

## **Applicant's Goals for the Proposed A&E District**

### **Short-term goals (2018-2021)**

- 1. Increase the number of artists and entertainers residing, performing, and selling in the District and artists' use of tax incentives.**
  - a) Identify organization and location for an artist co-op in the A & E District.
  - b) Maintain a real estate property registry as described in the "Potential for Affordable Housing and/or Studio, Performance, or Exhibition Space" section.
  - c) Create & distribute rack cards with visitor info on one side, artist & business relocation info on the other. Somerset County Tourism will provide the cost of mailing these to fifteen County and six State Visitors Centers.
  - d) Create an artist relocation packet.
  - e) Maintain an active artist registry, available online at [Crisfieldarts.org](http://Crisfieldarts.org). To remain on the artist registry and website listing, artists must document participation annually. Each year an email will be sent to all registered artists asking for information on participation in the District, to include participation in tax incentives.
  - f) Artists who sign up on the registry will receive an email about tax incentives and contact information for CAED Project/City staff member as well as local Department Taxation and Assessment information
  - g) Develop questions for annual email to registered artists and A & E businesses. Questions should include identifying use of tax incentives.
  - h) Host an A & E Class for real estate agents & any interested participants (for incentives for artists & businesses).
  - i) Identify potential A & E artists to pursue for relocation to Crisfield A & E. This will include artists interested in residential space, co-op space, live/work space, or to participate in or open galleries.
  - j) Provide support to participating artists and entertainers by purchasing their work (for example, for CAED marketing and hiring performing artists for local events).
  - k) Continue to provide artists low-cost or no-cost opportunities for sales, including 4<sup>th</sup> Saturday Bay Strolls.
  - l) Provide support to artists and entertainers by providing no-cost or low-cost marketing to promote sales of their work (see marketing for further information).

## **2. Increase in Art and Entertainment events and event attendance in the District.**

- a) Continue and grow 4<sup>th</sup> Saturday Bay Strolls. For 2018, distribute 5,000 postcards and 50 posters, in addition to social media marketing and press releases.
- b) A list of available accommodations has been posted to Crisfieldarts.org and will be maintained and updated. A list of places to eat is available at this site.
- c) Hold one event uptown in the first year.
- d) Plan a Farm & Bay to Table fundraising event for fall 2019 (Carol Heck and Tamela Riquelmie)
- e) The City of Crisfield is joining TADD - Tourism, Arts, Downtown Development – a collaborative marketing tool formed of a network of eighteen communities on Maryland's Eastern Shore and in Delaware. TADD provides a website, monthly email newsletter, phone app, Twitter and Facebook newsfeed so potential visitors can find out about artists, art venues, restaurants and events in participating communities. Towns and artists are featured monthly on the Delmarva Almanac a weekly radio show on Delmarva Public Radio WSDL 90.7fm and WSCL 89.5 FM. Chesapeake Ghost Walks is providing half of the required fee for participation in 2018. [www.eatdrinkbuyart.com](http://www.eatdrinkbuyart.com)
- f) Contact local banks to find if there is a potential of having an ATM near the City Dock area for people boarding or exiting from boats to Smith and Tangier, or marina visitors.
- g) List all A & E events and businesses on Maryland Tourism website (Jim Neal).
- h) Pursue Community Legacy and any other relevant grants to convert Armory located at 8 East Main Street to an Arts and Entertainment/community venue. Potentially a culinary school with a entertainment venue. Currently there is no large, non-membership facility that can be rented for events. Somerset County is currently in the process of a Request For Proposals for an Armory Feasibility Study to evaluate the current conditions of the Armory, including determining the extent of damage and estimate the costs to remediate the environmental hazards and to renovate the facility. This project is being funded by the U.S. Department of Housing & Urban Development (HUD) through the Community Development Block Grant (CDBG) Program administered in Maryland by the State's Department of Housing & Community Development (DHCD) as part of the Hurricane Sandy Disaster Recovery efforts.
- i) Host a Storytelling event to leverage unique aspects of Crisfield (June 2019).

### **3. Increased marketing leading to increased visitor traffic.**

- a) Follow marketing plan created by BEACON (<http://beacon.salisbury.edu/>). A donation has been received to cover the cost of this plan. With the assistance of BEACON, Somerset County Tourism, and the management of other local A & E Districts, the CAED PROJECT will design a campaign to target visitors from New York to Virginia, especially those who frequently visit Ocean City, Maryland. The CAED PROJECT will designate a minimum of \$10,000 per year for this advertising.
- b) Press releases: A press release will take place in January with an overview of all events upcoming for the year. Event-specific press releases will be issued at least twice for each event – at one month before the event, and one week before.
- c) Social media: Facebook updates will take place at least three times a week to Crisfield 4<sup>th</sup> Saturday Bay Strolls, currently at over 350 “likes” (<https://www.facebook.com/wbycradio/>) and the Arts and Entertainment District for Crisfield page, (<https://www.facebook.com/artsandentertainmentcrisfield/>) currently at over 100 “likes.” In addition, Instagram and Twitter will be used.
- d) Recruit someone to lead an Instagram account to help market the District. The art teacher at Crisfield High School will be contacted to help with this.
- e) Website: The CAED PROJECT will maintain the website [Crisfieldarts.org](http://Crisfieldarts.org) with updated events and artist registry. (also accessed through [Crisfieldarts.com](http://Crisfieldarts.com)). This website was created in late April of 2017. The website has generated 989 sessions, 761 users and 1,941 page views as of December 27, 2017.
- f) Pursue United States Department of Agriculture – Rural Business Development Grant for marketing businesses in the A & E (2019).
- g) Collaborate with other local businesses and organizations such as the Lower Eastern Shore Heritage Council, the Crisfield Area Chamber of Commerce, and the Greater Crisfield Action Coalition (GCAC) and Somers Cove Marina to leverage marketing funding.
- h) Somers Cove Marina will spend in \$30,000 advertising in 2018 for the marina and will be advertising 4th Saturdays from Annapolis to Hampton Roads.
- i) GCAC will promote the A & E monthly e-newsletter on their website, Facebook page, and at the end of their newsletter that is sent by email and published in the local newspaper. GCAC also publishes a 32- page full color visitors guide and will include an A & E section.

- j) Continue monthly Arts & Entertainment Newsletter through Constant Contact (sign up at [Crisfieldarts.org](http://Crisfieldarts.org)). A sign-up list will also be available at events. The City of Crisfield maintains a Constant Contact account that currently has over 270 subscribers. Additional subscribers have been adding themselves weekly by the button on [Crisfieldarts.org](http://Crisfieldarts.org).
- k) Add historic markers to State database.
- l) Signage for 6<sup>th</sup> Street area to direct visitors coming from dock area into “uptown”
- m) Chesapeake Scenic Byways which will have 3 sections of video for different segments of Maryland and will include video of Crisfield. The City can make use of this video to use clips to create targeted advertising, potentially partnering with University of Maryland Eastern Shore or Salisbury University to create inexpensive advertising.
- n) Use of Heritage Area mini-grants to leverage advertising funding.

**4. Increase in occupied business properties. The increase in A & E activity will lead to an increase in other businesses in the A & E District.**

- a) In partnership with the Crisfield Chamber of Commerce, maintain a real estate property registry as described in the "Potential for Affordable Housing and/or Studio, Performance, or Exhibition Space" section. Efforts will include mailing a letter to the owners of vacant properties seeking information about rental possibilities and cost(Spring 2018). The letter has been drafted and the mailing list compiled. An online property registry is also available at [Crisfieldarts.org](http://Crisfieldarts.org).
- b) Apply for Community Legacy grant for façade improvements.
- c) Support both A & E and other interested businesses by working closely with the local representative of the Maryland Department of Commerce and with Somerset County Economic Development.
- d) Create a document to provide to potential business owners identifying grants and loans available to new businesses (the Circuit Rider will complete this in the spring of 2018).
- e) A business relocation packet will be created by Frances Martinez Meyers.
- f) Host A & E Class for real estate agents & any interested participants (for incentives for artist & businesses).
- g) Identify potential A & E businesses to pursue for relocation to Crisfield A & E
- h) Identify boat owners to give tours to businesses and individuals interested in moving to the area (Linda Riggin).

**5. Continue and increase community engagement for arts and entertainment.**

- a) Contact church leaders to get their support for the A&E District (Linda Riggan and Tamela Riquelme).
- b) Engage youth and emphasize diversity (James Lane).
- c) Encourage community participation in Maryland Arts Day through inclusion in social media posts, newsletters, and creating carpool groups for the drive to Annapolis.
- d) Make membership applications available, including an online payment option (Spring 2018).
- e) Acknowledge members and sponsors via website listing, inclusion in monthly Constant Contact newsletter, and window cling decals (Spring 2018).
- f) The CAED Project will organize and promote classes in the arts for both youth and adults (including writing, music). Organizations offering classes that will be promoted include the Wood and Stone Retreat, The Art Center of Crisfield, the Crisfield Library, and the Somerset County Arts Council .

**6. Continue and increase partner support and engagement. Current organization interested in leveraging resources for marketing, events, and recruiting businesses to the area include:**

- a) Crisfield Chamber of Commerce
- b) WBYC 107.3 Crisfield Community Radio
- c) Crisfield Heritage Foundation
- d) Somers Cove Marina
- e) Wheels On the Waterfront (W.O.W)
- f) Greater Crisfield Action Coalition (GCAC)
- g) Friends of Crisfield
- h) Somerset County Arts Council
- i) Somerset County Tourism

- j) Somerset County Economic Development
- k) Smith Island community
- l) University of Maryland Eastern Shore
- m) Salisbury University/BEACON
- n) Crisfield Elks Lodge #1044
- o) Crisfield Pride Lodge #194
- p) Crisfield American Legion
- q) The Art Center of Crisfield

### **Long-term goals (2021-2028)**

All short-term goals will be continued. In addition:

- 1. Pursue grant funding to increase ADA accessibility for individual properties and for sidewalks.**
- 2. Consider partnering with Somerset County and the State Highway Administration to bring public art to the new Hiker Biker trail connecting Marion and Crisfield.**
- 3. Identify a new or existing business to have a wine bar or other venue that is open for drinks and food on weekday evenings for vacationers and locals.**
- 4. Increase in Art and Entertainment events and event attendance in the District.**
  - a) Increased demand will lead to increase quantity, scope and variety of hotels, B&Bs, and availability of properties through online resources like Air B&B. Increased demand and the waterfront location of the town will lead to the creation of a hotel with an associated event venue.
- 5. Increased marketing leading to increased visitor traffic.**
  - a) Identify additional space for parking, to include potentially busing guests from a parking lot outside the District.
  - b) Create additional signage for visitors.
- 6. Increase in occupied business properties. The increase in A & E activity will lead to an increase in other businesses in the A & E District.**
- 7. Continue and increase community engagement for arts and entertainment.**

Research opportunities for students to start their own small A&E related businesses, such as a CEO program (Tamela Riquelmie).

8. Continue and increase partnerships.
9. Rehabilitation of “Uptown” area into focal theater/arts area.
10. Make use of the “Mallory Square” feeling of the dock area to have an event or series of events with hucksters.

### **Metrics for Goals**

Progress on these goals will be measured for reporting with the metrics described below:

#### **Increase the number of artists and entertainers residing, performing, and selling in the District and artists use of tax incentives.**

Metrics: The Artist Registry will be used to measure an increase in the number of artists participating in activities or living in the District.

Metrics: Tax incentives awarded.

To remain on the artist registry and website listing, artists must document participation annually. Each year an email will be sent to all registered artists asking for information on participation in the District, to include participation in tax incentives.

#### **Increase in Art and Entertainment events and event attendance in the District**

Metrics: Number of sales of event tickets provided by event sponsor. For free events, estimated attendance.

#### **Increased marketing leading to increased visitor traffic.**

Metrics: The increase in the annual number of visitors to Crisfield will be measured by the change in the volume of visitors at the Crisfield Chamber of Commerce and Visitor’s Center, located at 906 W Main Street in the A & E District.

MDOT-State Highway Administration is required to track the number of vehicles traveling our roads. This is accomplished by the use of Automatic Traffic Recorders (ATRs) and other volume/class 24-hour counts. The results of the counts are published as an Annual Average Daily Traffic (AADT) volume. This information is available at [http://maps.roads.maryland.gov/itms\\_public/](http://maps.roads.maryland.gov/itms_public/)

Increases in the number of email subscriptions, website hits and social media followers will also be used as a metrics for the increase in exposure of the District.

**Increase in occupied business properties. The increase in A & E activity will lead to an increase in other businesses in the A & E District.**

Metrics: This change can be measured in the total number of occupied business-zoned properties in the District as reflected by tax assessments.

**Continue and increase community engagement for arts and entertainment.**

Metrics: Community involvement and attendance at meetings (tracking by sign-in sheets and minutes) and volunteerism at events (number of volunteers per event).

**Continue and increase partner support and engagement.**

Metrics: number of events and marketing opportunities completed with partner participation or in combination with another organization. Number of organizations participating in these events and opportunities.