



# Las Vegas Arts District | A Public-Private Partnership to Ensure Creative Vibrancy

**Final Recommendations | September 6, 2023**

peopleplaces

# Las Vegas Arts District | Goals of the Work

- Understand **existing challenges** for retaining artists and creatives
- Explore opportunities to **bolster the District economically**
- Learn how Arts District stakeholders **envision opportunities to ensure the creative and economic vibrancy** of the Arts District
- Conduct a policy scan to **understand tools available at the City currently and what tools could be deployed**
- Undertake **best practices research** from other cities
- Understand **willingness of Arts District stakeholders to support long-term effort to manage** the district
- Identify **funding tools/opportunities** that could support this work
- Develop an **action plan with specific recommendations/tactics**, including implementation steps





# Las Vegas Arts District | Engagement and Research

- Driving/walking tours of the district
- Meetings/Interviews (~100)
  - Creative Community/Artists/Arts Orgs
  - Business Owners
  - Property Owners/Developers/Commercial Brokers/Architects
  - Community Organizations
- City staff meetings
- Discussion at the Las Vegas Arts Summit
- Data analysis
- Survey (302 Responses)



# Las Vegas Arts District Survey

## 302 Respondents

52 Arts District  
Artists/Creative Businesses

33 Arts District Non-Arts  
Business Owners

3 Arts District Event Hosts

9 Arts District Commercial  
Property Owners

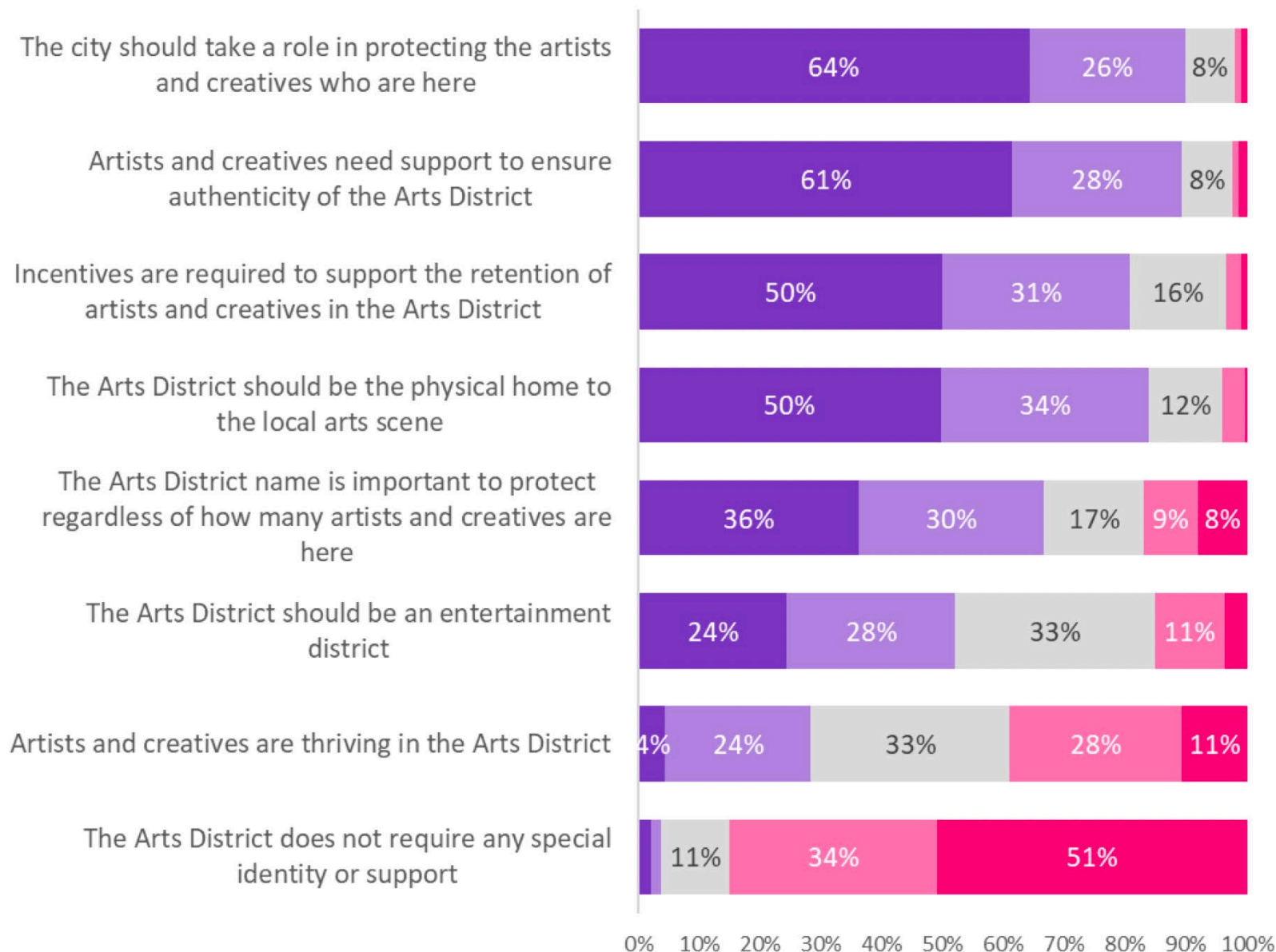
18 Arts District Residents

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91 Non-District Artists

96 Arts District Visitors

Strongly Agree Agree Neutral Disagree Strongly Disagree

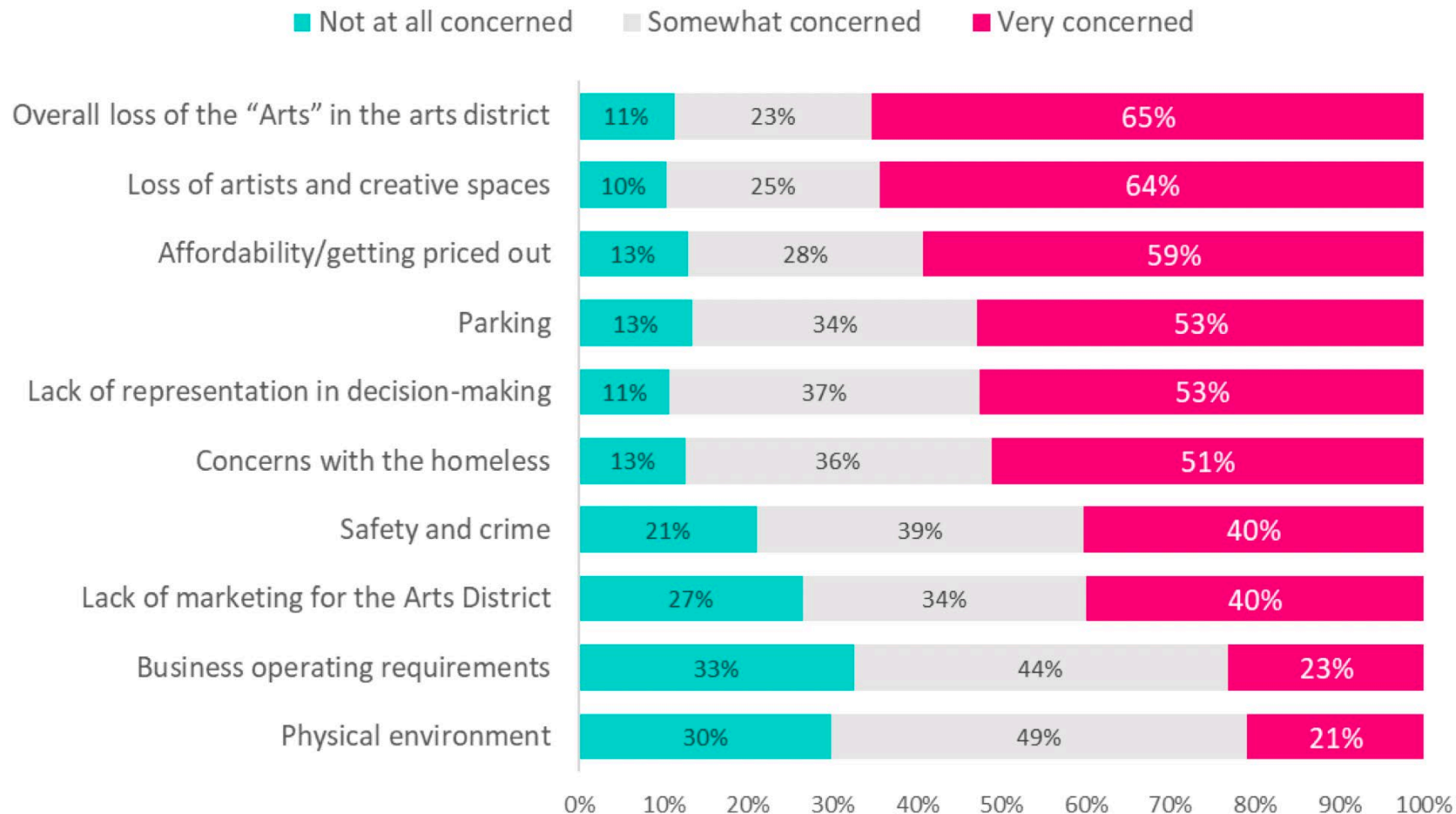


# Perceptions about the Arts District

All Respondents  
(n=297)



# How concerned are you about...?



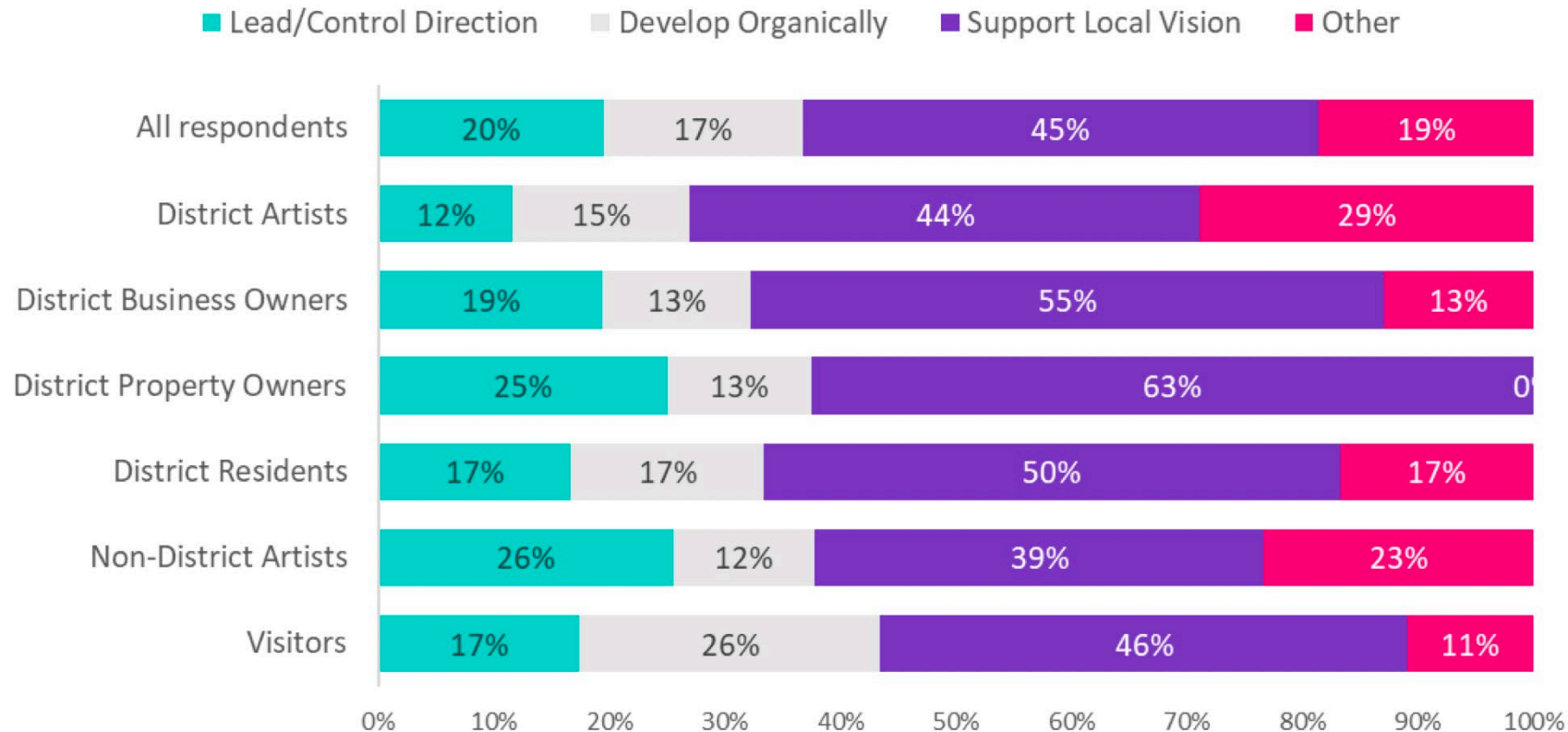
All Respondents (n=329)

## KEY FINDING

Most respondents are concerned about the loss of Arts, artists, and creative spaces in the Arts District

More than half of respondents are also concerned about parking and homelessness, and these are issues of top concern to businesses, property owners, and visitors

# How involved should the city be in determining the direction of the Las Vegas Arts District?

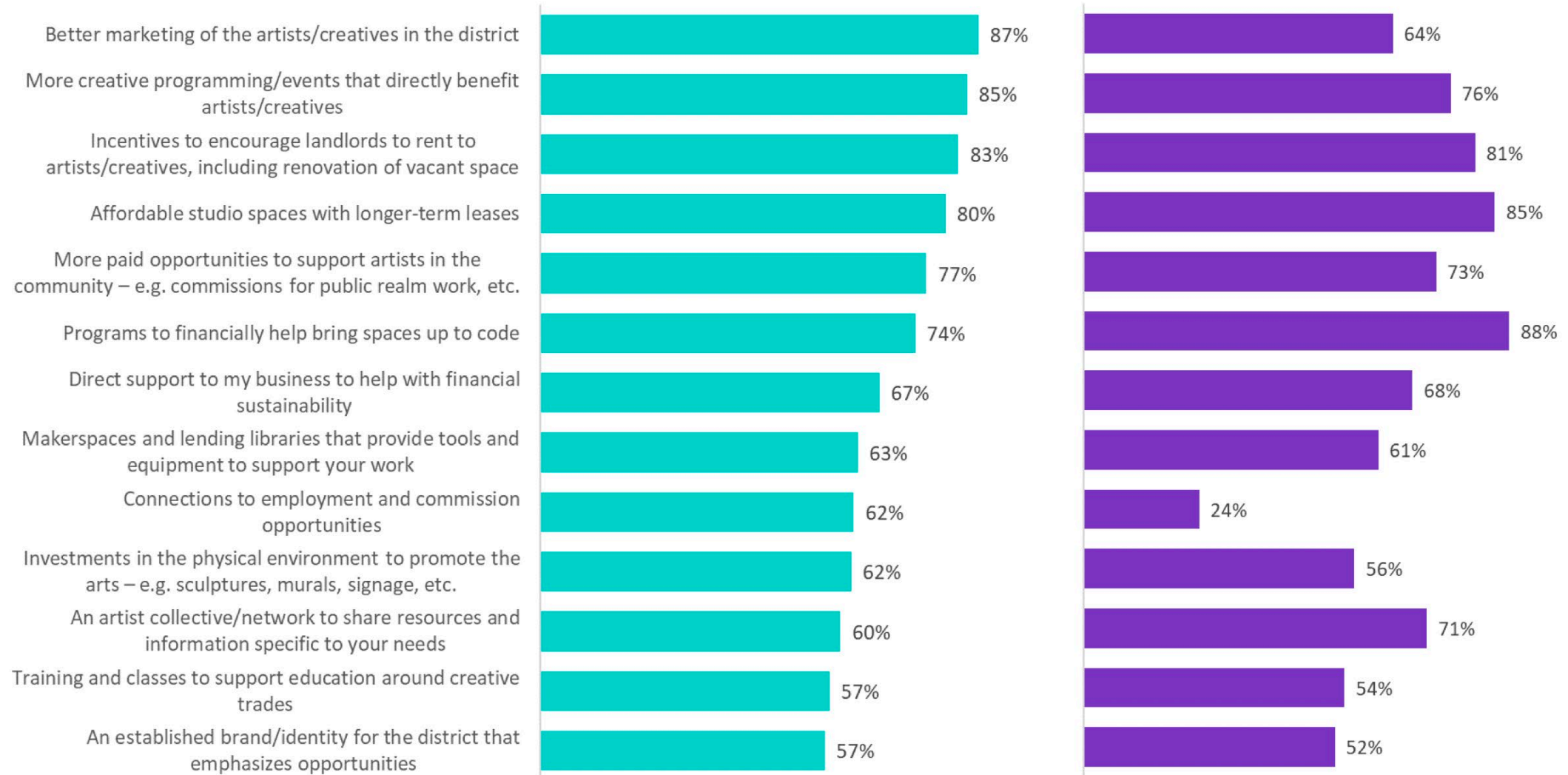


I think the city should lead/control the direction of the Arts District to keep it a unique place. I think the city should allow the Arts District to grow and change organically. I think the city should support local stakeholders' vision and direction for the district. Other.

# “Very Helpful” Supports to Assist Artist and Greater Arts Scene to Thrive

## District Artists/Creatives

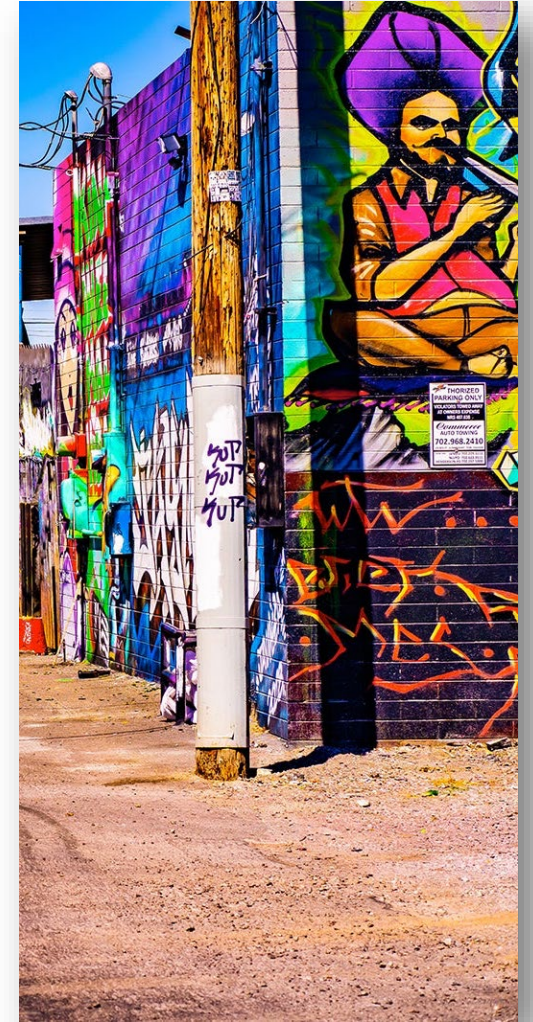
## Non-District Artists/Creatives





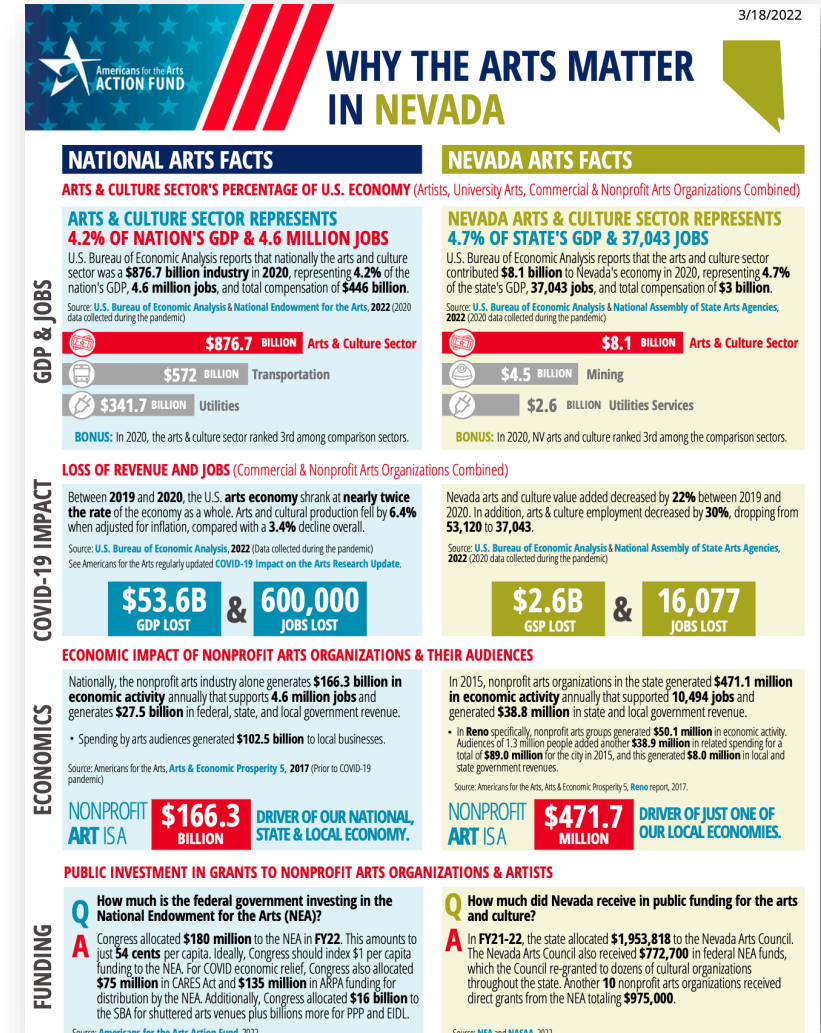
# Las Vegas Arts District | Vision

- **The Epicenter:** Where arts, creative ideas and the creative economy is incubated in Las Vegas. The efforts of the city to support arts and culture start and blossom here – and connect to other nodes of creativity throughout the city.
- **The Community's Spot:** The Arts District is the community's district – an eclectic and accessible neighborhood that brings the community together. It is for locals first, but also welcoming to visitors – a place where people live, create, play and work together.
- **The Place Where Art is Made:** It is the place in Las Vegas where artists work, where the community can see artists at work, where new/emerging artists can connect to the arts community, where people who aren't artists can learn a craft, where art is accessible to all.
- **The Alternative:** The Arts District is a showcase of Las Vegas local life; a Vegas getaway from the Strip. The District speaks to different, emerging audiences who are looking for a unique Las Vegas experience that isn't the casinos.
- **The Exporter:** The Arts District is the starting point for showcasing – and exporting – Las Vegas art, culture, talent.



# Aligning with Local, Regional and State Goals

- **Vision 2025: A Comprehensive Economic Development Strategy for Southern Nevada**
  - “Creative Industries” as an emerging regional Target industry
  - Objective to advance incubator, accelerator and makerspace facilities
  - Growth will require investments in infrastructure, workforce development and new methods of collaboration
  - Potential for micromanufacturing facilities in vacant buildings throughout the region
- **City of Las Vegas Arts-Related Studies Underway**
  - Americans for the Arts | Arts & Economic Prosperity Study 6 (To be completed end 2023)
  - Public Art Master Plan (To be completed Jan 2024)
  - Las Vegas Arts District Study
  - African American Museum and Cultural Center Master Plan (To be completed end 2023)



# The STRATEGIES| Las Vegas Arts District

## STRATEGY #1:

**Expand the Arts District Boundaries;  
Formalize Identity**

- A. Zoning Amendment to Expand the Arts District Boundaries; Establish Unique Tools
- B. Formalize Arts District Identity and Align Stakeholders
- C. Restore the Paintbrush Gateway
- D. 4<sup>TH</sup> Street Improvements

## STRATEGY #2:

**Support the Formation of a Business  
Improvement District**

- A. Support Stakeholders in a BID Formation Process
- B. Support Effective Delivery of BID Services
- C. Support the Evolution of 18b

## STRATEGY #3:

**Create New Spaces to Facilitate Artistic  
Creation, Education and Training**

- A. Feasibility Study to Establish Arts Education Facility
- B. Feasibility Study for Black Box Community Theatre Space
- C. Tools to Encourage Private Sector Creative Spaces

## STRATEGY #4:

**Establish Affordable Space for Artists to  
Live and Work**

- A. Artspace Feasibility Study
- B. Artspace Market Study
- C. Artspace Predevelopment

## STRATEGY #5:

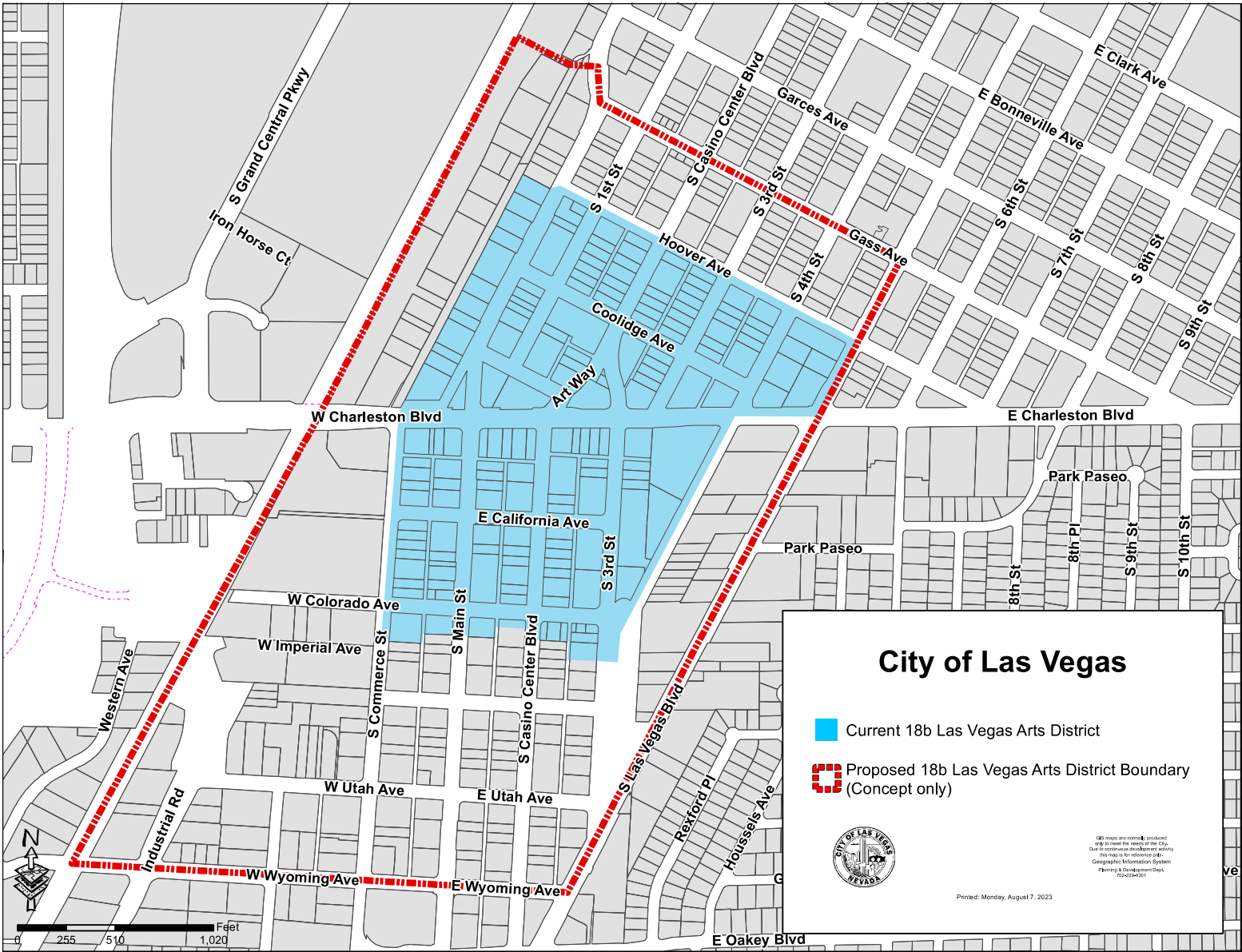
**Unite the Arts and Business Communities**

- A. Formalize Organization to Unite Business and Cultural Leaders in Las Vegas, Regionally
- B. Support Initiative to Address Policy, Programs, and Philanthropy for Arts/Culture
- C. Spur Private Sector Investment that Facilitates Arts and Culture



# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## A: Zoning Amendment to Expand the Arts District Boundaries, Establish Unique Tools



# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## A: Zoning Amendment to Expand the Arts District Boundaries, Establish Unique Tools

North of  
Charleston:

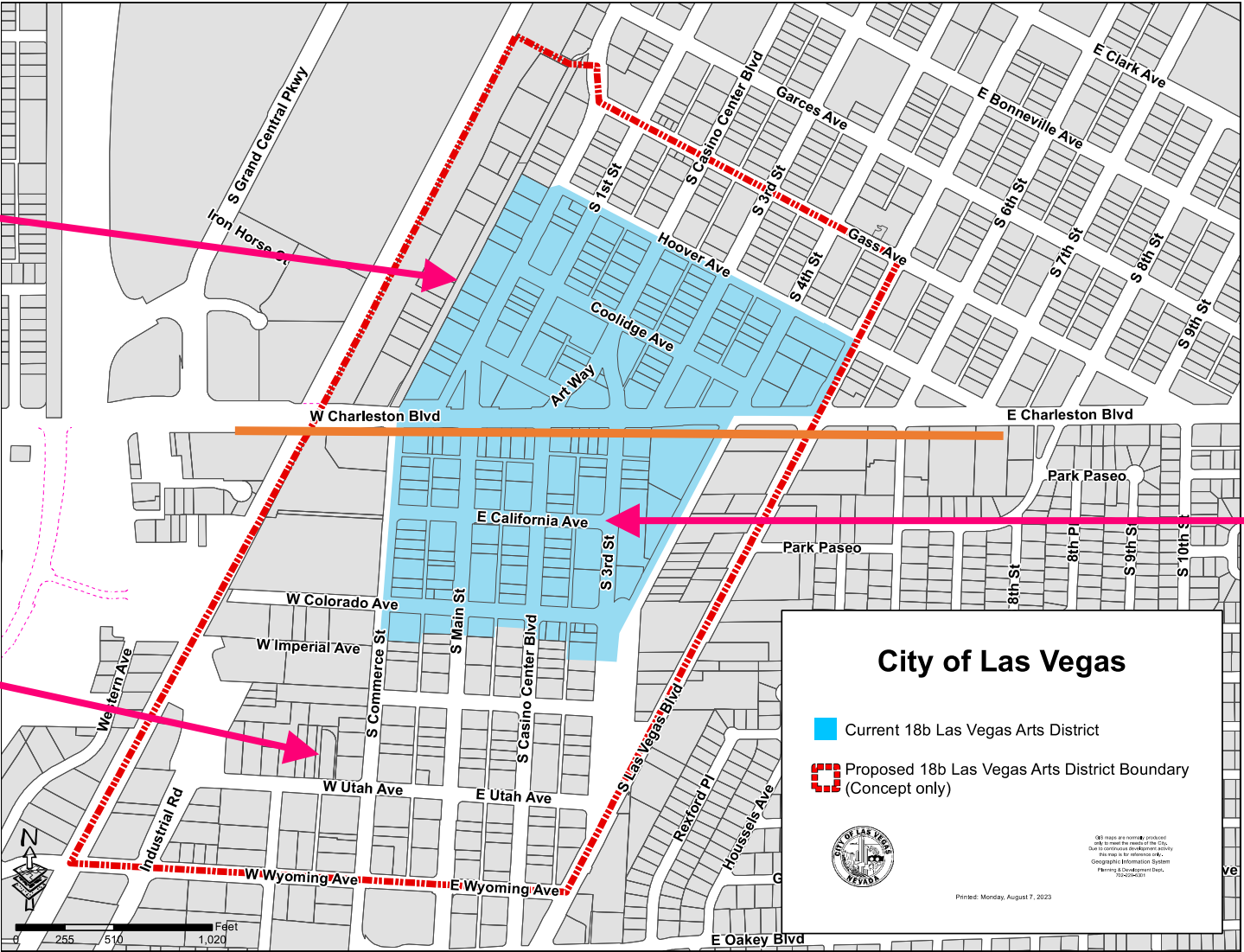
ARTS EDUCATION  
& INCUBATION AND  
HOUSING

Arts education,  
startups, incubation,  
makerspace, etc.  
Also, artist housing

Addition of  
Portion of the  
Design/Gateway  
Districts:

INDUSTRIAL ARTS  
AND ARTS  
PRODUCTION

Larger scale space  
for arts production



South of  
Charleston:

ARTS &  
ENTERTAINMENT

Performance, arts  
businesses, etc.

Breweries, bars,  
restaurants

# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## A: Zoning Amendment to Expand the Arts District Boundaries, Establish Unique Tools

- New zoning will be introduced to the Arts District that is crafted uniquely to address arts district needs and opportunities
- Planning and EUD will work together to develop a suite of tools/incentives that are unique to the Arts District, and that support arts-based uses and affordability. For consideration in that discussion will be:
  - Allowance for all types of creatives spaces
  - Public art development standards
  - Affordability
  - Incentives for the inclusion of artist studio space
  - Tools/incentives to bring down the cost of bringing spaces up to code
  - Clear pathway for pop-ups
  - Design requirements/pattern book
  - Other items per feedback from stakeholders



# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## B: Formalize the Arts District Identity and Align Stakeholders

- **Establish identity as Las Vegas Arts District**
  - Original 18b should still be acknowledged
  - Create branding in partnership with stakeholders
- **Incorporate branding in signage/wayfinding throughout the district**
- **Ensure city teams know their role in supporting the plan**
  - Departments should be clear on expectations for the district
- **Ensure stakeholders know their role in supporting the plan**
  - Investment should align with the vision
  - Encourage stakeholders to be a partner to the city in ensuring its success



# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## C: Restore the Paintbrush Gateway

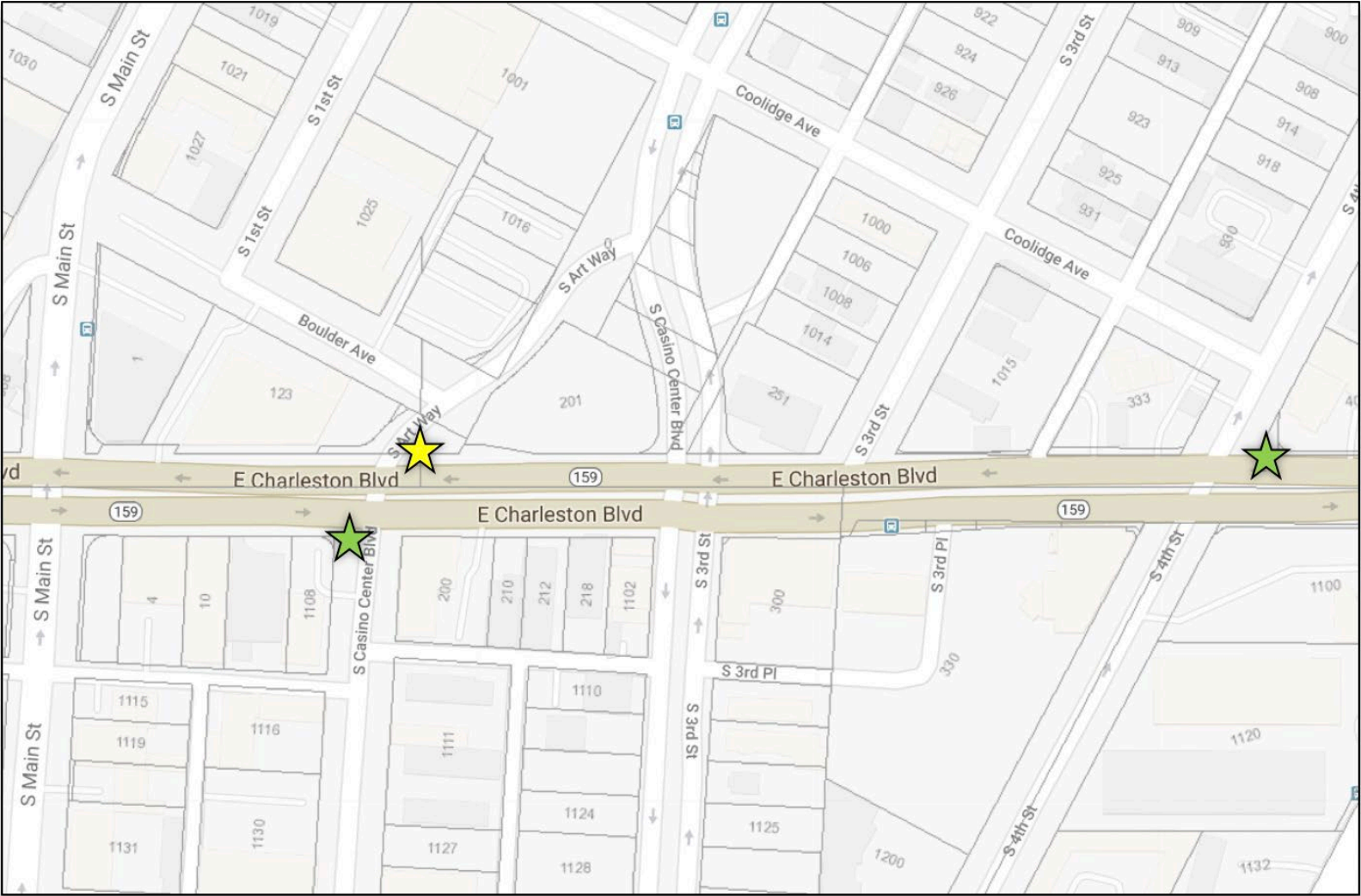
- *Paintbrush Gateway* was created by artist Dennis Oppenheim (one of his last pieces before passing in 2011)
- Installed in 2010
  - Were originally supposed to be located side by side
- Cost to restore = \$750,000 – includes maintenance, conservation (about ½ of total cost) and partial relocation (other 1/2 of cost)




# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## C: Restore the Paintbrush Gateway


Charleston Boulevard & Casino Center/Charleston Boulevard & 4th Street



KEY



"Paintbrush Gateway" sculpture (*current*)



Proposed relocation site for the easternmost sculpture

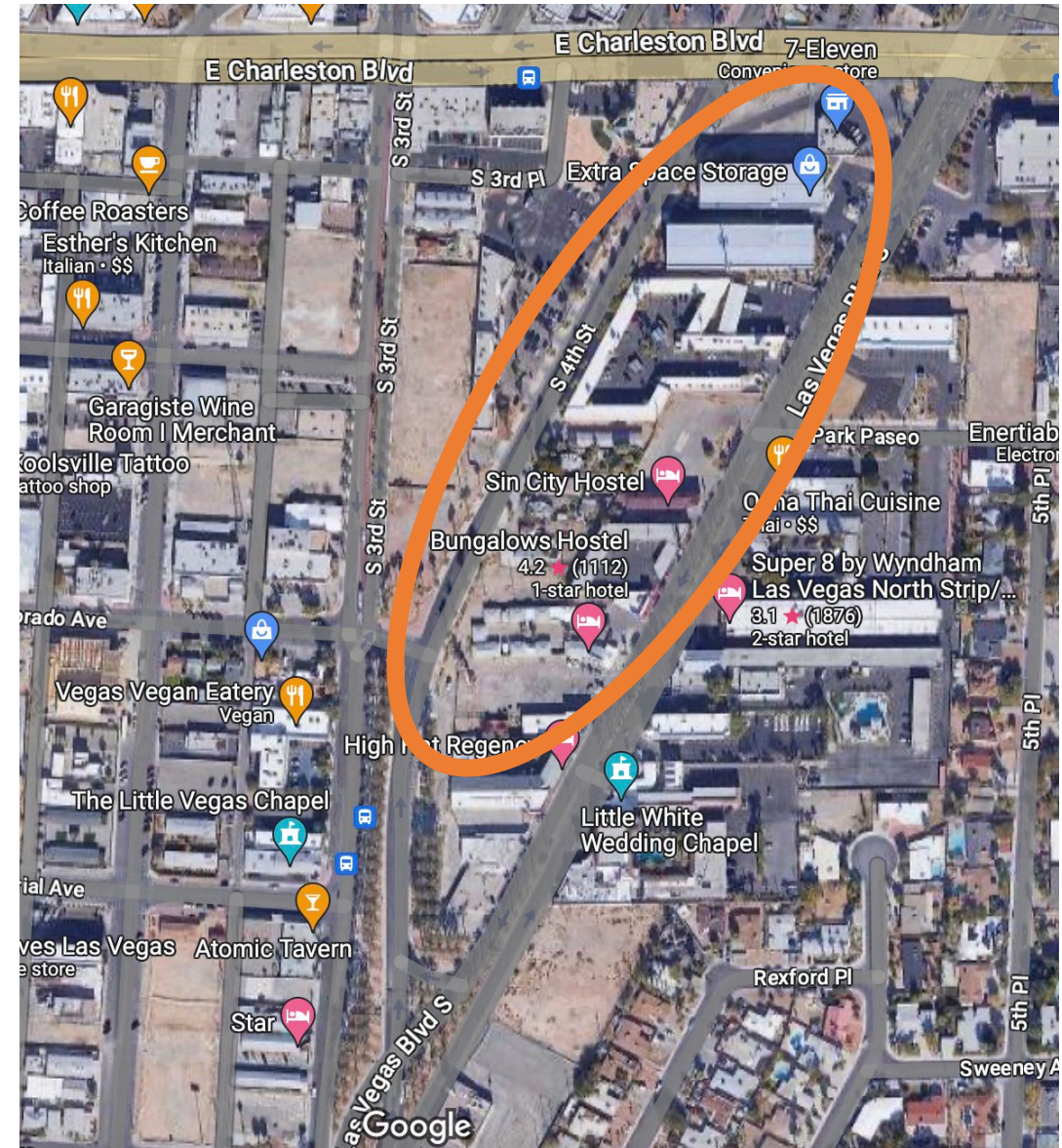


# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## D: 4<sup>th</sup> Street Improvements

The 'island' between 4<sup>th</sup> Street and Las Vegas Blvd. creates both an impassable connection between the Arts District and LVB, and a canyon-like effect on 4<sup>th</sup>. Proposed changes:

- Narrowing 4<sup>th</sup> St. to 2 lanes + addition of enhancements (wider sidewalks, etc.) consistent with the other improvements in the Arts District
- Require that parcels in the island have active frontages on both sides
- Have the city acquire some space to create walkway cut-throughs in that island to create better pedestrian connections into the Arts District





# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## D: 4<sup>th</sup> Street Improvements



**4<sup>th</sup> St. from Charleston**



**4<sup>th</sup> St. and California**

# STRATEGY #1| Expand the Arts District Boundaries; Formalize Identity

## D: 4<sup>th</sup> Street Improvements

- Expand sidewalks along Charleston at 4th
  - Planned project will reduce the number of lanes on Charleston from 6 to 4 east of Commerce
  - City can allocate the space from the eliminated lanes to widen the sidewalks.
  - It's a 2 phase project - Phase 1 is now under design and fully funded for Charleston from GCP to Main (that also replaces the underpass) and then Main to LVB would be Phase 2 (not yet funded)



**Charleston at 4th**



# **STRATEGY #2| Support the Formation of a Business Improvement District**

## **A: Support Stakeholders in a BID Formation Process**

### **RECOMMENDATION:**

- Support stakeholders in exploring an Arts-District specific BID, boundaries to align with new Arts District boundaries (Utilizing N.R.S. 271)
- Form a BID Exploration/Steering Committee – Public/Private Sector – to begin this process Fall 2023

### **Focus/Scope of Services**

- There is alignment in possible support for the following services within a BID exploration area:
  - Security/improved partnership with Metro and Marshals
  - Addressing homelessness
  - Enhanced cleaning
  - Marketing/branding/identity/placemaking (wayfinding, public art, landscaping, etc.)

### **City/BID Partnership**

- City opportunity to partner in delivering BID services
- Explore opportunities a BID creates for localized management of spaces/places

# STRATEGY #2| Support the Formation of a Business Improvement District

## A: Support Stakeholders in a BID Formation Process

- **Who Creates the District:**
  - Property owners petition the City to create the district
  - Must be signed by owners of tracts constituting at least one-half of the basis used for computation of assessments.
  - Must be accompanied by a plan describing proposed improvements and a proposed assessment plat
- **Assessable property is any property except that owned by Federal government (unless they consent) or the City (unless they consent). So:**
  - Commercial
  - Residential
  - Non-profit
  - County
  - City, Federal Government can "opt in"



# STRATEGY #2| Support the Formation of a Business Improvement District

## B: Support Effective Delivery of BID Services

- Ensure BID is set up for success and to deliver on expectations
- Organizations such as Block by Block provide services including:
  - Safety
  - Cleaning
  - Outreach
  - Hospitality
  - Landscaping
- **Benefits:**
  - A targeted team to be responsive to district needs – not janitors or security guards
  - Workforce development opportunities – Second Chance program | training, benefits, opportunities to move up
  - Customized deployment, equipment, reporting, flexibility
  - Can tie into local systems (city, metro, homeless outreach teams)



### At a Glance

We provide **safety**, **cleaning**, **landscaping**, **hospitality**, and **outreach** solutions for improvement districts, parks, transit systems and community organizations.

We manage the entire program from A to Z, custom designing each program using best practices and serving as good stewards of customers' budgets.

**1995**

Providing business improvement district services since 1995, we are privately owned with origins dating back to 1930.

**140+**

We now serve more than 140 districts, parks, transit systems and universities.

**96%**

We have a 96% retention rate.



# STRATEGY #2| Support the Formation of a Business Improvement District

## C: Support the Evolution of 18b

- The creation of BID provides an opportunity to support 18b to evolve, deliver services the BID cannot and more
- For example, BID Funding for Arts District could cover:
  - Maintenance/cleaning
  - Safety/security/homelessness
  - Placemaking
- 18b could support:
  - Marketing
  - Events and programming
  - Artist support, including paid opportunities to support artists, formation of an artist collective, training and classes around creative trades
  - Could do additional fundraising/serve as a foundation to support artist needs
  - Other items deemed important to the organization, community



# STRATEGY #3| Create New Spaces to Facilitate Artistic Creation, Education

- **A: Feasibility Study to Establish Arts Education Facility**

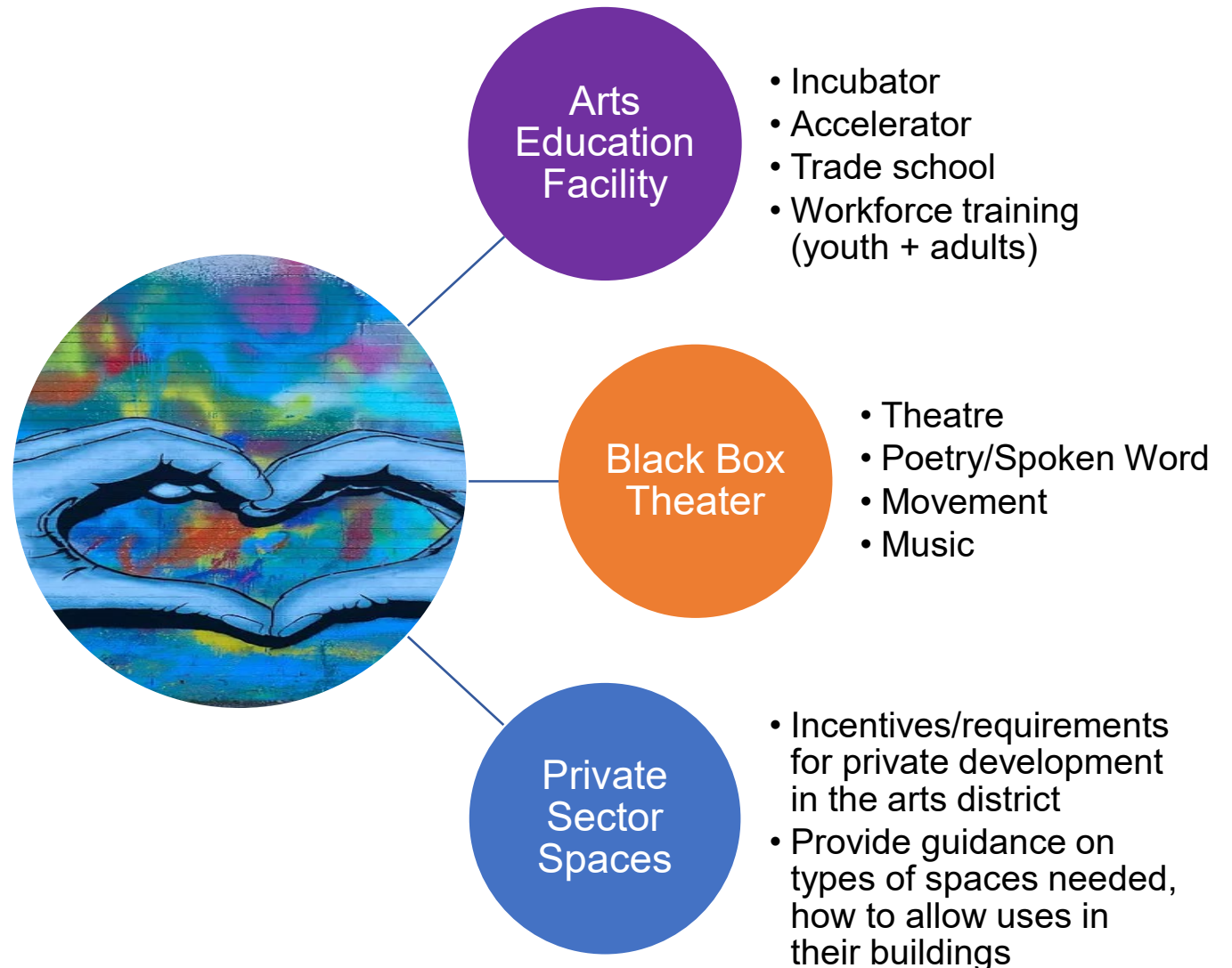
- Creative Trades Workforce Training Center/ Accelerator/Incubator
- Trade School for theater design, lighting, sound, costume sewing, etc.

- **B: Feasibility Study for Black Box Community Theatre Space**

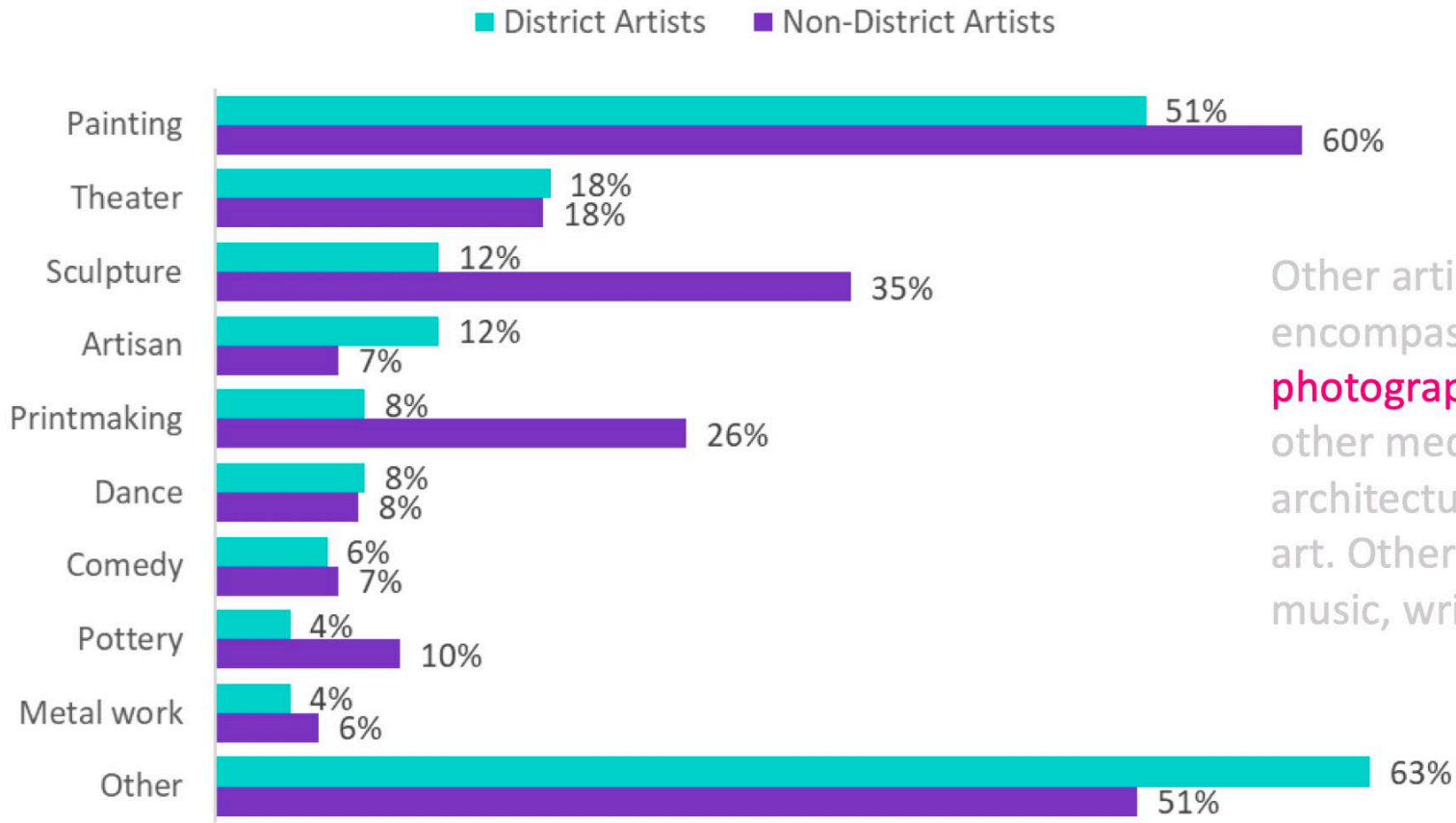
- Possibility to co-locate within Artspace development

- **C: Private Sector Spaces**

- Develop tools to incentivize the addition of creative space in new developments
- Develop incentives to encourage use of existing vacant space into creative space



# What artistic mediums are practiced by participating artists?

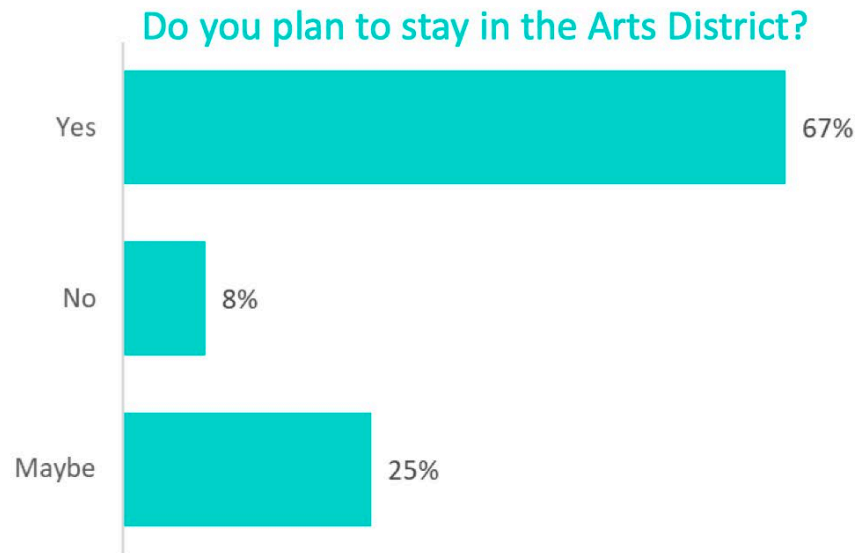


Other artistic mediums practiced by both groups encompass the creative spectrum, from **film** and **photography** to **audio recording**. In the Arts District, other media include culinary arts, tattoo, architecture/interior design, craft brewing and can art. Other media among non-District artists include music, writing, arts education.



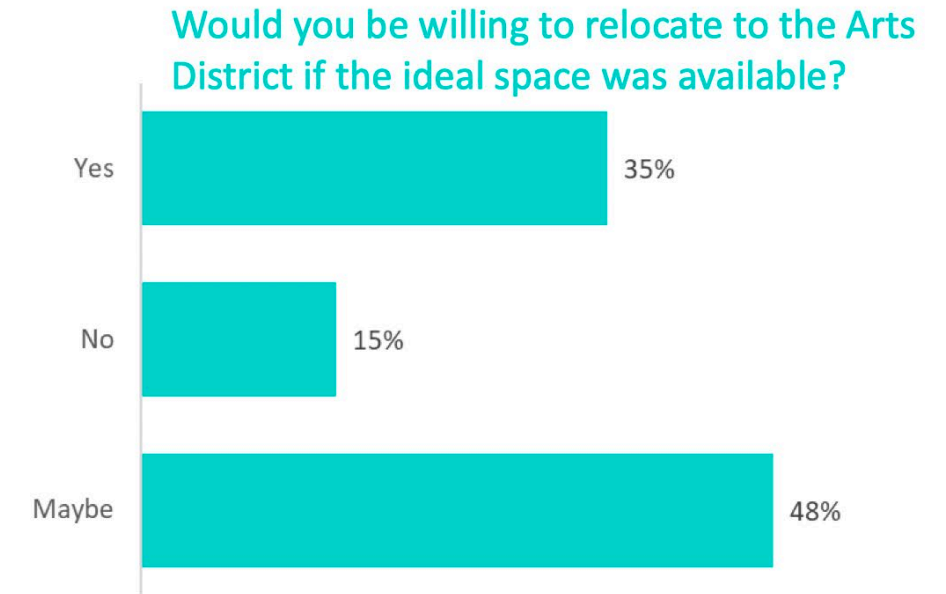
# Do Artists/Creative businesses want to stay or move into the Arts District?

## District Artists/Creatives



Maybe includes: if space remains affordable, if business improves, if homeless/safety concerns are addressed, if I can find new space, if I can buy my space

## Non-District Artists/Creatives

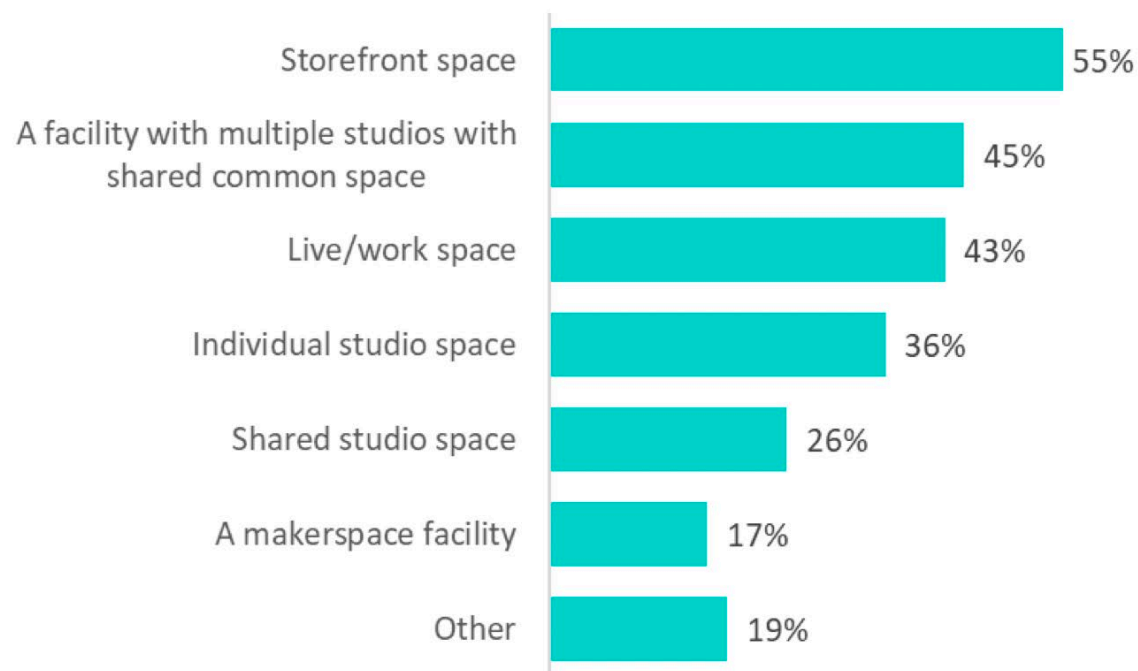


Maybe includes: Affordable space, appropriate space, parking availability, safety concerns, location, housing nearby, cost of license, suitable performance spaces

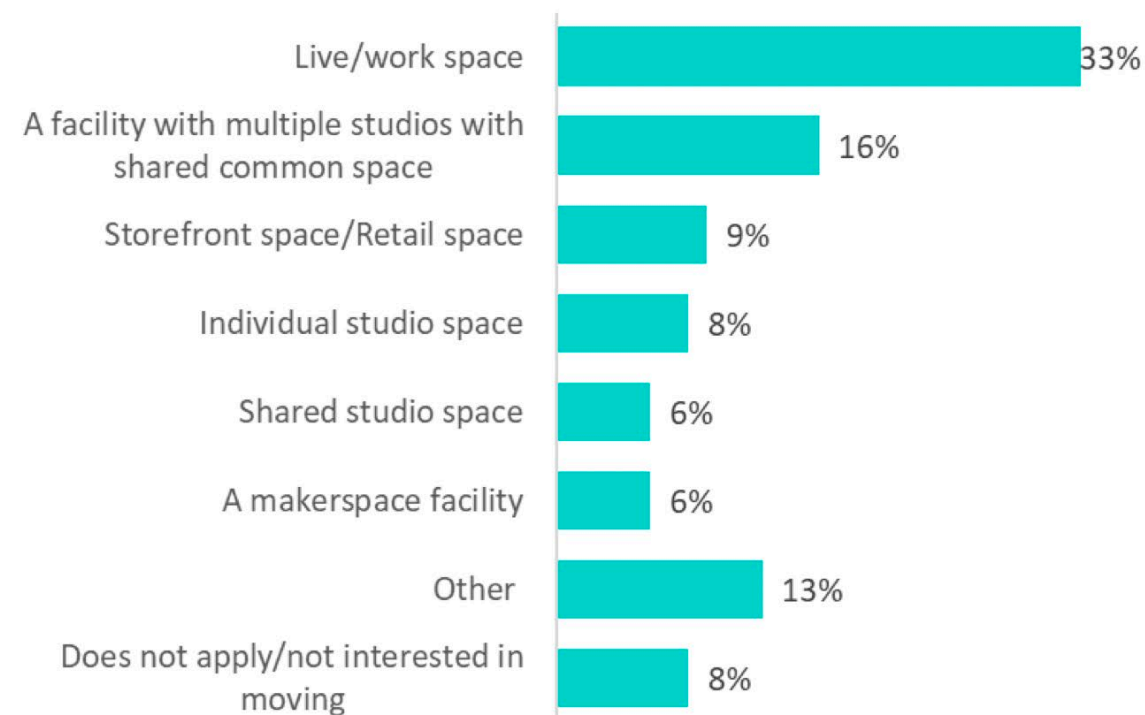
# Space for Creative Practice/Business

## Ideal Type of Space in the Arts District

### District Artists/Creatives



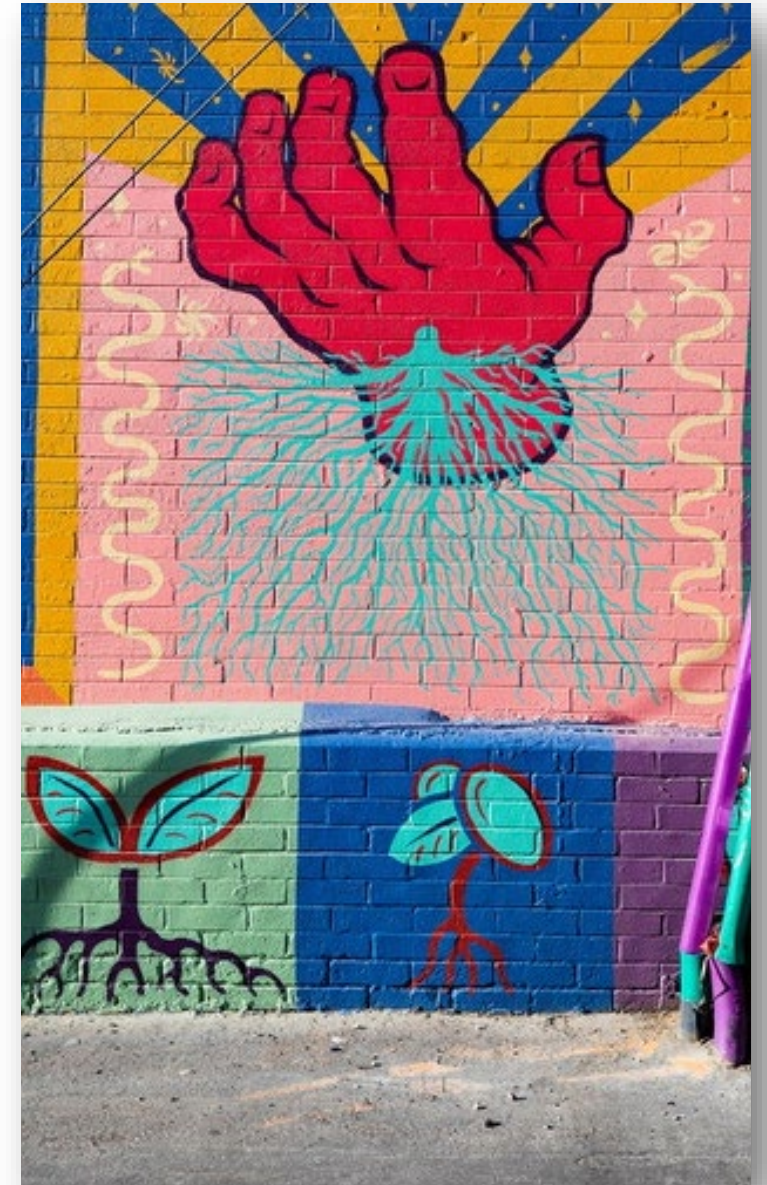
### Non-District Artists/Creatives



Note: District Artist numbers add to greater than 100% due to multiple response

# STRATEGY #3| Create New Spaces to Facilitate Artistic Creation, Education

- **A few things already in motion:**
  - City's business development team is doing asset mapping currently
  - OCA already looking at 5<sup>th</sup> Street School as Incubator
- **Analyze existing city policies for use of city-owned spaces**
  - City changed policies, increasing fees to use spaces and changing insurance requirements making city owned spaces hard to use
  - Look at how to make it easier, more affordable to use city spaces for creative uses





# STRATEGY #4| Establish Affordable Spaces for Artists to Live and Work

- A.Artspace Feasibility Study (\$35,000)
- B.Artspace Market Study (\$35,000)
- C.Artspace Predevelopment – TBD, would only move forward if a project was deemed feasible (\$800,000)

## PATH OF AN ARTSPACE PROJECT



Rome wasn't built in a day, and neither is an Artspace project. In fact, a typical Artspace live/work project takes from four to seven years to complete. Although no two projects are precisely alike, they all travel a similar path through the development process.

Here is a brief look at a typical Artspace live/work project as it proceeds from first inquiries through preliminary feasibility studies, an arts market survey, predevelopment, and development to completion and occupancy. Please note that this is not an exhaustive list of every activity that goes into an Artspace project, and that some actions may occur in a different order.

STEP 1: PRELIMINARY FEASIBILITY VISIT	
OVERVIEW	• Information Gathering and Outreach
PRIMARY ACTIVITIES	<ul style="list-style-type: none"><li>• Meet with artists, local funders, businesses, civic leaders, and other stakeholders</li><li>• Conduct a public meeting to introduce Artspace and solicit community feedback</li><li>• Tour candidate buildings and/or sites</li><li>• Extend outreach as needed to ensure that people from underrepresented communities are included in the process</li></ul>
DELIVERABLES	• Written report with recommendations for next steps
PREREQUISITES FOR MOVING FORWARD	<ul style="list-style-type: none"><li>• Demonstrated support from local leadership</li><li>• Critical mass of artists and arts organizations with space needs</li><li>• Established base of financial support</li></ul>
TIME FRAME	• 3-5 months
FEE	• \$35,000

# Artspace | Recommendation | Feasibility Study | \$35,000

## artspace PRELIMINARY FEASIBILITY STUDY

A Preliminary Feasibility Study is the first step in understanding how an affordable arts development project can move forward within the context of a community's unique needs, assets, sites, leaders, and resources. Artspace visits the community to gather information, connect with local stakeholders, and share information about how these projects come together. With this approach, Artspace works to encourage community dialogue and build general support for the creation of affordable space for the arts sector.



Uptown Artist Lofts // Michigan City, Indiana

### 2-Day Visit from 2 Artspace Staff

- 3 Focus Groups (virtually & in-person)
- Public Open House
- Tour of Potential Sites and Arts Assets

### Deliverables: Report of Findings on...

- Broader Community Goals
- Funding and Financing
- Potential Sites
- Local Leadership
- Arts Market
- Project Concept

# Artspace | Recommendation | Arts Market Study | \$35,000

- Includes a Market Survey to collect:
  - Quantifiable space needs data
  - Demographic information from individual artists/creatives living/working in Las Vegas and regionally (defined as a 50-mile radius from the city)
- Purpose
  - To provide the city with market feasibility and space demand findings that can inform a project concept and next steps recommendations
- Outcomes:
  - Collected data will reveal whether demand is sufficient for an Artspace project to proceed to a next, predevelopment phase of work



## ARTS MARKET STUDY

"If you build it, they will come" may work in the movies, but has no place in real estate development. Before proceeding with any project, Artspace plans for success by measuring the market for arts and creative space.

A crucial step in the Artspace predevelopment process, the Arts Market Study, determines the size and nature of the market. Through an online survey, data is collected about local artists' current space arrangement, interest in new space, income range, amount they are willing to pay for space, and other demographic information.

### SUMMARY OF THE STUDY:

- Customized survey tool based on a proprietary template.
- Outreach strategy, including examples, templates, and feedback.
- One visit to the community to present at the survey launch event, and second optional add-on visit to present findings and recommendations.
- Online survey set-up, testing, and hosting.
- Weekly updates on incoming responses with suggestions for continued outreach.
- Report of Findings: a summary and interpretation of data including recommendations about the type and number of spaces to create, rents that can be charged and design considerations.
- Technical report providing detailed statistical information on market demand.

### THE PURPOSE OF THE STUDY:

- Quantify the overall demand for arts and creative spaces.
- Identify the types of spaces, amenities and features that artists want/need.
- Inform site selection, design, and programmatic decisions.
- Maintain community involvement throughout the project.
- Help build support and secure funding.

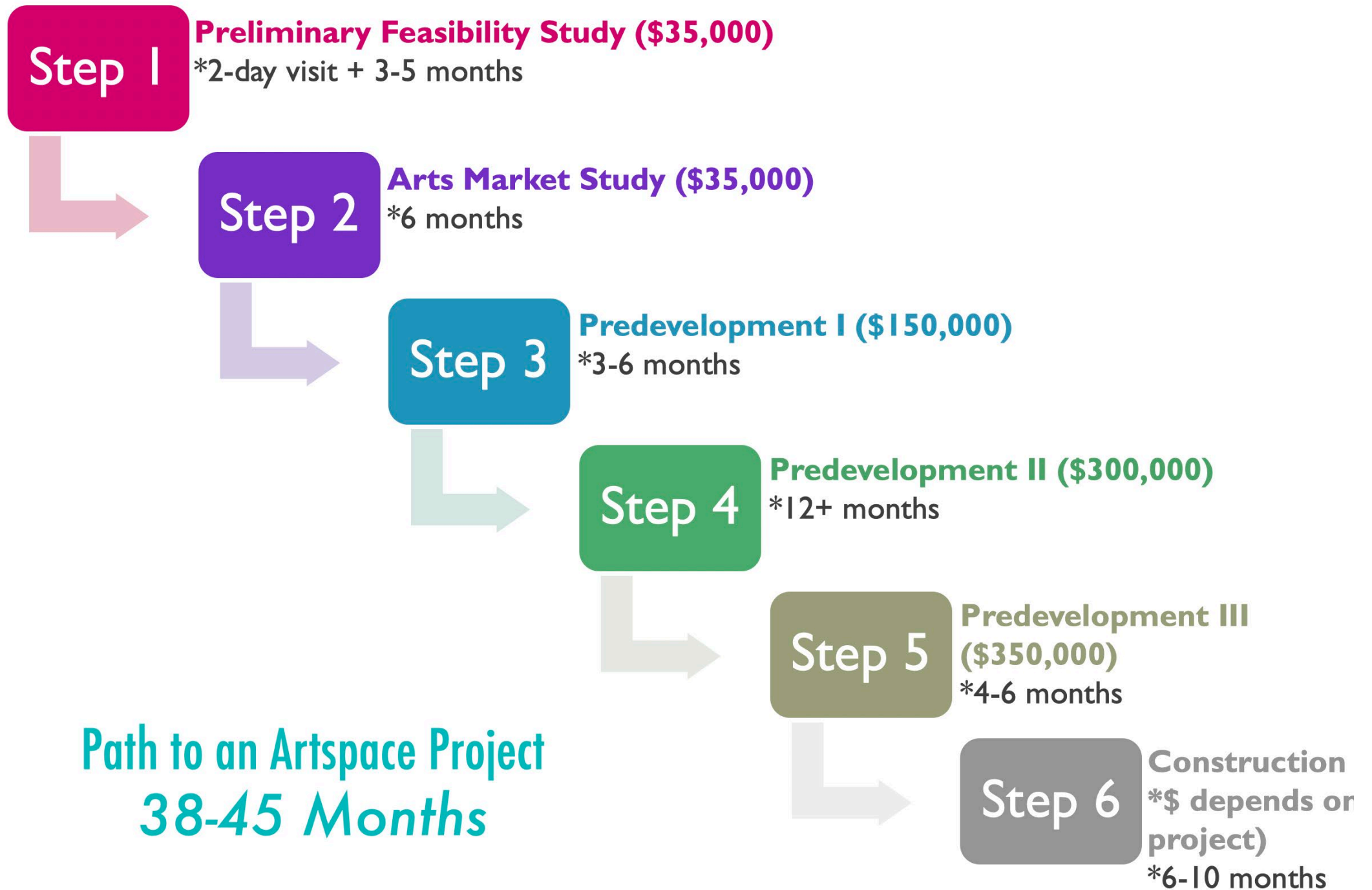
### *The Scope of Work Includes:*

The three main phases, survey preparation, data collection, and analysis/reporting, take about six months to complete. Below is an outline of the typical process:

#### 1. SURVEY PREPARATION

- a) To start things off, Artspace creates a timeline and provides online access to the Artspace Survey Outreach Packet, which includes:
  - Original documents to guide outreach strategy
  - Templates to organize the outreach effort
  - Examples from other communities





# STRATEGY #5: Unite the Arts and Business Communities

- **What we heard in our outreach:**
  - We need an advocate for the local artist community that goes beyond the Arts District
  - We need help connecting to philanthropy
- **There isn't really a strong organization advocating for arts, culture and the creative economy on the scale sometimes seen elsewhere, and Las Vegas can't do it alone:**
  - Other states, regions have advocacy groups that bring together the arts and business communities regionally and statewide and that is lacking here
- **Need to make the economic case for the arts and advocate:**
  - Track and share data on the impacts of arts and culture in Las Vegas, beyond

## RECOMMENDATION:

Formalize an organization that unites business and cultural leaders to address policy, programs, philanthropy and to spur new creative development that facilitates arts and culture

# Example | Colorado Business Committee for the Arts



JOIN CBCA

MENU



AWARDS



PROGRAMS



EVENTS



ADVOCACY



MEMBERSHIP

## COLORADO BUSINESS COMMITTEE FOR THE ARTS

Advancing Colorado’s creative economy by connecting  
business and the arts



CBCA New Member Savings!





Thank you.

Jamie Giellis

President

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[jamie@becentro.com](mailto:jamie@becentro.com)