

## “ART TOWN” AS A BRAND

### ECONOMIC DEVELOPMENT AND THE CITY OF WILLIAMSPORT AND LYCOMING COUNTY

Three current major achievable goals that would create ECONOMIC DEVELOPMENT and enhance the city and Lycoming County:

1. Create the brand “Art Town”

This is a powerful national brand that would tie just about all our tourism assets together. We are very close to realization on this concept.

Three of the major elements that a city needs to be successful in the new economy (see Richard Florida, The Creative Class.) are the three T's: Technology, Tolerance/ Diversity and Talent/Arts and Culture. While the arts have been working on building the brand “Art Town” we have begun to attract new art based economic development (such as the PJ Factory.) Having a reputation as an Art Town, with our outdoor possibilities creates a quality of life that Richard Florida's research has shown will attract the young entrepreneurs of the new economy.

2. Participate in the Susquehanna's Greenways Rivertown assessment and program.

As a Greenways' Rivertown we strengthen our relationship to the river and the Greenways development as a major quality of life enhancer and tourist attraction. We are currently working on integrating “arts” into the Rivertown Concept.

3. Finish and promote the Downtown Design Manual Project

### 15 EASY AND CHEAP STEPS TO ACHIEVE THE “Art Town “brand

1. Commit to the “Art Town “brand.”

2. Partner with Arts Alliance to petition county for hotel tax money to create professional administration of the arts. (Necessary for “Art Town” brand consistency)

3. Develop professional strategic plan for the Arts. (Grant Money)

4. Petition TPA to create “Art Town” brand for Williamsport.

5. Create a Cultural District/arts and entertainment zone?

(Designation that shows we have a cultural/arts zone.)

6. Design a trolley route to carry conference attendees, tourists, students, “park and riders”, and senior citizens throughout the Arts and Entertainment District.

7. Designate Fourth Street as the Avenue of the Arts. (We already have the sign)

8. Create Cultural advisory boards to assist mayor, council and commissioners.

9. Use the Greenways concept of a Rivertown to strengthen the city's relationship to

Riverwalk and the Sculpture Garden Park. (Art Again)

10. Study Paducah, Kentucky as a model for City arts and economic development.
11. Start a county wide Artist as Entrepreneur Program. (Use part of existing Small Business Assistance)
12. Use part of existing Community Development programs to support art and artists.
13. Create a Business/Law resource Center for art and artists.
14. Promote the arts as a major city attraction for economic development in the new Economy. (See Richard Florida and the Creative Class)
15. Make the city tourist slogan "where the PA arts have gone wild." We are the arty gateway City to the Wilds.

All rights reserved. Copyright 2012 Judith Meyers Olinsky