

# Sioux Falls Imagined

A Cultural Plan for a Vibrant and Prosperous City

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*Approved July 1, 2014 by the City of Sioux Falls*

“Arts, heritage, and culture make a real difference to the people of Sioux Falls, to our neighborhoods, to our youth, and to our businesses. Arts and culture help individuals find and reach their potential and help the City achieve its community-building and economic development goals. Arts and heritage help build understanding and bridge differences among our increasingly diverse communities.

A vibrant arts and cultural sector helps attract visitors and encourage them to extend their stay. A creative community also attracts entrepreneurs and workers and helps retain our youth. Sioux Falls’ economic future will be largely determined by our ability to attract skilled workers — workers with the interest and means to pick and choose the community in which they will live and work.

This Cultural Plan outlines a vision and strategies to build a vibrant, attractive, and prosperous community through the power of our arts, heritage, and culture. We are grateful to the 73 community leaders and hundreds of Sioux Falls citizens who helped develop this plan for our community’s future.”

Mike Huether, Mayor of Sioux Falls and  
Rob Oliver, President of Augustana College and Chair of the Cultural Planning Steering  
Committee

## Contents

Long-range Goals of the Cultural Plan .....	1
Goals, Intended Outcomes, and Key Strategies.....	2
Goal 1. Arts Education and Youth Development .....	2
Arts Education and Youth Development Outcomes and Key Strategies .....	3
Goal 2. Arts Funding and Support .....	5
Arts Funding and Support Outcomes and Key Strategies .....	6
Goal 3. Economic/Community Development and Cultural Tourism.....	9
Economic /Community Development and Cultural Tourism Outcomes and Key Strategies.....	10
Goal 4. Audience Development, Access, and Diversity.....	15
Audience Development, Access, and Diversity Outcomes and Key Strategies.....	17
Goal 5. Artists and Creative Workers .....	19
Artist and Creative Workers Outcomes and Key Strategies .....	20
Goal 6. Cultural Facilities and Public Art .....	21
Cultural Facilities and Public Art Outcomes and Key Strategies .....	23
Goal 7: Arts Leadership and Coordination .....	25
Arts Leadership and Coordination Outcomes and Key Strategies .....	25
Appendix .....	28
About the Sioux Falls Cultural Plan .....	28
Timetable and Work Plan.....	29
Steering Committee .....	32
Task Forces .....	33
Planning Staff .....	33
Sioux Falls Arts Council Board of Directors .....	33
Proposed Legislation .....	34
Modify Bed & Booze Tax Uses .....	34
Modify Business Improvement District Uses .....	34
State Law Authorizing Creative Districts.....	35

## Long-range Goals of the Cultural Plan

Goal 1. **ARTS EDUCATION and YOUTH DEVELOPMENT** Provide lifelong school and community based access to quality arts education opportunities in Sioux Falls.

- Program and opportunity development
- Access and funding
- Sustainability and marketing

Goal 2. **ARTS FUNDING and SUPPORT** Develop a broad base of sustainable funding to support Sioux Falls' nonprofit arts and cultural organizations.

- Cultivating support
- Maximizing federal, state, and community funding
- Continuing education and support

Goal 3. **ECONOMIC/COMMUNITY DEVELOPMENT and CULTURAL TOURISM** Create an environment of culture and creativity that supports robust economic growth in the greater Sioux Falls area and helps develop and attract skilled, talented, and educated workers and businesses employing them.

- Continue building an environment in which culture and creativity flourish
- Brand Sioux Falls as a vibrant, supportive city for arts, culture, and diversity
- Support the creative economy

Goal 4. **AUDIENCE DEVELOPMENT, ACCESS and DIVERSITY** Welcome all people to cultural programs in a City that is recognized for and appreciative of culture's power to build community.

- Branding and marketing to maximize participation
- Collaborations for advocacy, community, building, and neighborhood opportunities
- Accessibility

Goal 5. **ARTIST SERVICES and CREATIVE WORKERS** Create an environment in Sioux Falls where artists and creative workers may thrive.

- Spaces for creative and collaborative activities
- Engagement in the arts
- Creative business and professional development

Goal 6. **CULTURAL FACILITIES and PUBLIC ART** Enhance Sioux Falls public art and cultural facilities.

- Public art planning and processes
- Public cultural facilities and historic properties
- Space for outdoor events

Goal 7. **ARTS LEADERSHIP and COORDINATION** Represent the cultural sector and coordinate implementation of the cultural plan.

- Strengthen Sioux Falls Arts Council's capacity to be coordinator of this plan
- Encourage collaborations among the cultural community
- Market the arts, humanities, heritage, and culture in the community and region

# Goals, Intended Outcomes, and Key Strategies

## Goal 1. Arts Education and Youth Development

**ARTS EDUCATION AND YOUTH DEVELOPMENT** Provide lifelong school and community based access to quality arts education opportunities in Sioux Falls.

**Rationale** Arts education directly benefits youth success in school, work, and life. Access to high quality arts education offerings has been shown to boost literacy and language arts skills, advance math achievement, plus engages and motivates students to learn. Arts education helps make learning meaningful to students by giving them new experiences. The arts are not limited to place and space. Schools are only one of the many settings where learning occurs. Young people need to have direct involvement with the arts across many facets of their lives. Current opportunities need to broaden significantly. There needs to be a shift in deliverance of programs. By enhancing our delivery systems the arts can move to be as well developed as sports organizations. There is tremendous talent in our community that has the potential to be even more transformational in impacting our entire community. Benefits of arts and humanities education apply also to adults who are eager to learn lifelong.

**21<sup>st</sup> Century Skills** The arts advance critical thinking skills and improve the overall culture of schools and communities. The arts prepare youth for success in work by equipping students to be adaptive and flexible in their thinking. Reasoning skills are enhanced through the arts. Collaboration and communication skills taught through the arts contribute to active engagement as a team and as members of a community. Students who participate in the arts develop leadership skills including decision-making, strategy building, planning and reflection, which yield a strong sense of identity and confidence in their ability to affect the world around them in meaningful ways. Career aspirations for those who have arts backgrounds are significantly higher than those with limited or no arts upbringing.

**Civic engagement** The arts prepare students for success in life by strengthening perseverance and facilitating cross-cultural understanding. Arts programs foster civic engagement through volunteering and connectedness to the greater community.

**Access** Greater access for all would demonstrate a serious commitment to developing communities of arts learners rather than just opportunities for those with financial means or those who excel in the arts. Every young person deserves a complete and competitive education that includes the arts.

### **How to use this plan**

*General readers may focus on the top level of the plan: goals and outcomes*

**Goals** are long-term, general results the community intends will ultimately be achieved

**Rationales** are brief summaries of opportunities and needs identified during the assessment

**Outcomes** are specific results the Steering Committee commits to achieve that would advance the cultural plan's long-range goals

*Policy makers, funders, and cultural leaders will want to study details of the plan*

**Strategies** represent Steering Committee agreement about effective means to achieve outcomes.

**Recommended actions** are suggestions from Task Forces and interviewees with specific ideas for initiatives, some of which may be immediately feasible and others that need new leaders or funding.

**Funding for arts education** Funding for the arts should be included in the community, schools, and organizations budgeting process. The bulk of current funding has primarily been committed to support facilities versus programming. Seeking financial sustainability for programming and transportation would allow greater access and options for more participants.

**Leadership** Active involvement by the arts leadership in our community affects the creation and implementation of policies and programs that impact arts education, youth development and lifelong learning. Parent and civic engagement are also essential components. Sustainability can be captured through dedicated momentum and through bridging connections with providers and beneficiaries. There is tremendous growth capacity to move beyond the ordinary to the extraordinary.

## Arts Education and Youth Development Outcomes and Key Strategies

### Outcome 1.1 Program and Opportunity Development

**Strategy 1.1.1 Sustain and expand arts education, programs and opportunities in our schools and throughout our community as part of an overall school and community strategy.**

#### Recommended Actions

- Build and sustain high quality arts programs and experiences at the early childhood level, encompass school-age learners, and extend to inter-generational life-long learning offerings.
- Provide sequential, school-based curricula in music, dance, theater, and visual arts learning as a foundation for all students.
- Create and offer more after-school and summer programs that connect with the greater arts community in multiple formats to better reach and attract participants.
- Design partnerships, internships, and mentoring to strengthen arts programs and related education that connect artists to our youth. Formal partnerships with higher education and professional artists would connect the youth to artists and direct involvement in the arts. School and community based partnerships should be leveraged. Attracting and retaining qualified and renowned artists to our schools and community will allow our youth to benefit from their experience, expertise, and contributions.
- Include specific programs for at-risk, multi-cultural, under-served, and special needs programs in educational offerings (school and community based).
- Leverage existing art and culture programs to “new” adult learners.

## Outcome 1.2 Access and Funding

**Strategy 1.2.1 Facilitate and promote access to existing and evolving arts programming for all children in our community. Secure sustainable funding to provide vouchers, scholarships, and transportation for the under-served to participate in new and current arts opportunities.**

### Recommended Actions

- Create vouchers and scholarships for more youth to experience the art and culture within our community.
- Explore innovative transportation networks to bring programs to children or children to the programs.
- Organize public transportation, private taxi services, gas-card vouchers, and community volunteers to increase program accessibility.
- Work with foundations and granting organizations to provide dedicated funding for arts education in our community.
- Assign educational and program funding as a task for an oversight group. Specific grant applications, funding sources, financial solicitations, and budgeting assignments must be defined and assigned.
- Seek sponsorships for specific programs (entrepreneurial ventures).

## Outcome 1.3 Sustainability and Marketing

**Strategy 1.3.1 Sustainability of arts education** goals is dependent on formalized systemic organization and marketing. Energies must be continually rallied to build long-term blueprints of goals, strategies, and accountability. **Strategic planning** through community leaders and dedicated resources are integral to sustaining arts education and programs.

### Recommended Actions

- Establish a standing Arts Education Advisory Council (beyond task force and cultural planning) with broad-based representation to monitor, guide, and insure accountability, coordination, communication, and success with proposed goals.
  - Create an Arts Education Advisory council under the umbrella of the Sioux Falls Arts Council and the City of Sioux Falls.
  - Form a leadership team from invitations extended to the community and appointed designees.
  - The initial task is to set philosophy, mission, goals and responsibilities that detail the broad Sioux Falls Cultural Plan work with more specificity.

- This advisory council would set meeting dates and agendas to build vibrant and collaborative plans for insuring accountability and continued cultural growth.
- All outcomes, strategies, and future sustainability of recommendations rely on formalizing this key element.
- Employ all media -- newsletters, social media, television, radio, local magazines, and websites to communicate with the public and keep goals and programs accessible. Emphasize the value and opportunity provided through the arts in our community as well as the tremendous return on investment for our quality of life.

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## Goal 2. Arts Funding and Support

**ARTS FUNDING AND SUPPORT** Develop a broad base of sustainable funding to support Sioux Falls’ nonprofit arts and cultural organizations.

### Rationale

Communities with vibrant art and culture were identified during the planning process and were noted to have common patterns. Communities identified in our planning with vibrant art and culture have some common patterns. Each community has a facilitator acting as overseer of art and culture in the community. Each had a vision and plan that the facilitator and community followed. Each had public and private partnerships investing jointly in art and culture. This plan envisions how Sioux Falls can emulate these communities and implement those common threads.

**The Cultural Plan** The plan guides the future of Sioux Falls’ creative vision and determines priorities for funding.

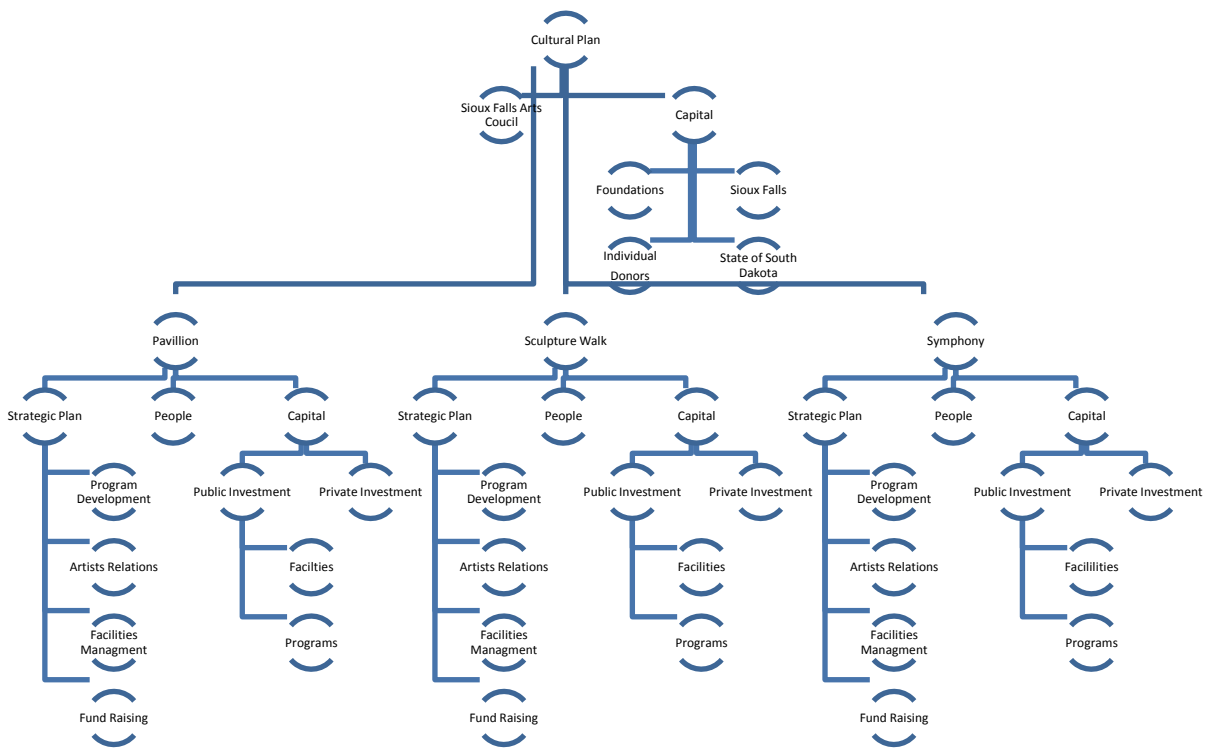
**The Facilitator** – Sioux Falls Arts Council Each community needs a facilitator that assists and coordinates among all of the art and cultural entities. The Sioux Falls Arts Council was identified as that facilitator. It is the entity working with the State of South Dakota, the City of Sioux Falls, foundations, and individual donors funding arts and culture. The facilitator is essential in providing stability to a system of fund raising.

**Arts and Cultural Entities** The third level of the model are the arts and cultural entities. These entities are autonomous. They have their own goals and plans, artists and performers, and their sources of funding. The Arts Funding and Support Task Force recognizes that the success of any art or cultural entity is dependent on general economic factors, whether the programming or service creates a demand is entirely based on the community support. Arts and cultural entities funding depends on the support which it can generate from all funding sources.

**Potential Funding Sources** The Task Force looked for funding sources which currently are not being utilized or tapped in the previous report and identified a number of potential sources.

**Funding model** The following model visualizes how Sioux Falls could emulate these communities and implement the common threads. The funding model on the next page may help visualize the proposed Sioux Falls arts funding system (using just three arts and culture entities as an example).





## Arts Funding and Support Outcomes and Key Strategies

### Outcome 2.1 Cultivating Support

**Strategy 2.1.1 Public and Private Donors** Grow and sustain contributions from individual donors, foundations, and businesses that will continue to provide the greatest proportion of arts funding in Sioux Falls.

#### Recommended Actions

- City and SFAC contract for services City contract with SFAC to coordinate cultural plan implementation.
- Community Foundation Establish Arts and Culture as key result area and funding priority in the Sioux Falls Tomorrow plan.
- Create a dedicated fund to help support the Sioux Falls Arts Council.
- Develop Fundraisers Create an annual fundraiser that will cover a significant portion of SFAC annual operating expenses
- Build Partnerships Pursue a partnership with CVB (Convention and Visitors' Bureau) to contribute to SFAC for coordinating cultural events for large visitor groups

- Create Endowments Identify a challenge donor and create a \$5-10 million endowment for the arts. Grants to be administered by SFAC, following NEA/SDAC categories and criteria for awards. Create this as a dedicated fund in partnership with the Sioux Falls Area Community Foundation.
- 2025 Downtown Sioux Falls Plan Align cultural plan outcomes with downtown business priorities and encourage business sponsorships.

**Strategy 2.1.2 Expand fund raising activities** Expand and support current private fund raising activities.

Recommended Actions

- Acknowledge the capacity of existing organizations to support themselves with private fund raising activities and focus on increasing their capacity to raise additional funds.
  - Sculpture walk
  - Jazz and blues society
  - Pavilion
  - Symphony
  - Zoo
  - Museums
  - Levitt Pavilion

**Outcome 2.2 Maximizing Federal, State, and Community Funding**

**Strategy 2.2.1 Maximize State and Federal Governmental Funding** Advocate for continued state and federal funding of the South Dakota Arts Council and the National Endowments for the Arts and Humanities.

Recommended Actions

- Advocate to the state for continued or increased National Endowment for the Arts matching grant. The City of Sioux Falls receives approximately 16% of the State’s National Endowment for the Arts funding, approximately \$160,000.

**Strategy 2.2.2 Modify Bed & Booze Tax Uses** Propose a bill to modify SDCL 10-52A-2 to include the bed & booze tax so that it could clearly be used for the promotion of cultural activities and the arts. All appropriations from the modified bed and booze tax for the promotion of cultural activities and the arts should be specific with respect to project and time. “FOR AN ACT ENTITLED, An Act to include the promotion of cultural activities and the arts as a purpose for which a tax may be levied.”

Recommended Actions

- Propose a bill to modify SDCL 10-52A-2 Full text of recommended modification is in the appendix.

**Strategy 2.2.3 Modify Business Improvement District Uses** Propose a bill to modify 9-55-3 to include cultural activities and art to Bid District law.

Recommended Actions

- Recommend modification FOR AN ACT ENTITLED, An Act to include cultural activities and facilities as a purpose for which money generated in a business improvement district may be used. The full text of recommended modification is included in the appendix
- How and when to introduce legislation, gain sponsors, etc.

**Strategy 2.2.4 State Law Authorizing Creative Districts** Propose that the state legislature pass an act authorizing creative districts.

Recommended Actions

- Propose a bill to create “Creative Districts” within the state FOR AN ACT ENTITLED, An Act authorizing creative districts. A copy of a proposed bill is included in the appendix
- Legislation and sponsorship are dependent on the political will and skill of leadership to establish the funding imperative for the purpose.

**Strategy 2.2.5 Invest Surplus Public Sector Revenue** Invest BID (Business Improvement District) and sales tax revenues to support public benefits of arts and cultural programming.

Recommended Actions

- Recommend potential use of surplus revenues of existing Business Improvement Districts, which exceed current fiscal year budget to employ arts and cultural resources to further the purpose of the BID district.
  - Use of the surplus revenues would be limited to further the purpose of the BID district.
  - For example a percentage of a surplus goes into a cultural or artistic project, which benefits the hotel and motel bid district revenue generators.
- Tap Sales Tax Revenue Recommend a percentage of the sales tax currently pledged to pay off bonds be invested to support the public benefit work of nonprofit arts and cultural organizations.

**Strategy 2.2.6 Explore New Market Tax Credits** Stimulate jobs and economic growth in distressed census tracts.

Recommended Actions

- Explore use of New Markets Tax Credit Program (US Treasury Community Development Financial Institutions ) managed by Dakota’s America program (a Community Development Enterprise).

- Focus on distressed census tracts to stimulate economic growth, and jobs. (limit on location in Sioux Falls that would qualify for New Markets Tax.

### **Strategy 2.2.7 One Percent for Art Ordinance**

#### Recommended Actions

- Propose ordinance that 1% of all capital improvements be invested in arts and culture.
  - 1% of specific improvements to invest in arts and culture.
  - Propose ordinance to require 1% of capital improvement to be for arts and culture, limiting it to specific types of construction projects such as park improvements, buildings and the like.

## **Outcome 2.3 Continuing Education and Support**

### **Strategy 2.3.1 Cultivate Industry support of the Arts and Culture.**

#### Recommended Actions

- Encourage local industry investment Look to Industries such as farming, ethanol, meatpacking, credit cards, healthcare, high altitude balloons, and utilities to invest in art and culture so as to create a “distinctiveness of place,” which attracts skilled and unskilled workers to the community.

### **Strategy 2.3.2 Ensure arts and cultural organization leaders have access to training and assistance.**

#### Recommended Actions

- Promote existing workshops and technical assistance programs including those directed to health and human service organizations and businesses.

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## **Goal 3. Economic/Community Development and Cultural Tourism**

**Economic/Community Development and Cultural Tourism** Create an environment of culture and creativity that supports robust economic growth in the greater Sioux Falls area and helps develop and attract skilled, talented, and educated workers and businesses employing them.

### **Rationale**

The arts positively impact Sioux Falls’ economy in two significant, but distinct ways with direct and indirect benefits.

**Direct Benefits** The 2012 study, Arts & Economic Prosperity IV<sup>1</sup>, examined the economic impact of the arts on Sioux Falls. The study found that the non-profit arts and culture industry generates \$35,037,688 in annual economic activity in the Sioux Falls area, supports 1,324 full-time equivalent jobs, and generates \$1,470,000 in local government revenues.

Non-profit arts and culture organizations spend \$15,935,153 annually, leveraging an additional \$19,105,535 in spending by their audiences. Excluding costs of admission to events, attendees spend on average \$21.57 per person per event. As these dollars circulate through the local economy, they generate \$30,585,000 in household income for Sioux Falls residents.

**Indirect Benefits** Although we cannot quantify the indirect economic benefits of arts and cultural activities upon Sioux Falls, they may far exceed the substantial direct benefits to our economy. Sioux Falls combines the enviable factors of having one of the nation's strongest local economies, one of the lowest unemployment rates at approximately 3.2%, with a fairly modest population of 162,300. However, this also means that Sioux Falls' continued economic growth is predicated upon our ability to continue to develop and attract a skilled workforce.

Regional scientist Richard Florida focuses on people, arguing that the knowledge and ideas requisite for economic growth are embodied in occupations involving high levels of creativity. These occupations constitute the "creative class," the ultimate source of economic dynamism in today's "knowledge economy." The geographic mobility of the creative class is central to Florida's thesis. He argues that people in these occupations tend to seek a high quality of life as well as rewarding work, and they are drawn to cities with cultural diversity, active street scenes, and outdoor recreation opportunities. In this context, the key to local growth is to attract and retain talent, as talent leads to further job creation.

***Our economic future will be largely determined by our ability to attract skilled workers — workers with the interest and means to pick and choose the community in which they will live and work.*** In this report, we have emphasized the need to provide the kind of place workers seek — with cultural diversity, active street scenes, and outdoor recreation opportunities — all in a way that is uniquely Sioux Falls.

## **Economic /Community Development and Cultural Tourism Outcomes and Key Strategies**

### **Outcome 3.1 Continue building an environment in which culture and creativity flourish**

**Strategy 3.1.1 Continue building a creative environment.** Ask any gardener about the keys to successful plant growth and they will inevitably focus on the work and preparation of the environment into which that seed or plant is placed. Without the right combination of light, soil, water, and nutrients, that plant will not flourish and will soon wither and die. In the same way, communities must create the appropriate environment to nurture creative individuals, nonprofits, and businesses that rely upon creativity and innovation.

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<sup>1</sup> Arts & Economic Prosperity IV, The Economic Impact of Nonprofit Arts and Culture Organizations and their Audiences in the Greater Sioux Falls Area, 2012, Americans for the Arts.

## Recommended Actions

- Create a process to blend planning and assign “ownership” of the multiple plans underway from the City and various non-profits. Sioux Falls has a high concentration of strong, capable leaders from our local businesses, governments, education and our non-profit sectors. Those leaders see the benefit of planning, creating a multitude of plans focused on various aspects of our community. Recent efforts include *Future Sioux Falls*, *Sioux Falls Tomorrow*, *Downtown 2025*, and the *Sioux Falls Cultural Plan*. Many of the plans overlap, at least in part. Execution suffers when 1) no one takes ownership of a specific action item for a plan, 2) there is no accountability and reporting on progress, and 3) we fail to leverage the work of one group to achieve the goals of a different, but supporting group. We should create a forum and process to combine or reconcile action items from the plans, assign clear responsibilities, and monitor progress.
- Support core arts organizations while encouraging collaboration and partnerships with local artists and other, smaller arts/cultural organizations. Sioux Falls has several established arts organizations, most notably the Washington Pavilion, the South Dakota Symphony Orchestra, the Jazz and Blues Society, SculptureWalk, Dakota Academy of Performing Arts (merged with the Pavilion), State and Orpheum theaters, and the Sioux Falls Arts Council. We also have a handful of vital arts organizations embedded in hospitals, K-12 education, higher education, and places of worship. We recognize that these “core” arts organizations are critical to the success of Sioux Falls as an arts community and that the community’s support through volunteer governance and financial support is vital. We also recognize that unique and creative collaborations may exist between the seams of these organizations and smaller arts organizations or local artists. We encourage all of Sioux Falls’ arts organizations to continually explore opportunities to innovate cooperatively, strengthening both the larger organizations and the smaller organizations in the process.
- Solicit and encourage immigrant artists to participate in the process. Sioux Falls has a healthy and growing population of immigrants from all reaches of the globe. Many bring skills and fresh perspectives to Sioux Falls’ art and culture. We should identify those artists, expose them to market opportunities, and make them part of the ongoing community of Sioux Falls’ artists and arts organizations. Resources include the Multi-Cultural Center, Sioux Falls Public Schools, service organizations such as Lutheran Social Services, ethnic churches, and retailers.

## **Outcome 3.2 Brand Sioux Falls**

### **Strategy 3.2.1 Brand Sioux Falls as a vibrant, supporting city for arts, culture, and creativity.**

According to international place branding authority, Simon Anholt, “Unless you’ve lived in a particular city ..., chances are that you think about it in terms of a handful of qualities or attributes, a promise, some kind of story. That simple brand narrative can have a major impact on your decision to visit the city, to buy its products or services, to do business there, or even to relocate there.” This competitive environment is a reality of our times, and how a city stakes out and communicates its distinctive place within it largely decides which cities succeed and which falter in the race for economic prosperity. Places with a strong brand find it much easier to sell their products and services and attract people and investment. Successful, sustainable brands are based upon reality. Branding Sioux Falls as a city of arts and culture requires a combination of being that place and communicating that reality to a larger national and international audience.

## Recommended Actions

- Use the Railyard Relocation project to create a new cultural town center. The Railyard Relocation is a unique opportunity, opening up significant acreage for new development in the heart of our city. With dramatic views from the 10<sup>th</sup> Street bridge, this redevelopment creates the potential for a new town center – a place where people can gather and celebrate the artistic and cultural endeavors of Sioux Falls. Art, architecture and public spaces should combine to make a statement to the world about how we view ourselves, our community, and our future.
- Incorporate significant pieces of public art into new developments such as the Railyard Relocation, the River Greenway, and Stockyards Plaza, using local artists where possible. SculptureWalk has laid an incredible foundation for public art in Sioux Falls. However, sculptures included in SculptureWalk are limited in scale and may be unsuitable for larger, open spaces and significant buildings. Sioux Falls' faces the danger of being overly dependent upon SculptureWalk as a solution for all of our public sculptures. Opportunities may exist to incorporate usable art such as benches, bicycle racks, water fountains, and wading or splash areas. (The Public Art task force recommended a strategic public art plan is developed for some of the same reasons.)
- Explore alternative forms of public art that allow Sioux Falls to embrace and celebrate our uniqueness. For example, kinetic sculptures that derive their energy from prairie winds could be placed in the public parks of Sioux Falls, bringing art beyond Downtown to a new audience. Ice sculptures or kinetic sculptures powered by changes in temperature (conversion of liquid to solid) would expand the seasons and potentially create new events. Local manufacturers such as Daktronics could be incorporated into public art using their large electronic visual displays.
- Place iconic pieces of art at our community's gateways, such as the Sioux Falls Regional Airport, the intersection of I-29 and I-229, and the intersection of I-90 and I-29.
- Create a process to develop the brand strategy. Creating a brand for our community is far more than creating a logo and tagline. It is identifying our target audiences, our messages to those audiences, and continually, strategically communicating those messages over extended periods of time. Organizations with the responsibility for marketing the City (Sioux Falls Convention & Visitors Bureau, Sioux Falls Area Chamber of Commerce, Downtown Sioux Falls, City of Sioux Falls, Sioux Falls Development Foundation, Forward Sioux Falls and Sioux Falls Arts Council) should work together to form a cohesive brand strategy. A cohesive strategy may include messages uniform to all target audiences and messages specific to specific targets.
- Incorporate arts and culture into emerging Forward Sioux Falls branding and public relations initiatives on workforce attraction.
- Secure permission to use art, cultural venues, and unique physical assets as backdrops for the advertising of others.

- Create top-quality photography showcasing Sioux Falls' art, cultural venues, and unique physical assets and provide it at no charge to businesses and ad agencies. Encourage a broad scope of talent to participate from professional and amateur ranks, as well as our students at the high school through the university levels. Create versions as screensavers or backdrops for local residents to show their pride in their city.
- Encourage all major arts organizations to incorporate social media for each exhibit and event.
- Support area theaters and film audiences with the creation of film projects. Encourage the use of theater venues, local film production and presentation at community events.

**Strategy 3.2.2 Attract More Visitors to Sioux Falls Through Cultural Tourism.** Cultural tourism includes multi-cultural and multi-generational visitors brought to an area to experience the lifestyle of the people by seeing the diversity of arts, culinary arts, architecture, heritage, historical and sacred sites, natural resources, festivals, performance and sports events, and then taking home interest and knowledge of the area (so they want to come back), while leaving their dollars and questions behind.

Good Earth State Park at Blood Run, South Dakota's first new state park in over 50 years, offers a unique new opportunity to attract substantial numbers of cultural tourists. The entire Good Earth State Park site could eventually encompass 1,400 acres and span two states, South Dakota and Iowa. This park is unique with its emphasis upon native American culture and heritage, having been used by thousands of Oneota Indians into the early 1700s. Additionally, it is only 8 miles from downtown Sioux Falls and could eventually become a national park.

#### Recommended Actions

- Develop an interstate Visitor's Center on I-90. The City, County and CVB (Convention and Visitors' Bureau) should work to establish an information center to encourage tourists to visit attractions in Sioux Falls. Most promotional materials available in the State's visitor centers are oriented towards the many tourist attractions of the Black Hills. Locally and regionally, we should spend more effort in promoting Sioux Falls' attractions and cultural tourism.
- Encourage the South Dakota Department of Tourism to prominently feature Good Earth State Park in their advertisements and promotional materials.
- Leverage Good Earth State Park's presence with Native American-themed events, retail opportunities, music and even dining.
- Resurrect the Northern Plains Arts Market or comparable project as a major art and cultural event.
- Leverage the City's map of cultural assets to create walking and driving tours. Include materials in CVB (Convention and Visitors' Bureau) locations and hotels.
- Explore using apps or online sites to encourage walking tours with history, pictures, and videos.



- Use wayfinding strategies to provide pedestrian-oriented signage to cultural tourism venues in our Downtown. Improve signage directing tourists to distributed venues such as Good Earth State Park at Blood Run.
- Secure the trolley or alternate public transportation to provide linkages to our community's dispersed attractions. Many visitors find it difficult to enjoy geographically widespread venues such as Good Earth, Mary Jo Wegner Arboretum, EROS Data Center, the Outdoor Campus, Pointers Ridge Retreat, and Great Bear without a rental car. Even those attractions more centrally located are challenging without the availability of public transportation.
- Explore the feasibility of bicycle rental kiosks for use by tourists.
- Encourage the development of uses for the State & Orpheum Theaters, Horse Barn, and the former 6<sup>th</sup> Street & Weber Avenue Fire Station as a new art center that supports heritage tourism and allow historic buildings to be preserved and frequented by the public.

### **Outcome 3.3 Support the creative economy**

**Strategy 3.3.1 Support the Creative Economy.** In Sioux Falls, our creative economy is composed of an array of talented creative workers. Conventional artists find both expression and income from music, painting, or sculpture. Others pursue artistic expression through digital technologies and create websites, film, music, photography, or even use a combination of sources. A successful creative economy exists at the intersection of artistic vision and market realities. Considering the importance of the success of this sector, both directly as an economic driver and indirectly as a quality-of-life enhancement, Sioux Falls should embrace this economic sector through a variety of initiatives.

#### Recommended Actions

- Support the passage of the Shape Sioux Falls update to our zoning ordinances. The Shape Sioux Falls zoning changes would help with innovative approaches to encourage mixed use, live/work use, and planned unit development districts supportive of arts, entertainment, and artists.
- Consider concepts such as Creative Enterprise Zones or Cultural Arts and Entertainment Mixed-Use, Live/Work Use, and Planned Unit Development Districts. These special placemaking areas can be created that allow artist housing, studios, and galleries to co-exist, thereby improving the economies to the artists and creating a destination for visitors. Some communities, such as Paducah, Kentucky, have also created financing incentives to encourage the location and relocation of artists to specific districts. The agglomeration of artists in one location lends itself to collective marketing and supports the branding efforts of the community-at-large.
- Request that the City of Sioux Falls develop specific guides for creative businesses. Help them understand the process and opportunities that exist. Are there special districts or incentives? What about historic tax credits? Does my business need special permits? Let's help them by collecting the necessary information to get them started.

- Develop workshops that teach business skills to creative entrepreneurs and artists. Help artists understand the common elements of business as applied to their specific field, as well as information about the local and visitor markets. Explore expertise available and opportunities for instructors/mentors from other artists, arts organizations, and local colleges and universities.
- Encourage the sale of local artists' products through area attractions. Galleries typically handle representation of artists' larger pieces, but reproductions and smaller crafts could be sold through gift shops and area attractions.
- Explore adding local art for sale at the Farmer's Market. Explore other venues to sell products during weekdays, especially during the peak summer months.
- Explore the formation of a Northern Plains Arts Cooperative. Seek ways to expand the market for local artists beyond local collectors, patrons, and visitors.

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## Goal 4. Audience Development, Access, and Diversity

**Audience Development, Access, and Diversity** Welcome all people to cultural programs in a City that is recognized for and appreciative of culture's power to build community.

### Rationale

**Many cultural opportunities** Sioux Falls has abundant opportunities to experience the arts, humanities, history, and the celebrations of many diverse cultures. Many cited the Pavilion, Jazz and Blues Festival, Dakota Sky International Piano Festival, the South Dakota Symphony, Libraries, and Parks and Recreation programs for children and families. There is significant liturgical art and strong music programs in places of worship. There is a lively music scene, good theater, and museums. Interviewees report increasing choices for live music. Writers and reading are valued. The Sculpture Walk and many permanent public art installations help define Sioux Falls as an arts center. Some important historic sites and buildings have been preserved and restored. The new Good Earth State Park at Blood Run will create more opportunities and another draw for cultural tourists. Sioux Falls is a distinct center for Northern Plains art and history.

**Nonprofit cultural organizations** There are many arts and cultural organizations offering programs and services to residents and visitors. Cultural facilities are good, with lots of performance venues and more expected (The District and Event Center). Cultural organizations, while still largely independent, are collaborating more than before. Thanks to good programming, there is much to do in Sioux Falls.

**Increasing diversity** Sioux Falls' demographics is rapidly changing. Immigrants are bringing new languages, foods, and cultural traditions. The Multicultural Center and its festival and the Meldrum Park mural are good examples of this. Sioux Falls has a big and growing population of younger people.

**The arts build community** The arts in Sioux Falls represents and celebrates a variety of cultures, nationalities, and ethnicities. The arts are a good way to introduce people to each other and bridge differences, helping us understand and appreciate each other. Much has already been done to address access and diversity especially in neighborhood parks, school, places of worship, and the Multicultural Center.

**Changing news and communications media** News and communication media are rapidly changing. Print media is struggling amidst a proliferation of individualized digital communications systems. Event producers must use many more systems to reach their fragmented and media-saturated audiences. There are scores of events calendars, each with different formats and levels of detail.

**Changing audience characteristics and habits** Standard subscription series sold well in advance have given way to much more flexible options, more single-ticket sales, and last-minute purchases. Many people, especially younger audiences, want to be engaged in experiences, not just attend performances. New performance and event venues will change the environment for presenting and attending. There are growing ranks of young professionals. They bring energy, expectations for cultural programming, and new media habits.

**Accessibility** Sioux Falls' impressive array of cultural opportunities are not accessible to all. Admission prices, dispersed attractions, language barriers, limited exposure to the arts in education, and limited public transportation limit access. People with disabilities should be assured of access. We heard the need for neighborhood organizing. Some parents indicated the need for more family-friendly events, including evening and weekend timing.

**Embrace all audiences** We can extend access for our diverse community audiences by creating "entry points" to experience the arts. Create entry points to try unfamiliar or cutting edge art they haven't tried before or would not normally try on their own. Particularly involve children as active participants to create entry point for the entire family. Educate new audiences so they know what to expect. People should see diverse audiences in the seats and diverse programs on the stage and offered at various convenient times and places. Cultural organizations must understand and address the impact of technology – in all aspects of programming.

**Community awareness** We envision a community that is aware of, and values the arts. We need a community arts marketing plan that addresses the changing communication strategies to create more awareness of programs and events and ensure a perception that all are welcome at arts events.

**Community building** Our local government and community development agencies are aware of the power of the arts in creating and changing communities. We envision a city that fully understands, respects and uses the value and power of the arts and humanities in creating our community's identity. The arts should be part of the everyday life in Sioux Falls and present in construction and new development. We must encourage sustainable funding to support the vision. St Isidore's Garden at Prairie Center, bricks and art telling the stories of veterans and immigrants as an example of unique conversations and understanding.

**Cultural tourism** Sioux Falls cultural organizations and events already attract visitors from around the region. With a Sioux Falls arts brand, more promotion, and more special events, we could be even more attractive to visitors as a cultural destination.

## Audience Development, Access, and Diversity Outcomes and Key Strategies

### Outcome 4.1 Branding and marketing to maximize participation

**Strategy 4.1.1 Maximize Participation** Maximize opportunities to participate in arts, humanities, and other cultural events.

#### Recommended Actions

- Encourage multi-language marketing.
- Enhance multicultural interpreters – person or technology based.
- Support arts organization’s work to create “entry points.”
  - free/reduced ticket programs as in planned Levitt programming
  - cultural programming
  - educational programming
  - tickets that provide access to multiple events, e.g., week-long festival with multiple events and venues
- Inventory all venues – indoors and outside - Levitt Pavilion, parks, greenway, etc.

**Strategy 4.1.2 Sioux Falls branding and marketing** Create a comprehensive arts and creativity marketing plan that actively promotes Sioux Falls locally, regionally and nationally as an arts community.

#### Recommended Actions

- Develop a Sioux Falls arts brand.
- Develop an arts marketing plan with consistent messaging.
- Practice cross-event/organization marketing.
- Maintain a robust community calendar.
- Use electronic media to provide regular arts media presence.
- Tell Sioux Falls area “stories” – i.e. Good Earth State Park at Blood Run.
- Create a multimedia presentation about all Sioux Falls has to offer in the airport and at the Falls.
- Support the creation of cultural events that will fuel Sioux Falls’ reputation as a cultural destination.

### Outcome 4.2 Collaborations for advocacy and community building

**Strategy 4.2.1 Collaborations** Encourage , support, and enhance collaborations between vibrant arts organizations as well as artists and organizations.

#### Recommended Actions

- Maximize current events through collaboration (Sculpture Walk, Jazz Fest, Levitt, Sidewalk Arts Festival, Municipal Band, Northern Plains Indian Art Market, Dakota Sky International Piano Festival, and Winter Festival as part of the falls lighting in December).

- Encourage a summer program with a national identity to bring visitors as does college language camps.

**Strategy 4.2.2 Advocacy** Develop a coordinated advocacy plan to showcase art and culture’s broad value and impact on local and state communities and economies to governmental leaders.

Recommended Actions

- The Sioux Falls Arts Council should lead (with a strong board and advisory committee) to create an advocacy platform and vision statement.
- Build advocacy partnerships, working with existing organizations and artists.
- The arts community must be more vocal– particularly in the school systems – create a targeted advocacy alliance – creating a voice for the arts.

**Strategy 4.2.3 Community building** Support and encourage the creation of programs that use the arts to create community (i.e. Avera Suzuki program, Brennan Rock ‘n Roll academy, and Levitt Pavilion).

Recommended Actions

- Program three major arts education programs for students (after school) - 500+/ year – Brennan/ Avera Suzuki
- Encourage arts presenters to be sensitive to cultural issues.
- Expand marketing into multiple languages.
- Encourage multigenerational programming and participation.

**Strategy 4.2.4 Neighborhood opportunities** Invest in neighborhood and/or grassroots cultural planning to increase cultural opportunities and spaces in neighborhoods.

Recommended Actions

- Encourage art in the parks programs.
- Recommend the City increase their art/culture programs and use of public art.
- Identify and reduce transportation barriers.

**Outcome 4.3 Accessibility**

**Strategy 4.3.1 Ensure art and cultural program and event participation are accessible to people with disabilities or others with limits to their capacity to participate in arts and cultural programs.**

Recommended Actions

- Provide information and encourage cultural venues to be ADA (Americans with Disabilities Act) compliant.
- Encourage accessible transportation and provide sign language or audio description services.

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## Goal 5. Artists and Creative Workers

**Artists and Creative Workers** Create an environment in Sioux Falls where artists and creative workers may thrive.

### Rationale

The greater Sioux Falls community has blossomed with the talents of many visual artists, musicians, actors, writers and other creative workers over the last decade. The arts have become a vital part of the local economy, particularly the downtown economy. First Friday gallery and studio tours continue to bring in business to the downtown restaurant and bar scene and help connect artists with audiences.

The South Dakota Symphony has become one of the best orchestras in the region and provides outstanding classical music to the local and regional community. The Visual Arts Center at the Washington Pavilion continues to bring in outstanding art exhibitions such as Toulouse Lautrec, Andy Warhol, and Rodin, just to name a few. The Orpheum Theater utilizes the many talents of our regional and local actors, lighting technicians, sound and stage crews with wonderful productions such as, *To Kill a Mockingbird*, which opened to a full house in the fall of 2013.

Despite the healthy economy in Sioux Falls, many artists find it difficult to stay in the area. Given the lack of affordable studio space, affordable housing, and lack of exhibition/gallery spaces and opportunities, local artists find it hard to live in Sioux Falls

**Space** After visiting with many artists in the community, space continues to be a top priority for artists in Sioux Falls. Affordable studio space for visual artists and musicians as well as alternative exhibition space are both equally important to consider for the future growth of the arts community.

While the Washington Pavilion has made a huge impact on the arts community in the past ten years, many artists feel there is a new need for alternative exhibition space for a growing number of younger, more diverse artists who are moving into our community.

There also seems to be a growing, younger music scene in Sioux Falls, which beckons the attention to the need for more underage music venues. *Boonies* had been a place that would allow for young musicians to play venues, but they have recently closed, leaving a void for our young, talented musicians in our community.

**Engagement** While the Sioux Falls arts community has grown over the last decade, there still seems to be a disconnect or lack of understanding surrounding the importance of supporting local artists, and helping them to thrive in our community. There is also a great deal of concern regarding the support of both the Native American artists and the more recent immigrant artists coming into our community.

**Business and Professional Development** Networking, professional workshops, and mentoring all help foster a sustainable future for artists. Artists, in particular younger artists, need to know where and how to apply for grants as well as learn the language of grant writing.

## Artist and Creative Workers Outcomes and Key Strategies

### Outcome 5.1 Spaces for creative and collaborative activities

**Strategy 5.1.1 Create spaces that encourage artists and creative workers to live, work, and thrive in Sioux Falls.**

#### Recommended Actions

- Create and name an Arts District in Sioux Falls, with signage on all major entry points into to city.
- Create affordable studio spaces within the Arts District.
- Create affordable housing in or near the Arts District.
- Create alternative exhibition space(s) in the Arts District.
- Create a sub-committee at the Visual Arts Center, specifically for the purpose of seeking out young, emerging artists to exhibit in one of the galleries each year.
- Encourage and help establish co-op spaces for artists.
- Turn the Art Barn into a co-operative shop/studio for artists to share tools, equipment, etc.
- Visit with the local libraries about expansion of art exhibitions and artists receptions.
- Explore national programs such as Artspace, Art Place America as a possible solution to space issues.
- Consider a yearly, juried, River Walk Arts Fair.
- Create a Winter Market for local and regional artists.
- Further incorporate the Multi-Cultural Center in downtown arts events.

### Outcome 5.2 Engagement in the arts

**Strategy 5.2.1 Educate the public to appreciate and support local artists, writers, designers, and other creative workers.**

#### Recommended Actions

- Establish a community arts education program to further engage and educate the community about the importance of a healthy and thriving visual and performing arts community.
- Promote local galleries as artists and collectors need them.
- Encourage more businesses to purchase art made by local artists.
- Encourage more artists to take leadership roles in our community.
- Establish ways to include our diverse immigrant population in all arts events.
- Create a mentoring program for younger artists and immigrant artists.
- Continue to support and promote the thriving Native American and immigrant artists in our community. Make sure Prairie Star Gallery stays open.
- Explore an Artist Residency program, possibly via the Washington Pavilion.

## Outcome 5.3 Creative business and professional development

**Strategy 5.3.1 Ensure that Sioux Falls artists and creative workers have access to information, training, and consulting.**

### Recommended Actions

- Inventory and post information on local and regional small business and professional development courses, workshops, consultants, and providers of technical assistance.
- Persuade business development providers to welcome and adapt their programs to artists and other creative entrepreneurs.
- Encourage artists to participate in business development programs that may not be specifically aimed at creative businesses.
- Sioux Falls Arts Council: work with artists' organizations to organize periodic professional development and networking events for artists and other creative workers.

**Strategy 5.3.2 Connect artists with business and professional development funding through grants and loans.**

### Recommended Actions

- Encourage benefactors to contribute to a fund to be held by the Community Foundation to a broadly defined artist development program to award grants for artist business plans, artist in residencies, etc.
- Encourage the City to approve percent for art CIP projects (Capital Improvement Projects).
- Offer tax incentives for artists, galleries, and businesses in redevelopment area.

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## Goal 6. Cultural Facilities and Public Art

**Cultural Facilities and Public Art** Enhance Sioux Falls public art and cultural facilities.

### **Rationale**

**Cultural resource asset map** Maps of cultural resources provides an excellent overview of the strengths that exist within the community as well as the opportunities for community building within neighborhoods. The Sioux Falls Cultural Map, includes an enhanced image of downtown, prepared by the City Planning Department. The Map details several categories: art galleries, facilities (such as auditorium, theater, fair, amphitheater, convention center), bakery/grocery stores, cemeteries, schools, community/recreation centers, historic sites, churches, libraries, restaurants, bus routes, parks, and neighborhood conservation districts.

**Many cultural opportunities and venues** Sioux Falls has abundant opportunities to experience the arts, humanities, history, heritage, and the celebrations of many diverse cultures. Many cited the Pavilion,



Jazz and Blues Festival, Dakota Sky International Piano Festival, the Symphony, Libraries, Augustana College, and City parks. There is a lively music scene, good theater, and museums. Libraries and houses of worship provide venues for cultural programming. The Sculpture Walk and many permanent public art installations help define Sioux Falls as an arts center. Sioux Falls has significant architecture and important historic sites and buildings have been preserved and restored, while others have been lost to redevelopment. The new Good Earth State Park at Blood Run will create more opportunities and another draw for cultural tourists.

**Vibrant downtown** Entertainment venues, shops, restaurants, bars, and housing have created a bustling downtown center. Business leaders credit the arts with helping achieve this vibrancy. The River Walk development has reclaimed the river and spurred development. Surviving historic buildings are prized. Downtown has become a destination for many, though some city residents live and shop entirely in the outer districts.

**Cultural facilities** There are many arts and cultural organizations offering programs and services to residents and visitors. Cultural facilities are good, with many performance and exhibition venues and more expected (The District and Event Center). Commercial galleries connect artists with collectors and help define Sioux Falls as an arts center. Important new cultural facilities are being developed including the new T. Denny Sanford Premier Center and State Theatre. A Levitt Pavilion is being considered. Facilities have evolved from formal galleries and performance houses to include schools, hospitals, and the airport. There remains an on-going need for more public/private exhibit space.

**Public cultural facilities** Sioux Falls is notable for its publicly owned cultural facilities, managed by nonprofits, and supported by earned revenue and private funding, supplemented with public dollars. These include the Pavilion. Taxpayers invest significant public funds to support cultural facilities.

**Historic sites and buildings** The historically significant buildings singled-out in the 1999 plan have been preserved or are in the process of renovation.

**Impressive natural features** The Big Sioux River, the restored Falls, the River Walk, bike paths and trails, and City parks are much valued and give Sioux Falls a distinct sense of place rooted in its unique geography. Nearby farms, ranches, and prairies further help define the place. Native quartzite is prominently featured in architecture and landscape design. Parks are well distributed and well used, including: Meldrum Park and mural, Lyon Park, Heritage Park, and The Falls. The Good Earth State Park at Blood Run is a significant new addition to the mix of open spaces and accessible historic sites. The Weber Avenue arts corridor, Phillips to the Falls, and Greenways are important natural and cultural corridors.

**Accessibility** It is likely that access may be limited to some facilities and programs, especially historic buildings.

**Artists' housing, studios, and sales** Individual artists and other creative entrepreneurs indicate that more affordable housing, studios, and rehearsal space is needed.

**Need for good design** Sioux Falls may be about to experience another building boom. While there are examples of good design, there are other examples of missed opportunities for developers to enhance the look of the City and reinforce plans like the River Walk and Phillips to the Falls. Design review guidelines are outdated and there is no enforceable design review. While there is a lot of temporary public art and privately-funded public art there is no public art plan or percent for public art ordinance.

**Artists' facility needs** The Artists Services Task force has identified a need for: studio space for local visual artists and craft people, affordable artist housing, and exhibit space. Private investment is helping to make this happen.

**Public Art and Art in Public Spaces** Sioux Falls has many good examples of “art in public places” like Sculpture Walk that place an existing sculpture on a street corner or in a public building. The concept of “public art” advocates a process of designing a sculpture specifically for that site by considering factors such as its audience, environmental conditions, and the history of the site.

**Importance of Public Art** Public Art can enrich our lives in a number of ways. It enhances an experience of being in a public space and is a unifying force that helps define qualities of a specific neighborhood. It helps green space thrive, gives character to pedestrian corridors and meaning to community gateways; it demonstrates unquestionable civic and corporate pride in citizenship and affirms an educational environment. Public Art can heighten our awareness, transform a landscape, or express community values, and for these reasons it can have power, over time to reshape a city's image. Because Public Art enhances our community in a number of important ways, Public Art needs to be given proper consideration in the design and implementation of ALL public projects and encouraged as a part of private development as well.

## Cultural Facilities and Public Art Outcomes and Key Strategies

### Outcome 6.1 Public art planning and processes

**Strategy 6.1.1 Public Art plan** The Sioux Falls Arts Council and Visual Arts Community should develop a long-range plan for public art in Sioux Falls to encourage site-specific public art developed with community input (like the Meldrum Park mural).

#### Recommended Actions

- Advocate for a formalized process of how art is considered and placed in public spaces.

**Strategy 6.1.2 Public Art funding and Process** All proposed Capital Improvement Projects in the City of Sioux Falls include a 1% funding provision for Public Art.

#### Recommended Actions

- Create a thoughtful consideration/process to invest CIP (Capital Improvement Projects) expenditures.

- The Sioux Falls Arts Council and Visual Art Commission should develop a process that:
  - Is sensitive to community history, assets, issues and aspirations;
  - Is community-oriented and site-oriented, i.e. has internal qualities that allow the work to unify, surprise, question, express, engage, elevate, describe, and identify a place;
  - Articulates and extends the values and vision of a community and its designs for a diverse audience; and
  - Allows for artistic creativity and innovation with the added resources of community input, local character, and materials.

## **Outcome 6.2 Public cultural facilities and historic properties**

**Strategy 6.2.1 Public cultural facilities** The City will maintain publicly owned facilities used for cultural programs and services.

### Recommended Actions

- Consider the old fire station at 7<sup>th</sup> and Webber as a new art center and home for the Sioux Falls Arts Council.

**Strategy 6.2.2 Artist spaces** Encourage public and private development of facilities for artist and creative worker studios, exhibition spaces, markets, and affordable housing. (see also goal 5 Artist Services)

### Recommended Actions

- Encourage development of the 8<sup>th</sup> & Railroad area as a growing focal point with artists' galleries, cafes, outdoor concerts, farmer's markets, a craft brewery and (soon) a winery.
- Encourage the Foundry to be a visible artist's community, an attraction and entry point to downtown.

**Strategy 6.2.3 Historic Properties** Preserve Sioux Falls' significant historic sites and properties.

### Recommended Actions

- Support the recommendations of the Sioux Falls Board of Historic Preservation to protect historic sites and properties.

## **Outcome 6.3 Space for outdoor events**

**Strategy 6.3.1 Ensure adequate outdoor spaces throughout the City for large and small outdoor programs and events.**

## Recommended Actions

- Encourage development of the Levitt Pavilion as a venue for free outdoor performances.
- Capitalize on the proximity of Good Earth State Park at Blood Run.

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## **Goal 7: Arts Leadership and Coordination**

**Arts Leadership and Coordination** Represent the cultural sector and coordinate implementation of the cultural plan.

### **Rationale**

The Sioux Falls Arts Council (SFAC) is the region's local arts agency. It initiated the 1999 and 2014 cultural plans. Its mission is dedicated to supporting the arts in the Greater Sioux Falls Area. The Leadership and Coordination task force considered other options and concluded that the Sioux Falls Arts Council should be challenged and charged with leadership of the cultural sector, to coordinate implementation of the cultural plan, and to advocate for, and represent the cultural sector. However, the SFAC is under-resourced and its board of directors could better represent the breadth of the cultural sector, its allies, and the City's diversity.

The Sioux Falls Arts Council should be invigorated and strategically oriented with a new level of accountability and professionalism. Simply stating it however, doesn't make it so. The Arts Council must earn the respect from the arts community by establishing its value to the individual groups. The renewed Arts Council will need to be decisive and direct if they are to administer the Cultural Plan. To be successful, the Sioux Falls Cultural Plan will require broad cross-section coordination. The arts community must recognize and appreciate the role of the Arts Council and be willing to work in the best interests of the community with a broad agenda devoid of turf issues and competition. A renewed Arts Council will be the facilitating organization, it will continue as a citizen board. It must have strong leadership, must be respected and supported by the arts community and must have an adequate and reliable funding source. Gaining financial support from the city will provide one reliable funding source. Support from the city also provides a level of authority that might encourage coordinating support from all other arts organizations.

## **Arts Leadership and Coordination Outcomes and Key Strategies**

### **Outcome 7.1 Strengthen Sioux Falls Arts Council's capacity**

**Strategy 7.1.1 Strengthen the Sioux Falls Arts Council's capacity** to be the administrator and coordinator of the Sioux Falls Cultural Plan.

### Recommended Actions

- The Sioux Falls Arts Council (SFAC) should develop its board and create an advisory committee representing various arts constituents to give them a voice in community arts coordination.
- The SFAC board will regularly monitor progress to achieve priority outcomes from the cultural plan.
- Reconvene the Cultural Plan Steering Committee at least annually to monitor implementation progress.
- The SFAC board should develop a capacity-building plan that indicates governance, staffing, facilities, and budget required to implement the cultural plan. This may include a phased plan of growth and/or scenarios that vary according to available funding.
- Negotiate multi-year funded-agreements with the City of Sioux Falls to represent the City's interests and implement priority outcomes of the Cultural Plan.

### **Strategy 7.1.2 Position the Sioux Falls Arts Council to represent the cultural community as a partner in planning and development.**

#### Recommended Actions

- Invite the Sioux Falls City Council to designate the Sioux Falls Arts Council as the City's officially designated local arts agency, charged to represent the arts community so that this cultural plan and the cultural sector's interests are considered in other planning and development.
- The Arts Council should seek out all other organizations involved in planning and development and offer to participate as representatives of the cultural community and the cultural plan.

### **Outcome 7.2 Encourage collaborations among the Cultural Community**

#### **Strategy 7.2.1 Encourage collaborations.**

#### Recommended Actions

- The Sioux Falls Arts Council should be the chief advocate for all cultural groups in the community looking for ways to celebrate the success and talents of all artists and demonstrate the value of art to the business, education, and civic entities.
- Create opportunities for cultural organizations and artists to convene for information exchange, support, and building collaborations.

## **Outcome 7.3 Market the Arts, Humanities, Heritage and Culture in the Community and Region**

### **Strategy 7.3.1 Marketing.**

#### Recommended Actions

- Develop a marketing plan to carry the value of culture and art to the community and region.
- Publish and widely promote the cultural plan.
- The Sioux Falls Arts Council should develop and implement a marketing plan to promote arts and culture in and beyond Sioux Falls.
- The Sioux Falls Arts Council should coordinate an arts calendar as a one-stop source for arts activities and events in the community and as a planning aid to prevent the unintended consequences of conflicts when booking art events on the same day.

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## Appendix

### About the Sioux Falls Cultural Plan

**Our charge** Mayor Mike Huether appointed a 26-member steering committee of leading Sioux Falls business, educational, and civic leaders chaired by Augustana College President Rob Oliver to renew the 1999 Sioux Empire Cultural Plan. Planning commenced in October 2013 and concluded in April 2014. Planning celebrates greater Sioux Falls' strong arts, culture, and heritage.

**Our vision** The cultural plan renews the community's resolve to strengthen the cultural and creative sector to enhance the region's quality of life and unique sense of place, help build community, and grow the economy. The plan builds on the City's recent economic development plan and defines strategies to strengthen the cultural sector and integrate arts, culture, and creative industries into Downtown Development, Sioux Falls Tomorrow planning, and the City's Shape Sioux Falls 2035 Plan.

**Culture defined broadly** Culture in this plan includes: arts, humanities (history, heritage, writing, reading), design, architecture, and distinctive expressions of ethnic groups. It includes creative efforts of students, both amateurs and professionals, non-profit cultural organizations, and creative businesses.

**Sioux Falls arts and culture** Sioux Falls citizens have long recognized that our arts, humanities, and heritage enhance our quality of life and define Sioux Falls as a very special place. Our attractive community is blessed with a tradition of distinctive northern plains art and history; excellent museums of art, history, and science; abundant public art; creative artists and entrepreneurs; lively music and theater in quality venues; both new and historic architecture and landscapes. There are ample opportunities to learn and participate in amateur and professional visual and performing arts. Native Americans and immigrants have long shared -- and continue to bring -- diverse cultural traditions that enrich our community and appreciation of each other.

**Arts mean business** A recent study<sup>2</sup> confirmed the nonprofit arts sector in Sioux Falls makes a significant \$35 million annual economic impact. Thirty-five nonprofit arts and cultural organizations reported \$19.1 million in direct spending by their audiences. This supported 648 FTE jobs and helped generate \$1,470,000 in local tax revenue in 2010. Minnehaha County is home to 458 arts-related businesses that employ 2,590 people<sup>3</sup>. Cultural organizations and creative businesses help recruit and retain talent, employ creative workers, attract tourists, and generate tax revenue.

**Topics** Task Forces developed recommendations in seven areas: Economic /community development and cultural tourism; arts education and youth development; audience development, access, and diversity; artist services and creative workers; arts leadership and coordination; cultural facilities and public art; and funding and support for the arts.

**Steering Committee meetings** The Steering Committee met four times: October 4 and November 7, March 27, and April 15. Meetings were posted and open to the public.

**Acknowledgements** Cultural planning is an initiative of the Sioux Falls Arts Council (SFAC) in partnership with the City of Sioux Falls Planning Department with funding from the City, Bush Foundation, Sioux Falls

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<sup>2</sup> Arts and Economic Prosperity IV, Americans for the Arts, 2012

[http://aftadc.brinkster.net/AEP4/SD\\_GreaterSiouxFallsArea\\_AEP4\\_SummaryOfFindings.pdf](http://aftadc.brinkster.net/AEP4/SD_GreaterSiouxFallsArea_AEP4_SummaryOfFindings.pdf)

<sup>3</sup> The Creative Industries in Minnehaha County, SD January 2012, Americans for the Arts

[http://aftadc.brinkster.net/South\\_Dakota/county/SD\\_Minnehaha.pdf](http://aftadc.brinkster.net/South_Dakota/county/SD_Minnehaha.pdf)

Area Community Foundation, and support from Augustana College. SFAC Executive Director Nan Baker is the local plan coordinator, assisted by Dr. Craig Dreeszen, the planner who facilitated the 1999 plan.

### Timetable and Work Plan

Dates	Key Tasks
<b>Phase One: Organize for cultural planning</b>	
Spring 2013	<b>Organization and authorization</b> The Arts Council secures funds for the cultural planning.
Aug	<b>Refine scope of work</b> The Arts Council and Dreeszen & Associates refine this work plan and agree on a contract.. Dreeszen provides cultural assessment questions, focus group agendas, fact sheets, Steering Committee responsibilities statement, and other planning tools.
Aug	The City formally appoints the Steering Committee that will oversee planning.
Aug	<b>Background data</b> Local plan coordinator gathers background data: other plans, research results, and demographic data. Look for cultural implications and potential for cultural plan to intersect with other civic plans. Plan coordinator collects email lists for the survey. Dreeszen reviews research data. Organize first Steering Committee meeting. As there have been numerous surveys, we do not conduct additional survey research.
Sept	<b>Recruit Task Forces</b> The Arts Council recruits Task Force chairs and members. Task Forces are appointed to consider progress on each goal from the 1999 plan and anticipated new issues. Task forces are comprised of Steering Committee members plus additional community leaders recruited for their expertise or connections in the community.
Oct 4	<p><b>First Steering Committee meeting</b> Dreeszen travels to Sioux Falls to facilitate the first Cultural Plan Steering Committee meeting to review the current cultural plan, review our planning methods, and formally launch the cultural assessment phase of planning. Dreeszen meets with Arts Council staff, community leaders, Steering Committee leaders, and elected officials to start assessment. Dreeszen conducts interviews and focus groups with 2-3 days on-site conducting meetings and interviews.</p> <p>The Steering Committee focuses on defining critical issues that need attention in planning as citizen task forces will develop recommendations. Task Forces are charged to develop recommendations to be integrated into the cultural plan. The first Steering Committee meeting concludes with an initial organizing meeting for each Task Force to determine their scope of work and meeting schedule.</p>



<b>Phase Two: Conduct community cultural assessment</b>	
Oct - Nov	Task Forces meet to organize interviews and focus groups to gather more community input and to develop recommendations to resolve planning questions identified by the Steering Committee and Planning consultant. Task Forces report results of their research and recommendations for the cultural plan.
Oct	<b>Assessment reports</b> Plan coordinator gathers Task Force reports of assessment research and recommendations for the plan. Circulate report to Cultural Plan Steering Committee. Reports cultural assets and documents identified opportunities and cultural sector needs.
Oct	<b>Second Steering Committee meeting</b> Dreeszen makes the second trip to Sioux Falls to facilitate the second Cultural Plan Steering Committee to consider assessment findings and to start to determine priorities for the updated cultural plan. Dreeszen plans and facilitates the Steering Committee meeting. He conducts additional interviews or meetings as required during this visit with key opinion leaders who could help implement or fund initiatives arising in the cultural plan.
<b>Phase Three: Develop and write cultural plan</b>	
Oct 2013– Feb 2014	<b>Task Force Planning</b> Task Forces collect more information (with additional interviews, focus groups or research as needed) and recommend goals and action steps to address planning opportunities and concerns identified in assessment. Plan coordinator monitors planning progress. Plan administrator and coordinator assist and Dreeszen advises.
On-going	<b>Fundraising</b> The Arts Council and its partners raise funds to implement priorities from the cultural plan. Dreeszen advises Arts Council and Steering Committee as they identify resources available to support the plan's implementation.
Jan - Feb	<b>Task Forces chairs meet</b> to monitor progress and review draft recommendations.
Jan	<b>Convene community input meeting</b>
March	<b>Write first-draft cultural plan</b> Dreeszen synthesizes Task Force Recommendations and his own suggestions into a first-draft plan for consideration by the Steering Committee. Plan Coordinator circulates draft plan to Steering Committee.
March 2014	<b>Convene third Steering Committee meeting</b> The Steering Committee convenes to consider the draft plan.
March 27	<b>Revise plan</b> Dreeszen revises plan and writes recommendations to the Arts Council. Dreeszen works with Arts Council leadership to project costs and likely funding source to implement priority objectives in the plan. Dreeszen works with Arts Council staff and Steering Committee chair to refine the draft for the Steering Committee's final meeting.

April	<b>Public comment</b> Arts Council posts the draft plan for public comment. Test for support of draft plan and funding recommendations with key policy and opinion leaders and with elected City officials.
<b>Phase Four: Approve and publish plan</b>	
April 15	<b>Steering Committee final meeting</b> to approve the cultural plan that they will recommend to the City and to Sioux Falls Tomorrow planners. Discuss implementation strategies. The Steering Committee adjourns. (Dreeszen does not attend.)
June-July 2014	<b>City approval</b> The chair(s) of the Steering Committee present the cultural plan to the City for their consideration and approval, to the Sioux Falls Tomorrow planners to integrate as a performance area. The City integrates the cultural plan into the Comprehensive Plan, Downtown Development Plan, and Parks plans.
Sept 2014	<b>Publish plan</b> The Arts Council oversees design, printing, and distribution of the Cultural Plan.
<b>Phase Five: Implement the Sioux Falls Cultural Plan</b>	
2014 - Ongoing	<b>Implement plan</b> The Arts Council presents the plan to the other public agencies and community organizations with a stake in the plan. Widely distribute the plan. Issue press release. Present the plan to agencies and individuals important in implementation. Arts Council and other cultural organizations integrate the plan's recommendations into their own planning.
Ongoing	<b>Fund plan</b> Continue to raise funds for plan implementation.
Ongoing	<b>Monitor plan</b> Reconvene the Steering Committee to monitor progress of plan implementation at 6 and 12 month anniversaries (optional).

## Steering Committee

The Steering Committee of 26 community leaders appointed by the Mayor to oversee and approve the cultural plan.

**Slater Barr**, Sioux Falls Development Foundation, President  
**Jennifer Boomgaarden**, South Dakota Symphony Orchestra, Executive Director  
**Linda Boyd**, Prairie Star Art Gallery, Owner  
**Lynne Byrne**, South Dakota Arts Council Board Member  
**Charlotte Carver**, Sioux Falls Arts Council, Co-Representative  
**Ceca Cooper**, University of Sioux Falls, Assistant Professor of Art  
**Mike Cooper**, City of Sioux Falls, City Planning Director  
**Tom Dempster**, IFM Capital Advisors, Director  
**Doug Hajek**, Davenport, Evans, Hurwitz & Smith, Partner  
**Clara Hart**, Sioux Falls Public Schools, Home/School Immigrant Liaison  
**Joe Henkin**, Henkin Schultz, Partner  
**Pam Homan**, Sioux Falls Public Schools, Superintendent  
**Mike Jerstad**, PrairieGold Venture Partners, Partner  
**Mary Johns**, Siouxland Libraries, Director  
**Dave Kapaska D.O.**, Avera McKennan Hospital, Regional President/CEO  
**Don Kearney**, City of Sioux Falls, Director of Parks & Recreation  
**Ruth Krystopolski**, Sanford Health, Executive Vice President of Care Innovation  
**Todd Meierhenry**, Meierhenry Sargent, Partner  
**Mark Millage**, Kilian Community College, President  
**Christy Nicolaisen**, Multi-Cultural Center, Executive Director  
**Rob Oliver**, Augustana College, President, Steering Committee Chair  
**Sandra Pay**, Sioux Falls Arts Council, Co-Representative  
**Teri Schmidt**, Sioux Falls Convention & Visitor's Bureau, Executive Director  
**Tom Simmons**, Midcontinent Communications, Vice President  
**Courtney Tielke**, Saint Mary School, Principal, Sioux Falls Catholic Schools Elementary Curriculum Director  
**Jim Woster**, Sioux Falls Stockyards Broker and Broadcaster, Retired

## Task Forces

Task Forces comprised of 73 community leaders developed recommendations that become the goals, outcomes, and strategies of the finished cultural plan.

**Arts Education and Youth Development:** Courtney Tielke, chair and members Julie Ashworth, Brett Bradfield, Ann Davis, Val Fox, Roseann Hofland, Amy Isaacson, Sue Sharpe, Stephanie Spaan, Ann Thompson, Darwin Wolfe, Lynne Byrne, Sue McAdaragh, Becky Fiala, Larry Ling, and Joy Schroeder, with Nan Baker ex officio

**Arts Funding and Support:** Tom Dempster, chair and members, Mike Cooper, Mike Jerstad, Jennifer Kirby, Ruth Krystopolski, Todd Meierhenry, and Bob Sutton

**Economic/Community Development and Cultural Tourism:** Slater Barr, chair and members Linda Boyd, Doug Hajek, Molly McCarthy, Rob Oliver, Brendan Reilly, Teri Schmidt, Kevin Smith, and Russ Sorenson

**Audience Development, Access and Diversity:** Jennifer Boomgaarden, chair and members Linda Boyd, Charlotte Carver, Dan Edmonds, Clara Hart, Dave Kapaska, Christy Nicolaisen, Sandra Pay, Steve Williamson, with Nan Baker ex officio

**Artist Services and Creative Workers:** Ceca Cooper, chair with members Sheila Agee, Julie Anderson-Friesen, Jeff Ballard, Zach DeBoer, Jerry Hauck, Liz Bashore-Hereen, Rachel Hurley-Harlan, Jerry Fogg, Stephanie Foy, Mary Groth, Amy Jarding, Deb Klebanoff, Esperanza Langle, Stacey McMahan, David Merhib, Ivy Oland, Michelle St. Vrain, and Tory Stolen

**Cultural Facilities and Public Art:** Mark Millage, chair with members Mike Cooper, Monica Huber, Todd Meierhenry, Christy Nicolaisen, and Jamie Smith

**Arts Leadership and Coordination:** W Tom Simmons, chair and members Randell Beck, Anita Kealey-Brannian, Charlotte Carver, Joe Henkin, Dick Molseed, Scott Petersen, Bill Peterson, Larry Toll with Nan Baker ex officio

## Planning Staff

**Molly McCarthy**, Past Board President, Sioux Falls Arts Council

**Nan Baker**, Executive Director, Sioux Falls Arts Council

**Jennifer Oehme**, Office Manager, Sioux Falls Arts Council

**Craig Dreeszen**, Planning Consultant, Dreeszen & Associates

## Sioux Falls Arts Council Board of Directors

Sandra Pay, President

Monica Huber, Vice President

Dan Edmonds, Secretary/Treasurer

Molly McCarthy, Past President

Charlotte Carver, Emeritus Member

Daniel Doyle

Kyle Wiese

Jeremy Hegg

Ann Marie Davis

Joy Schroeder

Jonathan Neiderhiser

Anita Kealey-Brannian

Randell Beck

Ann McKay Thompson

Clara Hart

## Proposed Legislation

**Modify Bed & Booze Tax Uses** Propose a bill to modify SDCL 10-52A-2 to include the bed & booze tax so that it could clearly be used for the promotion of cultural activities and the arts. “FOR AN ACT ENTITLED, An Act to include the promotion of cultural activities and the arts as a purpose for which a tax may be levied.”

### Strategies

1. Recommend this sample modification: Section 1. That §10-52A-2 be amended to read:

10-52A-2. Additional municipal non-ad valorem tax authorized--Rate--Purpose. Any municipality may impose an additional municipal non-ad valorem tax at the rate of one percent upon the gross receipts of all leases or rentals of hotel, motel, campsites, or other lodging accommodations within the municipality for periods of less than twenty-eight consecutive days, or sales of alcoholic beverages as defined in § 35-1-1, or establishments where the public is invited to eat, dine, or purchase and carry out prepared food for immediate consumption, or ticket sales or admissions to places of amusement, athletic, and cultural events, or any combination thereof. The tax shall be levied for the purpose of land acquisition, architectural fees, construction costs, payments for civic center, auditorium, or athletic facility buildings, including the maintenance, staffing, and operations of such facilities and the promotion of cultural activities and the arts and the promotion and advertising of the city, its facilities, attractions, and activities.

**Modify Business Improvement District Uses** Propose a bill to modify 9-55-3 to include cultural activities and art to Bid District law. “ FOR AN ACT ENTITLED, An Act to include cultural activities and facilities as a purpose for which money generated in a business improvement district may be used.”

Recommend this sample modification

FOR AN ACT ENTITLED, An Act to include cultural activities and facilities as a purpose for which money generated in a business improvement district may be used.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

Section 1. That §9-55-3 be amended to read:

9-55-3. Uses to which generated funds may be put. Any money generated pursuant to § 9-55-2 may be used for any one or more of the following purposes:

- 1) The acquisition, construction, maintenance, and operation of public off-street parking facilities for the benefit of the district area;
- 2) Improvement of any public place or facility in the district area, including landscaping and plantings;
- 3) Construction or installation of convention or event centers, pedestrian shopping malls or plazas, sidewalks, including moving sidewalks, parks, meeting and display facilities, bus stop shelters, lighting, benches or other seating furniture, sculptures, public art and related exhibits and facilities and educational or cultural exhibits and facilities, including exhibits, displays, attractions, or facilities for special events, holidays, or seasonal or cultural celebrations, art centers, trash receptacles, shelters, fountains, skywalks, and pedestrian and vehicular overpasses and underpasses or any useful or necessary public improvement;

- 4) Leasing, acquiring, constructing, reconstructing, extending, maintaining, or repairing parking lots or parking garages, both above and below ground, or other facilities for the parking of vehicles, including the power to install such facilities in public areas, whether such areas are owned in fee or by easement, in the district area;
- 5) Creation and implementation of a plan for improving the general architectural design of public areas in the district area;
- 6) The development of any activities and promotion of the district area and provide for special or supplemental services to improve or promote the area in the district or to protect the public health and safety in the district, including advertising, promotion, tourism, health and sanitation, public safety, security, fire protection or emergency medical services, business recruitment, development, elimination of traffic congestion, and recreational, educational, or cultural improvements, enhancements, or services;
- 7) Maintenance, repair, and reconstruction of any improvements or facilities authorized by this chapter;
- 8) Any other project or undertaking for the betterment of the facilities in the district area, whether the project is capital or noncapital in nature;
- 9) Enforcement of parking regulations within the district area; and
- 10) Employing or contracting for personnel, including administrators for any improvement or promotional program under this chapter, and providing for any service necessary or proper to carry out the purposes of this chapter.

**State Law Authorizing Creative Districts** Propose a bill to create “Creative Districts” with in the state. A copy of a proposed bill is below:

FOR AN ACT ENTITLED, An Act authorizing creative districts.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF SOUTH DAKOTA:

Section 1. (a) The legislature hereby finds, determines, and declares that:

(I) A creative district is a well-recognized, designated mixed-use area of a community in which a high concentration of cultural facilities, creative businesses, or arts-related businesses serve as the anchor of attraction. In certain cases, multiple vacant properties in close proximity may exist within a community that would be suitable for redevelopment as a creative district. Creative districts may be found in all sizes of communities, from small and rural to large and urban. Creative districts may be home to both nonprofit and for-profit creative industries and organizations.

(II) The arts and culture transcend boundaries of race, age, gender, language, and social status. Creative districts promote and improve their communities in particular and the state more generally in many ways. Specifically, such districts:

(A) Attract artists and creative entrepreneurs to a community, thereby infusing the community with energy and innovation, which enhances the economic and civic capital of the community;

(B) Create a hub of economic activity that helps an area become an appealing place to live, visit, and conduct business, complements adjacent businesses, and results in the creation of new economic opportunities and jobs in both the cultural sector and other local industries. Cultural resources attract businesses and assist in the recruitment of employees.

(C) Are a highly adaptable economic development tool that is able to take a community's unique conditions, assets, needs, and opportunities into account, thereby addressing the needs of large and small and rural and urban areas;

(D) Establish marketable tourism assets that highlight the distinct identity of communities, attract in-state, out-of-state, and even international visitors, and become especially attractive destinations for cultural, recreational, and business travelers;

(E) Revitalize and beautify neighborhoods, cities, and larger regions, reverse urban decay, promote the preservation of historic buildings, and facilitate a healthy mixture of business and residential activity that contributes to reduced vacancy rates and enhanced property values; and

(F) Provide a focal point for celebrating and strengthening a community's unique cultural identity, providing communities with opportunities to highlight existing cultural amenities as well as mechanisms to recruit and establish new artists, creative industries, and organizations.

(b) By enacting this section, the legislature intends that the state provide leadership and a helping hand to local communities desirous of creating their own creative districts by, among other things, certifying districts, offering available incentives to encourage business development, exploring new incentives that are directly related to creative enterprises, facilitating local access to state assistance, enhancing the visibility of creative districts, providing technical assistance and planning help, ensuring broad and equitable program benefits, and fostering a supportive climate for the arts and culture, thereby contributing to the development of healthy communities across the state and improving the quality of life of the state's residents.

(2) As used in this section, unless the context otherwise requires:

(a) "Coordinator" means the person employed on the professional staff of the division who is responsible for overseeing the duties and responsibilities of the division under this section and performing the specific tasks delegated to such person under this section.

(b) "Creative district" or "district" means a land area designated by a local government in accordance with this section that contains either a hub of cultural facilities, creative industries, or arts-related businesses or multiple vacant properties in close proximity that would be suitable for redevelopment as a creative district.

(c) "Local government" means a city and county, county, city, or town.

(d) "State-certified creative district" means a creative district whose application for certification has been approved by the division pursuant to subsection (4) of this section.

(3)(a) A local government may designate a creative district within its territorial boundaries subject to certification as a state-certified creative district by the division pursuant to subsection (4) of this section.

(b) In order to receive certification as a state-certified creative district under this section, a district must satisfy the criteria specified in this paragraph (b) and any additional criteria required by the division pursuant to paragraph (a) of subsection (4) of this section. At a minimum, the district must:

(I) Comprise a geographically contiguous area;

(II) Be distinguished by physical, artistic, or cultural resources that play a vital role in the quality and life of a community, including its economic and cultural development;

(III) Be the site of a concentration of artistic or cultural activity, a major arts or cultural institution or facility, arts and entertainment businesses, an area with arts and cultural activities, or artistic or cultural production; and

(IV) Be engaged in the promotional, preservation, and educational aspects of the arts and culture of the community and contribute to the public through interpretive, educational, or recreational uses.

(c) Notwithstanding the requirements of paragraph (b) of this subsection (3), in special circumstances a creative district may obtain certification by the division if the land area proposed for certification as a district contains multiple vacant properties in close proximity that would be suitable for redevelopment as a creative district. It shall not be a requirement of certification that the proposed district contain any precise mix of for-profit or nonprofit industries or organizations.

(d) Two or more local governments may jointly apply for certification of a creative district that extends across a common boundary.

(4)(a)(I) Not later than \_\_\_\_\_, the coordinator shall create a process for the review of applications submitted by local governments for certification of state-certified creative districts. The application shall be submitted on a standard form developed and approved by the division. The coordinator shall make a recommendation to the division for action on each application for certification.

(II) After reviewing an application for certification, the division shall approve or reject the application or send it back to the applicant with a request for changes or additional information. Rejected applicants may reapply without prejudice.

(III) Certification shall be based upon the criteria specified in paragraph (b) of subsection (3) of this section as well as any additional criteria required by the division that in its discretion will further the purposes of this section. The division may request that an applicant provide relevant information supporting an application. Any additional eligibility criteria shall be posted by the division on its public web site.

(IV) If the division approves an application for certification, it shall notify the applicant in writing and shall specify the terms and conditions of the division's approval, including the terms and conditions set forth in the application and as modified by written agreement between the applicant and the division.

(b) Upon approval by the division of an application for certification by a local government, a creative district shall become a state-certified creative district with all of the attendant benefits under this section.

(c) The division may remove a certification previously granted under this section for failure by a local government to comply with the requirements of this section or any agreement executed thereunder.

(5)(a) The coordinator shall:



(I) Review applications for certification and make a recommendation to the division for action pursuant to paragraph (a) of subsection (4) of this section;

(II) Administer and promote an application process for the certification of creative districts;

(III) With the approval of the division, develop standards and policies for the certification of state-certified creative districts in accordance with paragraph (b) of subsection (3) of this section and subparagraph (III) of paragraph (a) of subsection (4) of this section. Any approved standards and policies shall be posted on the division's public web site.

(IV) Require periodic written reports from any creative district that has received certification as a state-certified creative district for the purpose of reviewing the activities of the district, including the compliance of the district with the policies and standards developed under this section and with the conditions of an approved application for certification;

(V) Identify available public and private resources, including any applicable economic development incentives and other tools, that support and enhance the development and maintenance of creative districts and, with the assistance of the division, ensure that such programs and services are accessible to such districts; and

(VI) With the approval of the division, develop such additional procedures as may be necessary to administer this section. Any approved procedures shall be posted on the division's public web site.

(b) In addition to any powers explicitly granted to the division under this section, the division shall have such additional powers as are necessary to carry out the purposes of this section. Where authorized by law, such powers may include offering incentives to state-certified creative districts to encourage business development, including, but not limited to, incentives in the form of need-based funding for infrastructure development in state-certified creative districts, exploring new incentives that are directly related to creative enterprises, facilitating local access to state economic development assistance, enhancing the visibility of state-certified creative districts, providing state-certified creative districts with technical assistance and planning aid, ensuring broad and equitable program benefits, and fostering a supportive climate for the arts and culture within the state.

(6) The creation of a district under this section may not be used to prohibit any particular business or the development of residential real property within the boundaries of the district or to impose a burden on the operation or use of any particular business or parcel of residential real property located within the boundaries of the district.

Section 2. FUNDING MECHANISM The District shall have the same powers to raise funds as the Business Improvement Districts, which is incorporated herein by reference.

**(Back cover)**

*Sioux Falls Imagined*  
Vision

Renew the community's resolve to strengthen the cultural and creative sector to enhance the region's quality of life and unique sense of place, help build community, and grow the economy.

Cultural planning is made possible with funding from:

The City of Sioux Falls  
The Bush Foundation  
Sioux Falls Area Community Foundation  
South Dakota Arts Council / National Endowment for the Arts  
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Planning administration by the Sioux Falls Arts Council

***Insert Logos.....***