

NORTH HEMPSTEAD **CULTURAL MASTER PLAN**

Collaborative Meeting

June 12, 2019

WHY?

- Celebrate what we have
- Think about what can be better, what's missing
- Support other Town goals
- Be competitive
- Work together
- Move forward to see positive impacts!

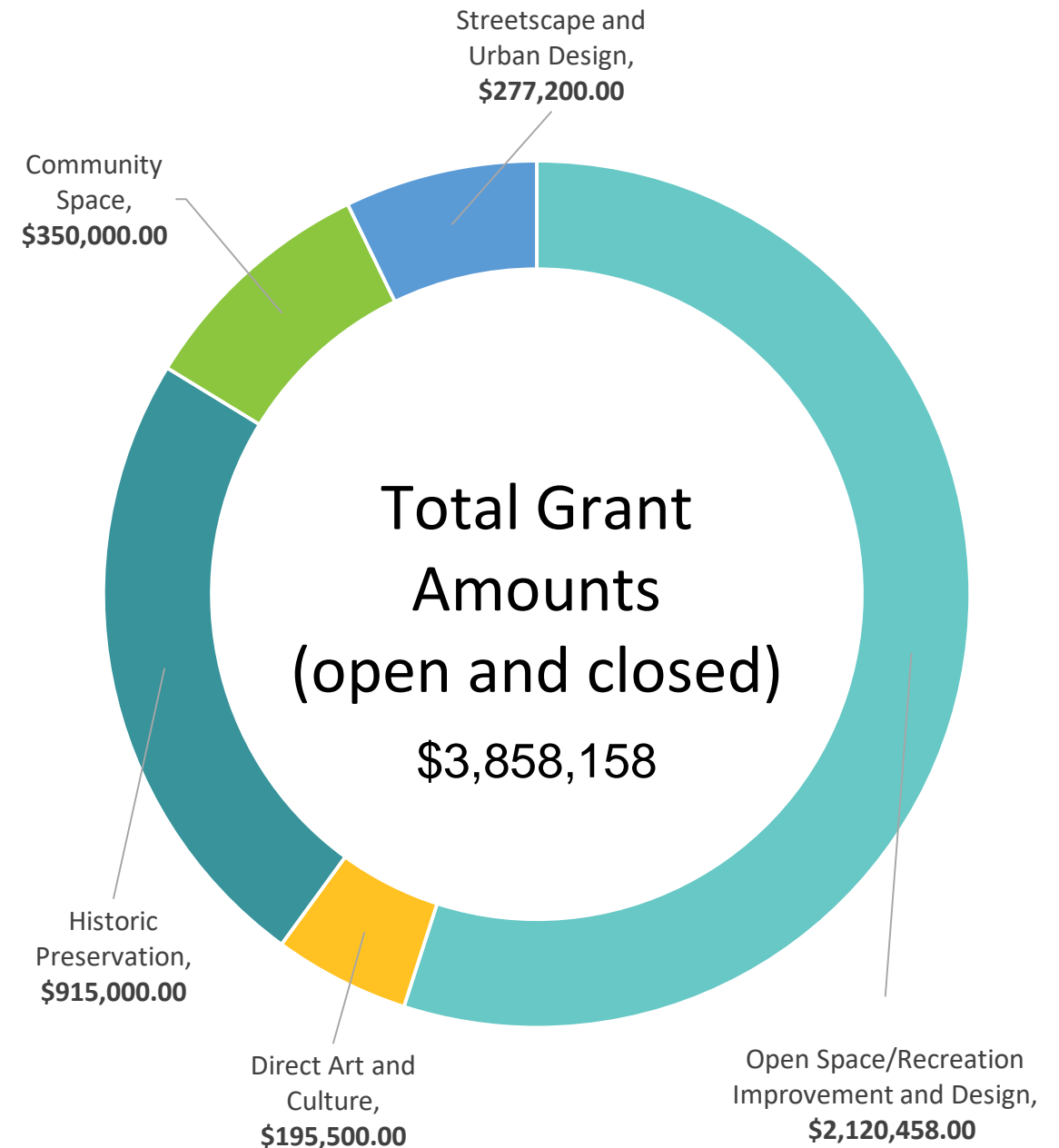


It's all about asking the big question...

How can an enhanced understanding of the arts and culture of the Town benefit residents, businesses, and visitors and support growth, vitality, and quality of life?

TONH Grant Funding

- 11 open culture-related grants
- 10 closed culture-related grants (*past 5 years*)
- Categories include
 - Open Space/Recreation Improvement and Design
 - Direct Art and Culture
 - Historic Preservation
 - Community Space
 - Streetscape Urban Design

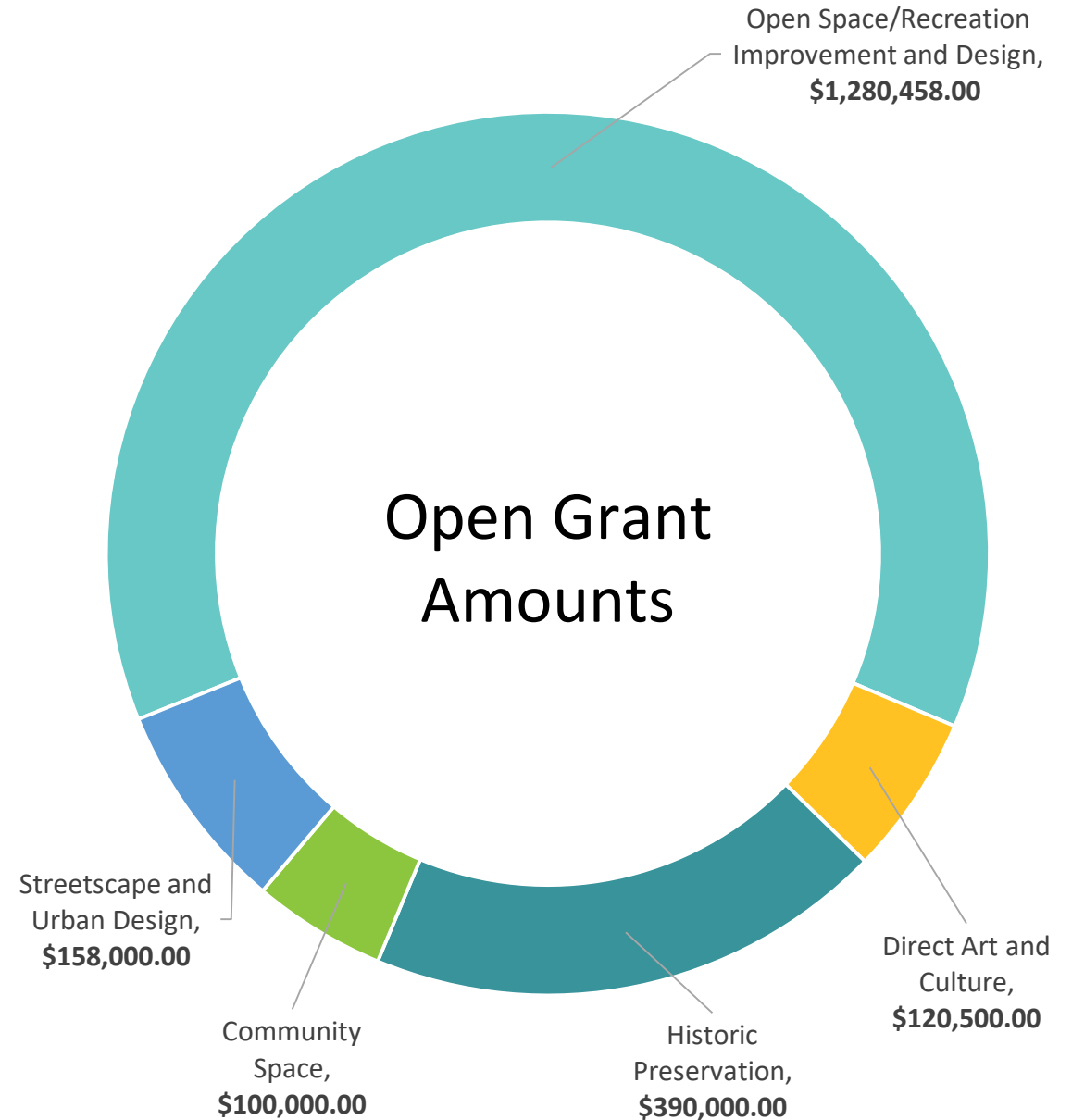


Town of North Hempstead Grants - Open

Project	Grant	Funding Source	Grant	Match	Dates
New Hyde Park PAL - Design Improvement & renovations to clubhouse & gym	Nassau County - Capital Funds CAP	County	\$100,000	-	-
North Hempstead Cultural Master Plan	NYS CA	NYS	\$49,500	-	Jan1, 2016 - March 1, 2017
Mackay Horse Statue	Nassau County - Capital Funds CAP	Nassau	\$71,000	-	Aug 21, 2015 - Aug 21, 2020
Stepping Stones Lighthouse	USNPS	Fed 15.946	\$165,000	-	May 1, 2016 - April 30, 2019
ZBGA - Clark Gardens	NYSOPRHP	NYS	\$175,000	-	April 1, 2016 - Mar 31, 2021
Stepping Stones Lighthouse	NYS Dormitory Authority SIP	NYS	\$100,000	-	Mar 13, 2017 - Feb 1, 2021
Zombie Home Prevention	NYS AG	NYS	\$158,000	-	Oct 18, 2016 - Dec 31, 2018
Manhasset Bay Baywalk Implementation	NYS DOS LWRP	NYS	\$655,458	\$655,458	-
Gerry Charitable Trust Hicks Memorial Centre and Henry Bergh Plaque in Gerry Park	Private Foundation	N/A	\$25,000	-	N/A
Hempstead Harbor Shoreline Trail	NYS OPRHP	NYS	\$450,000	\$450,000	Dec 13, 2017 - Dec 12, 2022
Stepping Stones Lighthouse	DASNY	NYS	\$100,000	-	-

Open Grants

- 3 Open Space/Recreation Improvement and Design
- 4 Historic Preservation
- 1 Streetscape and urban design
- 2 Direct Arts and Culture
- 1 Community Space

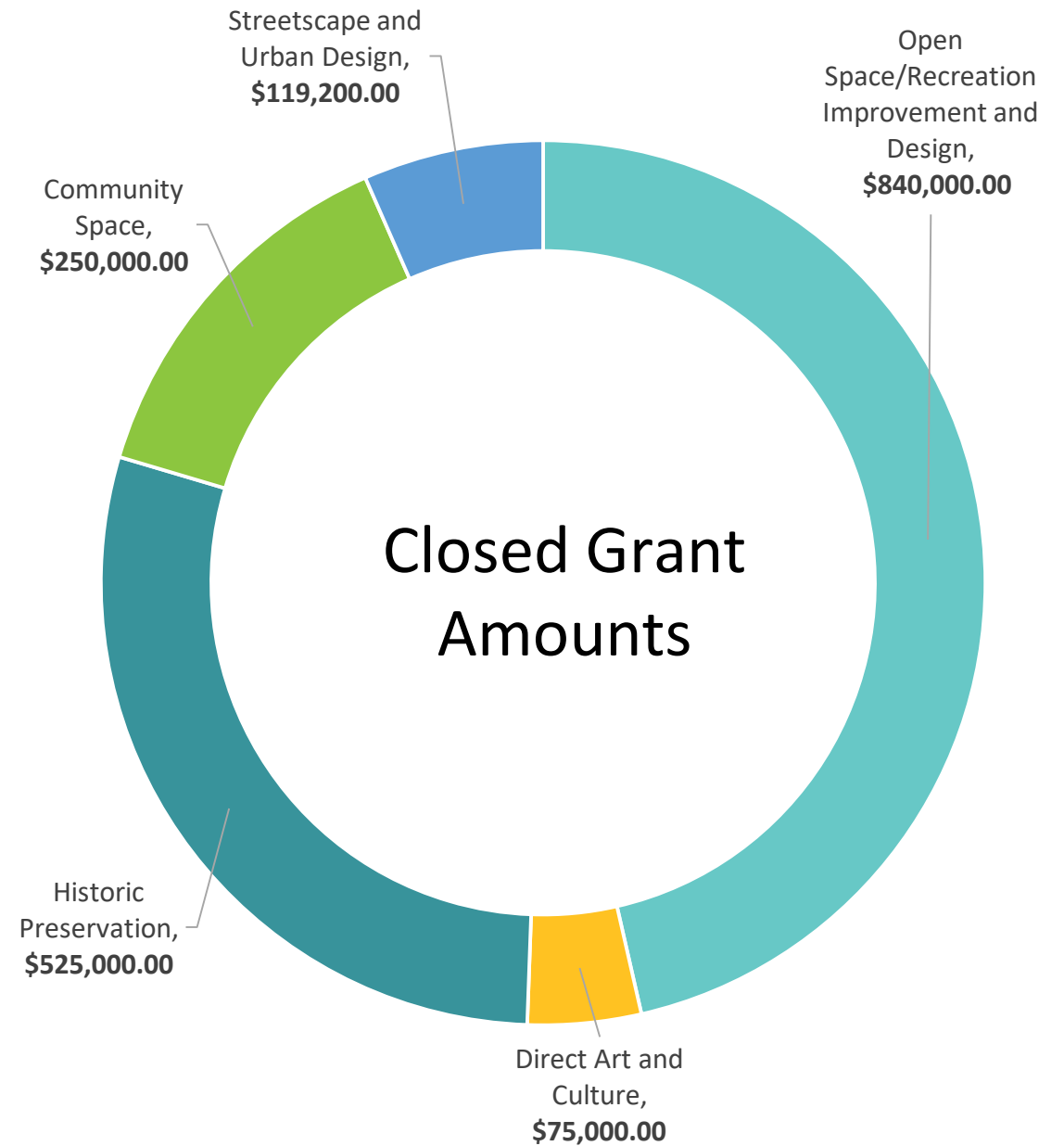


Town of North Hempstead Grants - Closed

Project	Grant	Funding Source	Grant	Match	Dates
New Cassel Community Center Construction	NYS Dormitory Authority EDAP	NYS	\$250,000	-	Sep 19, 2012 - Sep 19, 2015
Planning & Design of Manhasset Bay Bay Walk Intermunicipal proj. for shoreline area around Manhasset Bay Design & Engineering	DOS	NYS	\$200,000	50/50 \$100,000	Apr. 1, 2006- June 30, 2015
ZBGA - Clark Gardens	NYS Parks	NYS	\$45,000	-	Apr 1, 2014 - Mar 31, 2017
EPA Brownsfield Cleanup	US EPA	66.818	\$200,000	-	-
Historical Restoration of Gerry Pond Bridge	Gerry Trust	Private	\$25,000.00	-	-
Clark Botanic Gardens design & construction Green Houses	NYS Dormitory Authority SIP	NYS	\$250,000	-	Jan 23, 2012 - Jan 23, 2016
MarketNY - Gold Coast Film Festival	NYS DOS	NYS	\$75,000	75/25 \$25,000	2015 - 2017
Reconstruction of Manorhaven Beach Boat Ramp Design & Construction	EPF 60 LWRP DOS Division of Costal Resources	NYS	\$300,000	50/50 \$150,000	Jan. 1, 2008 - Aug. 31, 2016
ZBGA - Clark Gardens	NYSOPRHP	NYS	\$45,000	-	Apr 1, 2013 - Mar 31, 2016
Schumacher House Design & re-build construction	NYS Dormitory Authority EDAP	NYS	\$500,000	-	Oct 22, 2012 - Oct 22, 2016
Grand Blvd. Design	DOT	CFDA 20.205	\$119,200	80/20 \$29,800	Nov 27, 2004 - Dec 31, 2016

Closed Grants

- 5 Open Space/Recreation Improvement and Design
- 2 Historic Preservation
- 1 Streetscape and urban design
- 1 Direct Arts and Culture
- 1 Community Space



What we have learned so far

- Business community/commercial district needs align with arts and culture needs
- Goals and systems of measurement can ensure initiatives and funding are aligned with priorities
- Town should focus on what it can do for everyone (across organizations and villages)
- Build on arts and cultural assets map to benefit businesses, tourism, arts and culture



<http://capturelifethroughthelens.com/2014/08/19/dunwoody-nature-center-butte-fly-festival/>

What we have learned so far (cont'd)

- Emphasis on:
 - Desire for collaboration
 - Frustration with silos
 - Cultural
 - Commerce
 - Tourism
 - History/Traditions
 - Desire for support, funding and promotion of existing organizations and events



Survey

Main role related to business or arts and culture

- Majority (59%) employees/board members of nonprofit cultural or arts organization

Greatest strength of the arts and cultural community

- Diversity, Arts a priority (town and organization), committed and talented community

Two biggest challenges arts and cultural organization face

- Identifying and securing reliable funding streams: 83%
- Maintaining visibility/marketing: 58%
- Attracting a wider audience: 50%

Main focus of arts and culture plan should be:

- Support existing arts and cultural organizations: 24%
- Help arts, cultural, and historical nonprofits obtain more grants/funding/sponsorships: 18%
- Enhance public spaces and open spaces with art, activities, signage, and public amenities: 22%
- Support collaborations between arts, culture, and history organizations, and businesses: 16%

Themes/Objectives

- Take arts and culture out of the silo
- Transcend village boundaries
- Town should focus on what it can do for everyone (across organizations and villages)
- Identify opportunities to support local commerce and history/traditions
- Support larger Town goals and priorities
- Build on previous work/successes
- Heighten visibility and strengthen communications
- Set up metrics and funding to ensure success



CASE STUDY: ArtWORKS PHX

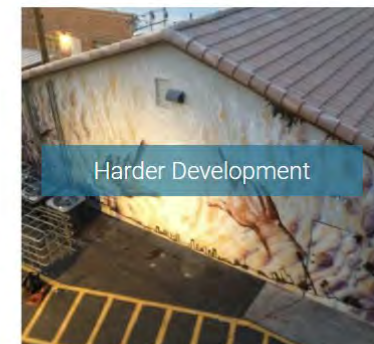
- › Local model of the national pARTnership movement from Americans for the Arts
- › Offer resources and local examples of arts and business collaboration
- › Celebrates and fosters arts and business collaboration through programing and online documentation



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CASE STUDIES

Loading case studies!



CASE STUDY: ArtWORKS PHX

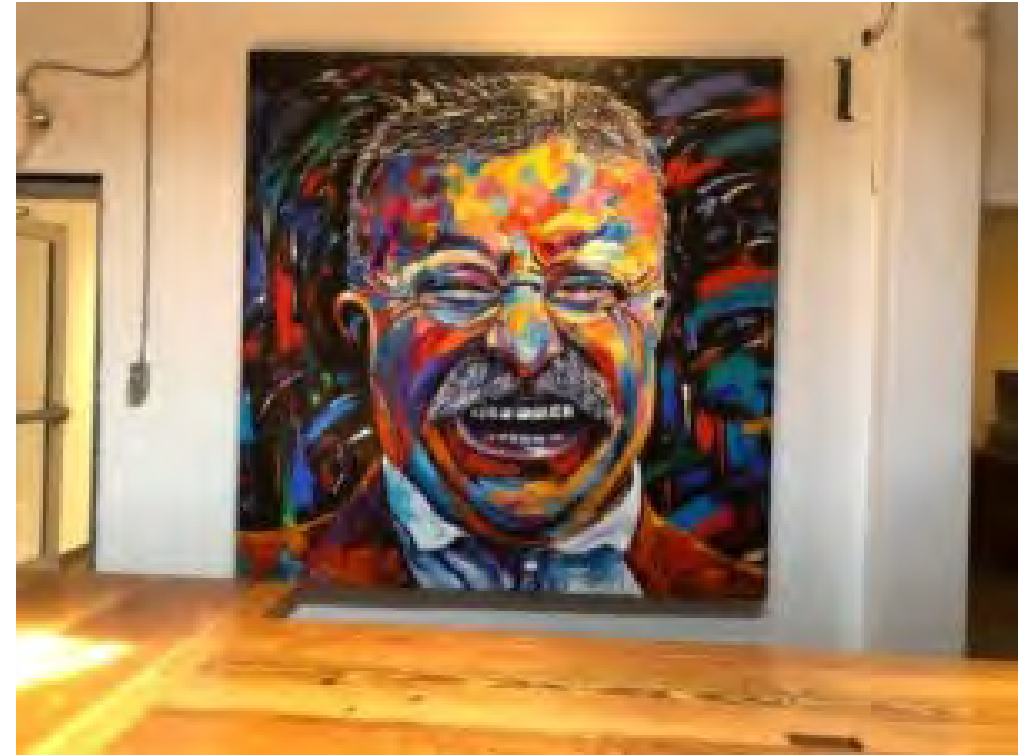
- › Tool Kit for Businesses and Artists
 - › 8 ways to engage your business
 - › reasons your business should partner with the arts
 - › Tips for artists who want to work with businesses



Source: artworksphx.org

CASE STUDY:
ArtWORKS PHX

- › An initiative of Phoenix Community Alliance, a division of the Phoenix Downtown
- › Awards and high visibility/PR for businesses and artists/organizations who have successful partnerships



True North: Preserving History, Enhancing Downtown Phoenix Culture



QN Media:
Supporting the Arts

CASE STUDY: Art & Business Council Miami

- › An organization whose mission is to enhance the Miami community by encouraging and facilitating arts and business collaboration
- › Offers executive consultation, leadership training, audience development, workshops, forums, curated outreach, and networking events.



CASE STUDY: Art & Business Council Miami

- › Programs offering ways for businesses and employees to connect to the arts
 - › Board positions
 - › Volunteer opportunities
- › Business and Arts collaborations
- › Pro bono opportunities
- › Marketing collaborations

EMPOWERING ART GROUPS

ART GROUPS MEMBER BENEFITS

- Miami Arts Marketing Project
- Arts Board Match
- Arts Connection
- Volunteer Lawyers for the Arts
- Patent Pro Bono Project

LEARN MORE



OPPORTUNITIES FOR BUSINESS PROFESSIONALS

CONNECT WITH YOUR CREATIVE SIDE

- Volunteer for the arts
- Join an arts board
- Share your skills
- Live Creatively

LEARN MORE



Goal #1: Create opportunities for collaboration between arts/culture, commerce, and tourism

Strategies:

- Regularly assess TONH overall goals/focus and identify ways culture, commerce, and tourism support and can be supported by same.
- Offer financial and other support to BIDs and Main Street organizations that include arts, culture, and history orgs and initiatives
- Institute regular TONH staff/leadership meetings to discuss mutual goals and potential collaborations between departments and initiatives



Goal #2: Increase visibility and marketing for arts, culture, commerce, history, tourism

Strategies:

- Build on current arts and cultural assets map to include other destinations (recreation, dining, etc.)
- Create website as “go to” for visitors and residents regarding TONH happenings and commerce
- Support a unified wayfinding system for culture and commerce
- Fund regional marketing campaign through grants and supportive funding



Goal #3: Create funding mechanisms and an organizational infrastructure to support culture, commerce, and tourism

Strategies:

- Explore the creation of a new diverse entity that facilitates interaction between arts and commerce and other stakeholders
- Set tangible goals that support
 - Collaboration between sectors
 - Inter-village initiatives
 - Diverse efforts
 - Equity across boundaries Town-wide



Our Model

The Arts & Business Council of Miami curates innovative and tailored programming that leverages investment in the arts to measurably advance the goals of Miami businesses and foundations, ultimately strengthening the vitality of our entire community.



Connect: ABC's portfolio of professional partners connect with arts groups and cultural initiatives that inspire creativity and cross-pollinates industries.



Empower: Allowing for businesses to actualize change within the community through developing and providing a comprehensive programming in the areas of: volunteer programs, educational outreach, leadership training, collaborations and networking events.



Grow: Through partnering with the ABC businesses are able to sustainably enhance the broader cultural community and have a larger impact footprint that spans industries.

Goal #4: Create a unified public art and placemaking program

Strategies:

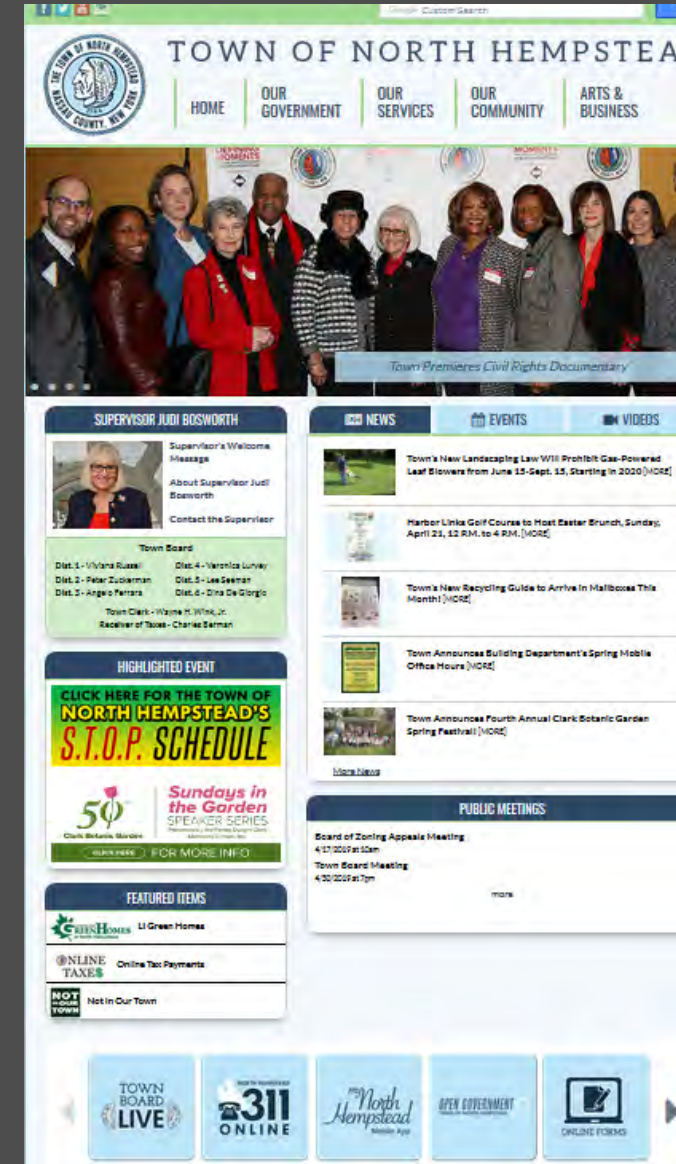
- Build on the cultural master plan map of public art throughout the TONH and keep updated
- Map events and event spaces
- Create guidelines for public art
- Create a public art and placemaking commission to administer grants and oversee:
 - public art selection
 - Public art installation and maintenance
 - Educational materials and signage
 - Placemaking grants



Goal #5: Align TONH image with support for arts, culture, and commerce, and highlight overall benefits

Strategies:

- Redesign TONH home page to speak to quality of life and character of the town
- Create welcome packets and “how to” guides for new and existing residents about Town assets, how Town benefits residents, volunteer opportunities, organizations, etc.
- Create annual report of quality of life indicators and TONH support for culture, commerce, and tourism



Goal #6: Create tangible goals and utilize metrics to measure progress and success

Strategies:

- Strive for arts equity Town-wide and coordinate promotion and marketing
- Annually revisit plan goals and complete report card for measuring progress



CONCLUSION

- › The Master Plan is about connecting the dots between existing assets, businesses, organizations
- › Key goal is to reveal and support what is here
- › Collaboration and cooperation is key
- › Full draft plan in early July, final in August



Thank You!

This presentation will be online at the town website at:

www.northhempsteadny.gov/culturalmasterplan

For questions or comments, contact:

culturalplanning@northhempsteadny.gov