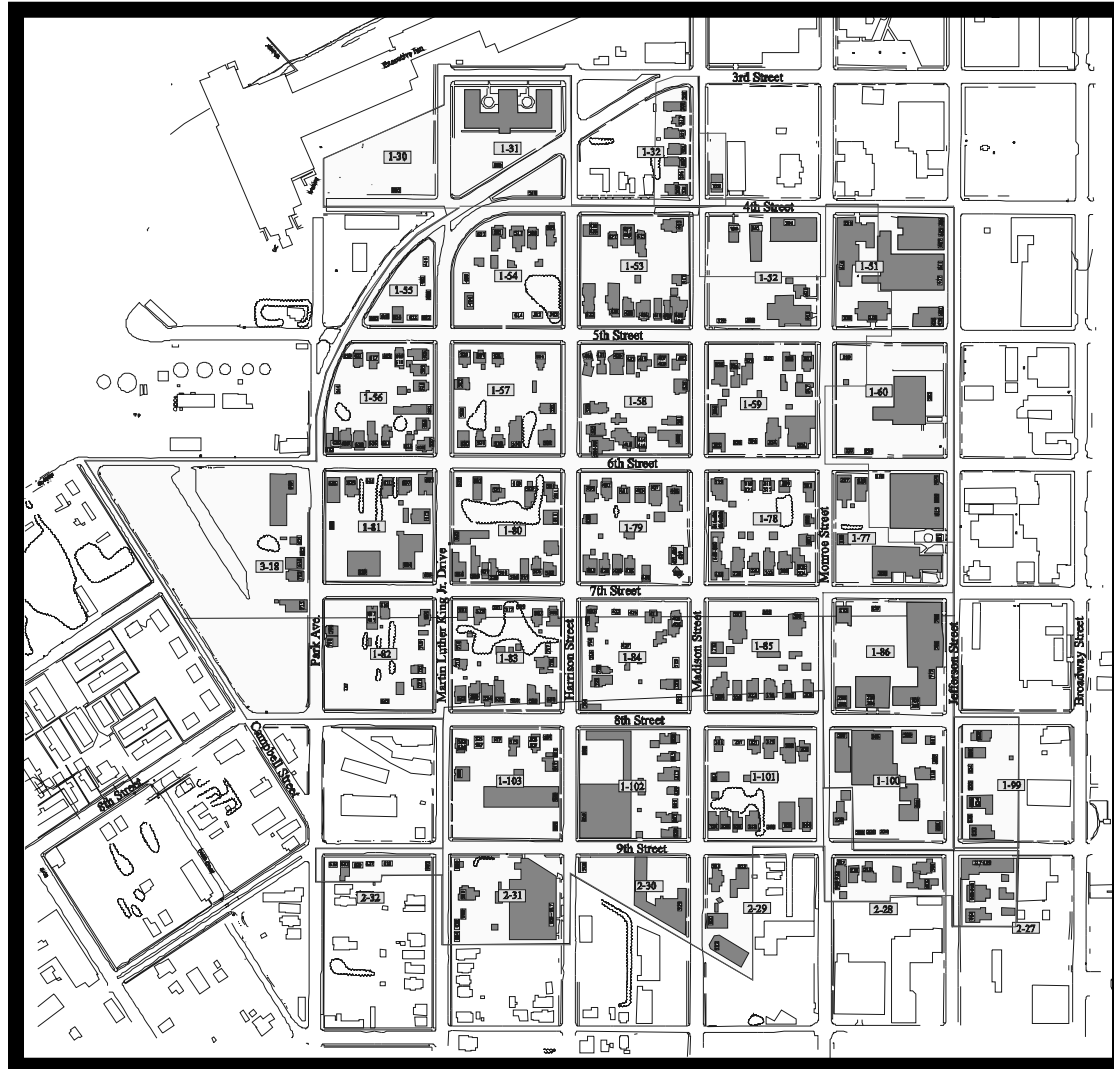


The Arts and Economic Development Paducah Artist Relocation Program



Lower Town Area



August 2000

Lower Town Existing Conditions

- August, 2000 –The Lower Town neighborhood has been in decline since the 1940's. The City Commission decides to adopted the Artist Relocation Program to help revitalize the Historic Lower Town neighborhood.
- Mark Barone is hired to create and develop the Artist Relocation Program. The Program will be housed in the Planning Department at the City of Paducah

Demographics

Lower Town 1990 Census

- ❑ Persons In Poverty – 51%
- ❑ Minority Population – 14%
- ❑ Less than High School Diploma – 50%
- ❑ Unemployed Persons – 17%
- ❑ Per Capita Income - \$8,072
- ❑ Renter Occupancy Rate – Over 70%
- ❑ 23.4% Considered dilapidated

Demographics

Lower Town

- ❑ In 1999 there were 17 Drug related crime reports in Lower Town.
- ❑ Property values are estimated at one-half to one-third compared to other areas in Paducah.



Existing Blight



Existing Blight



Existing Blight



Existing Blight



Initial Discussions

Solutions

- Reinvestment in Lower Town
 - Urban Pioneers



Initial Discussions

Solutions

- Reinvestment in Lower Town
 - Concerned Citizens



Initial Discussions Solutions

Artist Relocation Program



Initial Planning Process Begins

March 2001

The planning process included 6 public meetings and ongoing monthly meetings with the neighborhood organization. The plan has been a comprehensive and concentrated effort between Planning, Engineering, Inspection, Police, Public Works, and the City Commission. All recommendations in the plan have been implemented. The implementation continues including the Artist Relocation Program.

Lower Town Plan Adopted

March 12, 2002

- Upon recommendation of the City Planning Commission this plan was adopted by the City Commission March 12, 2002.

Lower Town Traffic Recommendations

- Convert All Intersections To 4-Way Stops
 - ❑ Eliminate Motorist Confusion
 - ❑ Will Reduce Speed & Volume

- Install 16 New Historical Signs W/ Local Traffic Only Lettering.
 - ❑ Denote Lower Town As An Historic District
 - ❑ Will Not Block Access For Emergency Vehicles



Lower Town Traffic Recommendations

- Increased Police Presence To Monitor Traffic For Violations.
- Continued Monitoring Of Traffic Counts

Lower Town Lighting Recommendation

- Create a comprehensive lighting plan for the LTSA as a whole. (Period lighting in Lower Town)

Code Enforcement Recommendations

- Door to door canvass of the entire LTSA
 - Canvas to be done jointly between Police & Inspection Department personnel.
 - Initial canvass to be done within a 1-year period starting April 1, 2002.

Lower Town Plan Code Enforcement Recommendations

- Implement weekly task force approach coordinated with the Police to address every structure within one year's time.
- Enforcement of all property maintenance codes on all properties.

Police Enforcement Recommendations

- Use of new PATS bldg for police neighborhood office.
- Initiate Bike patrol by April 2002.
- Encourage ride-a-longs for LTSA residents.
- Monitor traffic in LTSA for violations.

Help for LMI families

- The City Planning staff has made efforts to assist families of Low to Moderate Income levels.
- Three LMI families in Lower Town are benefiting from HOME grants and Section 8 administrative reserve funds. \$142,000 is building two new homes for two families and \$125,000 is being used to help renovate a historic two story for another family all LMI and all in Lower Town.

Artist Relocation Program

- Market on a national level to artists.
- Coordinate with Tourism.
- Promote artists and Lower Town area.

Artist Relocation Program Partners

- The Artist Relocation Program is a City run project that is housed in the Planning Department.
- Urban Renewal & Community Development Agency (URCDA) oversees property acquisition and development.
- Paducah Bank

Paducah Artist Relocation

Partner - Paducah Bank

- Paducah Bank - Makes 100% long-term fixed rate loans for acquisition and rehab of an existing structure or building of a new structure. Many of the loans were well in excess of appraised value (as high as 400%).
- Paducah Bank provided \$370,000 in construction financing for three storefront buildings for artist studio, gallery, and loft space. All three have been sold and are now open.

Paducah Bank

Storefront



Paducah Bank

Storefront



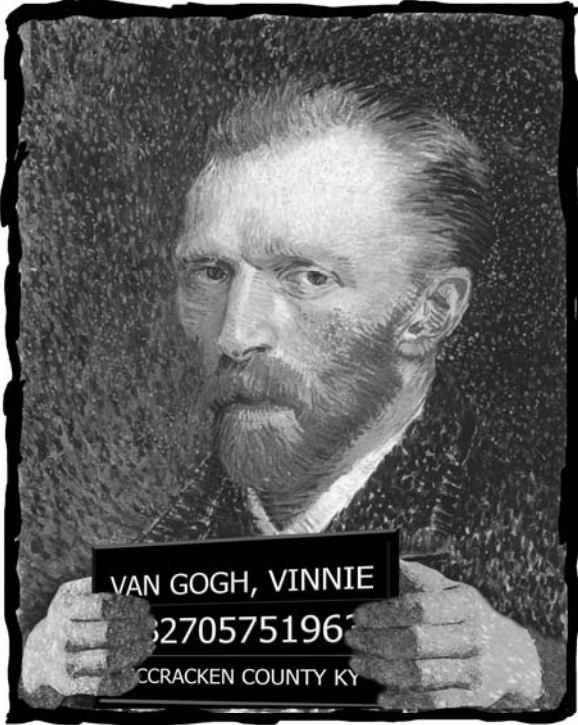
Artist Relocation Program

Artist Incentives

- The City spends up to \$2,500 per artist to partially cover the costs of professional services:
- In the beginning the City has paid a 1% fee (of the total loan amount) to buy down the interest rate. This has varied from \$700 to as much as \$2,500 depending on the loan.
- Lots for new construction.
- The City has given property to artists.
- Enterprise zone – all materials for rehab or new construction are tax exempt.
- There are no state or federal grant funds involved. The artists have received no other funds expended specifically on their behalf.

Advertising and Marketing

ARTISTS
WANTED



VAN GOGH, VINNIE
270575196
CRACKEN COUNTY KY

**PADUCAH ARTIST
RELOCATION PROGRAM**

www.paducaharts.com

Advertising and Marketing



One of these days, Alice...

POW!

...Straight to

PADUCAH!

Paducah, Kentucky is the fastest-growing arts district in the country. To find out more, call 270-444-8690 or visit www.paducaharts.com. See why we're called the *SOHO of the SOUTH*.

Marketing and Advertising



Contemplating
what to do with your art career?

Join the fastest growing arts district in the country.

Professional artists from Los Angeles, New York, San Francisco, Chicago, Nashville, Maryland, Maui, San Diego, Memphis, North Carolina, & Washington D.C. have already made the move. Paducah -- say it loud and there's music playing... Paducah -- say it soft and it's almost like praying.

Call 270-444-8690 or visit www.paducaharts.com

PADUCAH
ARTIST RELOCATION PROGRAM

Marketing and Advertising



Max Beckmann's
TOP 5
Cultural
Destinations

1. Paris
2. Paducah
3. New York
4. Chicago
5. Frau Blüecher's
Artist Retreat,
Munich

Yeah, Paris is OK,
but their BBQ's awful.

Opportunities for Artists,
Galleries, & Restaurants.

PADUCAH

ARTIST RELOCATION PROGRAM

www.paducaharts.com • 270-444-8690

Artist Relocation-The Numbers

- 70+ artists complete or in progress, with an average **private** investment of \$292,300 each for approximately 20 million dollars of investment in Lower Town. This is their money derived from personal funds or from private redevelopment loans.
- The total cost to the City for this investment is, on average, \$3,642 each which paid for professional fees and loan buy downs.
- All other expenditures in general, have been for property purchases, advertising, payroll, structure stabilization, etc.

Artist Relocation-The Numbers

- 3rd Year payback to the City for city property taxes, building permits, contractor license fees, and the Artists' business license is estimated at \$120,000 and rising each year thereafter. This does not include any of the normal economic development multipliers for a \$20 million dollar project.
- Additionally, we are increasing city, county, and state tax base, providing work for the construction industry, creating a new tourism industry, and we are attracting responsible, new citizens committed to the positive revitalization of this neighborhood and the entire city.

Results – Before & After



Results – Before & After



Results – Before & After



Results – Before & After



Results – Before & After



Café Minou Before



Café Minou After



Mark Palmer Gallery



Mark Palmer Gallery



Mark Palmer Gallery



Global Nomad



Global Nomad



Gallery 520



520 Gallery



St. Luke's Press



St. Luke's Press



Gallery O



Gallery O



Artist Relocation Program

National Media

⑩ **Dennis Wholey - This is America**

⑩ **KET Kentucky Life...On the Road, Along Highway 62**

⑩ **Osgood Files CBS Radio**

⑩ **Chicago Tribune**

⑩ **Los Angeles Times**

⑩ **Baltimore Sun**

⑩ **Downtown Idea Exchange**

⑩ **Downtown Promotion Reporter**

⑩ **Preservation Magazine**

⑩ **2 Art Calendar (The Arts and Economic Incentives - One of the leaders of this movement is the city of Paducah, Kentucky. The unique aspect of Paducah's program is that it involves essentially the entire city:**

Artist Relocation Program

National Media

- ⑩ **American Artist Magazine**
- ⑩ **American Style**
- ⑩ **Niche Magazine**
- ⑩ **Sculptural Pursuit Magazine**
- ⑩ **Artists and Graphic Designers Market**
- ⑩ **Craft Report**
- ⑩ **Watercolor Magazine**
- ⑩ **3 Dialogue Magazine**
- ⑩ **International Review of African American Artists**

Artist Relocation Program

Statistics

70 + artists have relocated or are in the process of relocating.

1,200,000 contacts including website hits, letters, phone calls, & emails.

Information packets sent - 1620 packets to 50 states and 6 other countries (Canada, Mexico, England, Germany, Philippines, Ukraine).

Artist Relocation Program

Artists

- Chicago, San Francisco, New York, Washington D.C., San Diego, Los Angeles, Atlanta, Minneapolis, Memphis, Nashville, Oklahoma City, San Jose, Maryland, Seattle, North Carolina, Arkansas, Michigan, Kansas, Colorado, Missouri, New Hampshire, Pennsylvania, Ohio, Texas, Arizona, Wisconsin, Hawaii, Kentucky

Awards

- **1.2005 ICMA International City Managers Association Award**
- **2.2005 Rudy Bruner Award for Urban Excellence**
- **3.2004 American Planning Association** – National Planning Award/Special Community Initiative.
- **4.Kentucky Chapter of the American Planning Association** – Special Merit Award for Outstanding Planning.
- **5.2002 Governor’s Government Award in the Arts.**
- **6.2004 Kentucky League of Cities** – Enterprise Cities Award
- **7.2001 James C. Howland Awards for Urban Enrichment** – Recognition Award.
- **8.Kentucky Arts Council Grant.**
- **9.City of Paducah Beautification Award.**
- **10.Kentucky Bankers Association** – BKD Award for Excellence and Innovation
- **11.Kentucky Bankers Association** – Pegasus Award for Community Project
- **12.Dorothy Mullins Arts and Humanities Award** – National Recreation and Park Association