

5 REASONS

to support and partner with the New Bedford
SEAPORT CULTURAL DISTRICT

#1

Economic Benefits of Cultural Tourism

Tourism and Arts industry research has repeatedly demonstrated that cultural tourists stay longer and spend more than the average traveler. Cultural District is a tourism attraction, bringing visitors who spend money and help local businesses thrive.

\$17.42 Average amount *spent by local residents*

\$39.96 Average amount *spent by cultural tourists*

59.4% *Percent of cultural tourists* reported that the primary reason for their trip is "specifically to attend the arts/culture event."

*Data: Arts and Economic Prosperity, Americans for the Arts, 2010

#2

Collaborative Marketing

Collaborative Marketing is the process of aligning your company's interests, resources, and marketing muscle with other like-minded companies to accomplish much more than you might be able to do on your own!

#3

Common Interests

Join partners in working towards common goals that will benefit the district and community

Seaport Cultural District Goals include:

- To attract Artists and Cultural Enterprises
- To encourage Business and job creation
- To promote culturally diverse activities
- To preserve and re-use historic buildings
- To engage empty storefronts
- To implement aesthetic improvements
- To facilitate programming
- To support youth programs
- To be a catalyst for public art

#4

Investment in Relationships

Collaboration between businesses, cultural nonprofit organizations and municipalities is a proven powerful economic development tool, creating long-lasting relationships between collaborators and the audience.

#5

Long-term growth

Seaport Cultural District seeks to build a network that provides support, unity and resources to grow together.

"If you want to go fast, go alone.
If you want to go far, **go together.**"

-African Proverb

FREQUENTLY ASKED QUESTIONS

about the New Bedford SEAPORT CULTURAL DISTRICT

Q What is the Massachusetts Cultural Districts Initiative?

On July 27, 2010, Governor Patrick signed a bill into law (M.G.L. c. 10, § 58A) that allows cities and towns to create state-sponsored cultural districts to stimulate new arts and cultural activity and attract creative businesses. The law directs the Massachusetts Cultural Council (MCC) to create a new program that designates local districts. The legislation also directs executive branch agencies, constitutional offices and quasi-governmental agencies to work with the MCC to identify services and programs that could support and enhance the development of cultural districts in Massachusetts.

Q What is a Cultural District?

A specific geographical area in a city or town that has a concentration of cultural facilities, activities, and assets. It is a walkable, compact area that is easily identifiable to visitors and residents and serves as a center of cultural, artistic, and economic activity.

Q Is there a fee to join the Seaport Cultural District Partnership?

There is no fee to become a partner, just a commitment to providing programming on regular basis.

Q Is there funding provided by the MCC to benefit the Seaport Cultural District?

The MCC Cultural Districts Initiative will currently offer no grants or other financial rewards to the districts. The New Bedford Tourism and Marketing Department is dedicating time and a portion of the Tourism Budget to the Seaport Cultural District.

Q Why is having a Cultural District in New Bedford important?

Cultural districts help local arts, humanities, and science organizations improve the quality and range of their public programs so that more local families can benefit from them. They enhance the experience for visitors and thus attract more tourist dollars and tax revenue. And they attract artists, cultural organizations, and entrepreneurs of all kinds - enhancing property values and making communities more attractive.

Q What are the boundaries of the Seaport Cultural District?

The Seaport Cultural District is located in Downtown New Bedford from the waterfront to North Sixth and Seventh Streets, and from Elm and William Streets to Union and Spring Streets, and includes the New Bedford Whaling National Historical Park. The district consists of 20 blocks, 49 cultural attractions, 29 creative economy businesses.

Q Our organization is located outside of the district's boundaries. Can we still be involved with the partnership?

Yes, cultural organizations located outside of the geographic boundaries of the cultural district may be involved in the partnership, but must provide programming on a regular basis within the district's boundaries.



FREE PARTNERSHIP FORM

Eligible Partners

Within the Cultural District: A diverse mix of organizations that represent the interests of the District. Besides arts, culture and history organizations, the partnership may include nonprofit organizations, private for-profit businesses, funding agencies, educational and faith-based institutions, and regional, state and federal agencies.

Outside the District: Organizations that participate in arts, culture and history activities and programming in the District.

Please include my organization/business as a member of the New Bedford Cultural District Partnership.

There is no financial obligation, but I understand to the following benefits and commitments:

- *Participation in the marketing of the Cultural District*
- *Participation in activities that are in the interest of the District*
- *Participation in data collection about the District, to the extent possible*
- *An invitation to the Annual Meeting at which I will be entitled to vote with other Partnership members on nominees for positions on the Partnership's Executive Committee*

I understand that I may withdraw our membership at any time.

Print Name

Date

Name of Organization or Business

Address

Email address

Phone

Return to: KerrieBurrer@NewBedford-MA.gov, City of New Bedford, Office of Tourism and Marketing, 133 William Street, New Bedford, MA 02740, Phone: 508-979-1745

COMMENTS AND IDEAS:

