



TEXAS CULTURAL DISTRICT DESIGNATION

DS-24-023

April 2, 2024

Background

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- ❑ The Cultural District Designation is awarded by the Texas Commission on the Arts (TCA).
- ❑ Cultural districts are designated zones that make use of cultural resources to stimulate economic development and community vitality.
- ❑ According to the TCA website, “The cultural district designation is most likely to be awarded to a district that is already defined in terms of leadership, geographic boundaries, branding, and current assets.”

Goals of a Cultural District

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- ❑ Goals of a Cultural District may include:
 - ▣ Fostering local cultural development.
 - ▣ Attracting artists and cultural enterprises to the community.
 - ▣ Encouraging business and job development based on cultural attractions.
 - ▣ Addressing specific needs of a community utilizing its unique assets.

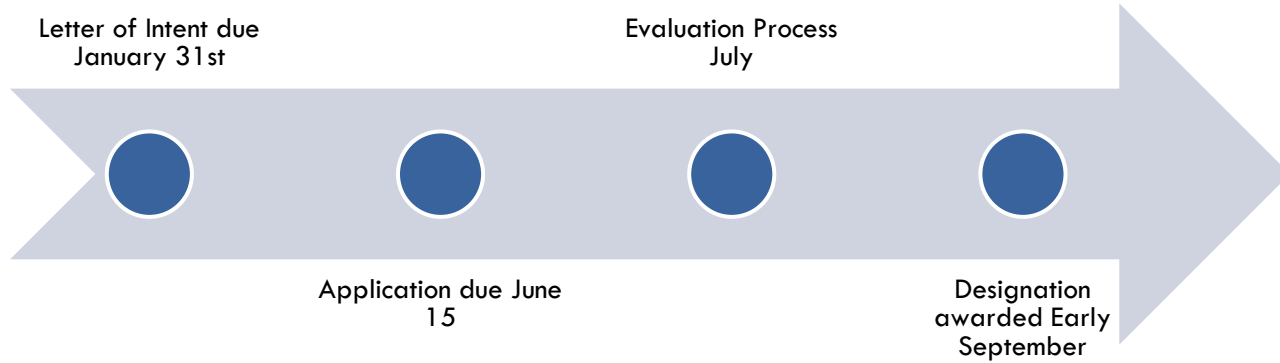
Successful Cultural Districts

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- ❑ Factors that contribute to a successful Cultural District include:
 - ▣ A unique and authentic identity highlighting the distinctiveness of the community.
 - ▣ Engaging artists as partners.
 - ▣ Sustainable artist work/live spaces.
 - ▣ Strategic planning that provides a vision and path for the cultural district.
 - ▣ Anchor institutions, special events, and strong amenities.

Application Timeline

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Conclusion

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- ❑ The initial phase of this program will require at least 2 years of planning and community engagement.
- ❑ Staff recommends that the City of Killeen re-evaluate the opportunity to apply for the Texas Cultural District in 2026.