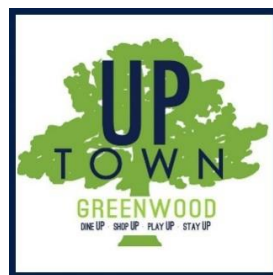


SC CULTURAL ARTS DISTRICT ACTION PLAN



Greenwood, SC

Our Vision

Create a cultural district which will offer residents and visitors an array of engaging, entertaining and educational experiences fostering future growth and economic vitality.

Goal 1: Inform our residents and visitors of our arts and cultural offerings.

Strategy 1.1: Work in partnership with The Greenwood Regional Tourism and Visitors Bureau, The Greenwood Area Chamber of Commerce, and The Uptown Greenwood Development Corporation to promote and market the district.

Action Steps:

- Add cultural district info on City and Uptown websites.
- Encourage local Realtors to add cultural district info to their company websites.
- Use multimedia, social platforms, and print ad campaigns.
- Add overlay to existing area maps to show cultural district.
- Install additional way-finding signage to identify district, if needed.

Actors:

- City of Greenwood
- Greenwood Regional Tourism and Visitors Bureau
- Uptown Greenwood Development Corporation
- Local Realtors association

Strategy 1.2: Foster a community spirit that encourages creativity.

Action Steps:

- Offer regular art's updates to district businesses at monthly Uptown Greenwood meetings.
- Encourage artistic performances and exhibits in non-traditional settings.
- Provide opportunities for business owners to incorporate local art and performances into their daily business activities.
- Recognize local business who are incorporating local art and cultural opportunities into their businesses.

Actors:

- Uptown Greenwood Business Owners
- The Art's Center
- Uptown Greenwood Development Corporation

Goal 2: Preserve and develop our cultural assets.

Strategy 2.1: As a cultural destination, we will attract artists and cultural organizations who will foster a renewed sense of energy and innovation.

Action Steps:

- Obtain designation through The South Carolina Art's Commission
- Establish a cultural arts district committee for ongoing review of our goals.

Actors:

- The Art's Center
- The City of Greenwood

Strategy 2.2: Create strategies which will continue to enhance our cultural district as an attractive, walkable and clean area.

Action Steps:

- Participate in future city-center master plan developments.
- Continued participation in America in Bloom, Bee City USA, and Uptown topiaries.
- Support initiatives for the developments of public gardens and bike trails.
- Consider grants for improvements inside cultural district.

Actors:

- The Art's Center
- Uptown Greenwood Development Corporation
- The City of Greenwood
- Greenwood Regional Tourism and Visitors Bureau

Strategy 2.3: Support and encourage local policy initiatives that sustain and grow the local art and culture community.

Action Steps:

- Launch educational campaign to inform local political leaders of our current assets and the economic benefits of sustaining and growing these assets.
- Support policies that would encourage the rehabilitation of older buildings inside our district, that will provide opportunities for artist studio space and new homes for cultural organizations.

Actors:

- The Art's Center
- The City of Greenwood
- Board of Architectural Review
- Cultural and Arts District Committee

Goal 3: Empower our community through cultural education.

Strategy 3.1: Partner with educational institutions and arts and cultural organizations and develop opportunities for student participation and professional development in the arts.

Action Steps:

- Organize classes, art installations, performances, etc. for students
- Work with Lander University, Piedmont Technical College and Greenwood School District to establish their ongoing presence for student art within the district.
- Coordinate with cultural destinations such as the Benjamin E. May's historic site to offer cultural learning opportunities for local students.

Actors:

- Cultural and Arts District Committee
- The Benjamin E. May Historic Site
- Lander University
- Piedmont Technical College
- Greenwood School District 50
- Key arts and cultural organizations

Strategy 3.2: Partner with key arts and cultural organizations to engage our community in the arts.

Action Steps:

- Create opportunities for our community to create, perform, and compose artistic works
- Explore new cultural opportunities during key events such as the South Carolina Festival of Flowers and The South Carolina Festival of Discovery.
- Launch our area's first public art installation

Actors:

- The Art's Center
- The Greenwood Community Theatre
- The Museum
- The Benjamin E. May's site
- Cultural and Arts District Committee

Goal 4: Use our cultural assets to enhance economic vitality.

Strategy 4.1: Ensure that our cultural district serves as a hub for economic activity where a thriving cultural scene draws people to live, visit, and patronize local businesses.

Action Steps:

- Support cultural events such as
 - SC Festival of Flowers
 - SC Festival of Discovery
 - Oktoberfest
 - Uptown Live
 - Uptown Market events
 - Craft shows

Actors:

- Cultural and Arts District Committee

Strategy 4.2: Improve our community's competitive edge by educating our community and leaders on the economic impact of our cultural district

Action Steps:

- Encourage participation from and provide regular cultural district updates to key organizations such as:
 - Greenwood City Council
 - Greenwood Partnership Alliance
 - The Greenwood Chamber of Commerce

Actors:

- Cultural and Arts District Committee
- The Art's Center
- Key members of the arts community

Strategy 4.3: Maintain and grow our inventory of cultural assets.

Action Steps:

- Promote the use of existing city owned and privately-owned spaces that can be made available for art exhibits and performances.

Actors:

- Cultural and Arts District Committee
- The Art's Center
- Key members of the arts and business communities.