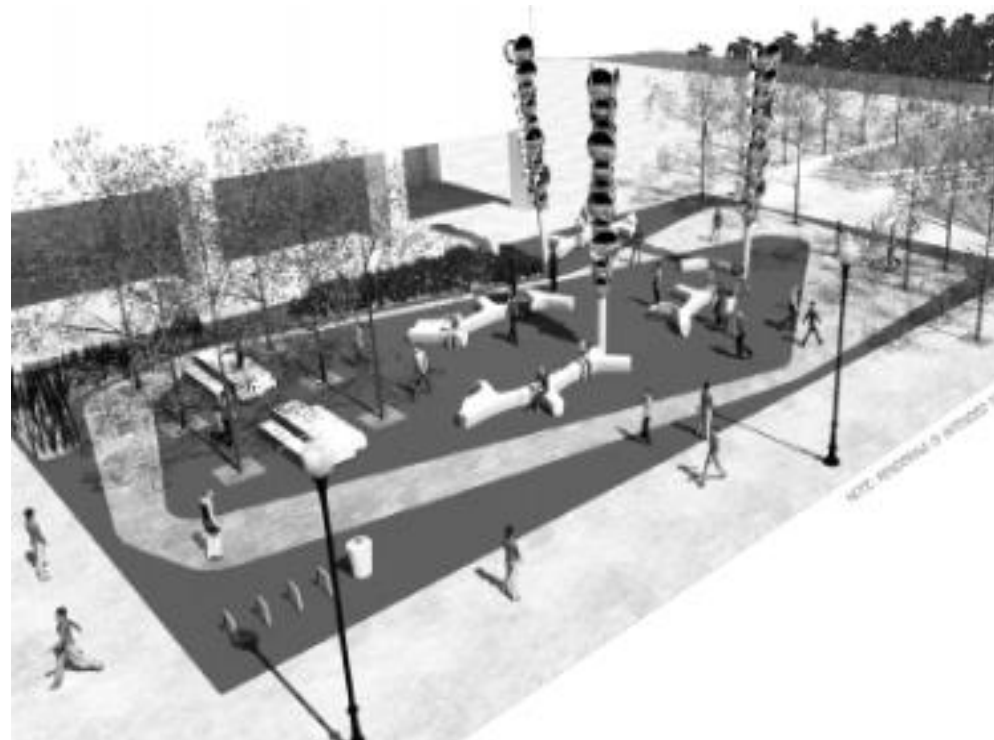
City will bond and/or use contingency funds.

City of Syracuse will commission an iconic work of public art for the newly completed Salina Plaza in the heart of Syracuse's A&E District. The project includes a nationwide search for a public artist to create a work that is reflective of the city's history, aspirations, and potential. Budget includes public participatory process, artist's fee, design, construction, and installation.

Owners: City of Syracuse

Timeline: Summer 2020

Inspiration below:



A REGIONAL APPROACH FOR
ARTS & ENTERTAINMENT
DISTRICTS IS:

BOLD.
COMPELLING.
HUMAN.
SMART.

THANK YOU.

