

WHO:

The Arts District is the location for public art such as the Civic Artwalk and events like the Sonoma County Book Festival, Dia de los Muertos and the First Friday Downtown Art Walk.

Collaborating organizations have included:

- Arts Council of Sonoma County
- Sonoma County Museum
- Artstart
- Dia de los Muertos
- Sonoma County Book Festival
- Rabble-Fish Theater
- Santa Rosa Mainstreet
- Community Foundation-Sonoma County
- American Philharmonic-



For More Information:

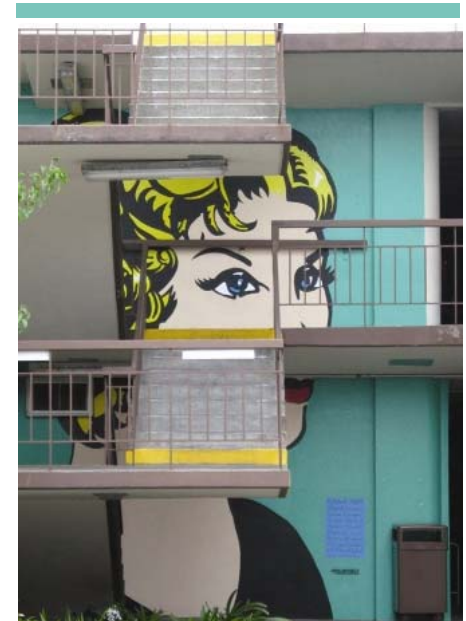
Please contact Vicky Kumpfer, Arts Coordinator with the City of Santa Rosa at (707) 543-3732, or vkumpfer@srcity.org.

Visit the Arts District on the web:
www.santarosaartsdistrict.com



An Informational Guide to...

The Santa Rosa Arts District



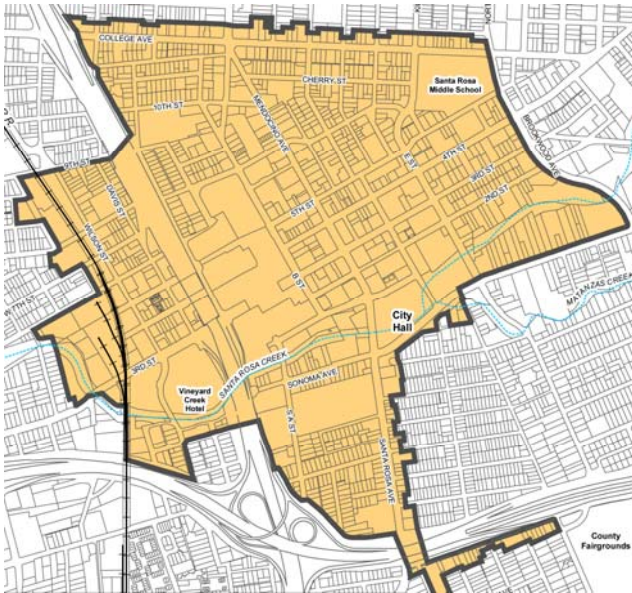
Artstart Mural on the 3rd St. Parking Garage

- **WHAT** and **WHERE** is the Arts District?
- **WHY** is the Arts District important?
- How can you **BENEFIT** from the Arts District?
- How can you get **INVOLVED**?

WHAT:

Since the 1990s, the City of Santa Rosa has strived to build a thriving public art program. In recent years, these efforts have paid off with tremendous successes, including the creation of the **Santa Rosa Arts District**.

Downtown Santa Rosa is now a designated Arts District. The Community is encouraged to bring art and cultural events to the district, benefiting the area and the entire region.



WHERE:

The Arts District lies within the greater downtown Santa Rosa area. With venues like Juilliard Park, the 6th Street Playhouse, the South A Street Arts Alliance, the Sonoma County Museum and Courthouse and Railroad Squares, a wide range of arts and cultural experiences are celebrated.

WHY:

Cities with arts districts have proven that the arts foster economic development, revitalize urban areas, and improve the overall business climate by creating a more desirable community in which to live and work.

The Santa Rosa Arts District contributes to a cultural infrastructure that helps our region compete globally for both artistic and professional talent. Cities known for their strong cultural life and “creative cluster” attract a higher-caliber workforce, as well as higher-paying companies that employ these individuals.

BENEFITS:

To the Community:

- Contributes to our Quality of Life by attracting businesses and residents to the good life!
- Promotes Santa Rosa and Sonoma County as an arts destination for visitors.
- Stimulates economic growth in many ways- through tourism, better businesses, increasing property values and bolstering the arts industry.
- Builds community pride by honoring our cultural diversity.
- Creates an interactive lifestyle focusing on connectivity and walkability.
- Initiates gathering places and sense of place.

To Businesses:

- Enhances downtown ambience- it's a fun and interesting place to shop and dine!
- Cultivates the marketing of downtown as an arts destination.
- Increases tourism and downtown foot traffic.
- Attracts the “Creative Class” to the downtown, brings new businesses, workers and residents.
- Encourages diverse visions for downtown.

HOW to get Involved:

It is partnerships and collaborations between the various community and business sectors which is the strength of the Arts District. As a business, neighborhood association or resident who takes pride in our downtown and wishes to foster our city's unique culture, **YOU** can:

- Include information about the Arts District on your website or newsletter; add a tag line such as “...proud to be in the Arts District...Downtown Santa Rosa” OR “...having fun in the Arts District...Downtown Santa Rosa”. Let's create a buzz about the Arts District every way we can!
- Cross-link the Arts District website, www.santarosaartsdistrict.com, with your website. Mentioning the Arts District's goals creates community pride as well as great cross-marketing between the arts and your business. The Arts District website will include your website link along with calendar listings of your events.
- Display Arts District rack cards, window decals, flyers or posters where appropriate.
- Host art exhibitions in your lobby, storefront window, conference room or hair salon. Look for the Arts District's upcoming Art for Rent Program!
- Commission a work of art for the façade of your building, street medium or courtyard. Take use of the Arts District's Public Artists Registry!
- Hire a street musician to play in front of your business. Take use of the Arts District's Sidewalk Artist Permit Program!
- Partner with the Arts District and other businesses to host art or cultural events or become an event sponsor. This is great marketing for your business!

