Economic Impact: The Role of the Arts and Culture Sector in Georgetown, Texas

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Prepared by

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Introduction
As the county seat of Williamson County, Georgetown holds an important position in the region’s economic and political landscape. Over the past few decades, Georgetown has also solidified its status as one of the premier locations for arts and culture in Central Texas. Building upon the town square surrounded by historic buildings and the courthouse, downtown Georgetown is the focal point for much of the community’s arts and cultural activities.

While it is evident that arts and culture are an intrinsic part of Georgetown’s overall identity, the nature and scope of its role in the local economy has not been well defined. Typically, arts and culture economic impact studies focus on the role of an individual organization (e.g., Palace Theatre) or a single industry sector. This narrow approach, while easy to quantify, would not fully capture how the arts and culture sector impacts the broader Georgetown community. For example, how should events held at Southwestern University or Georgetown Independent School District’s (Georgetown ISD) performing arts facilities be evaluated?

Quality of life considerations are also assuming an increasing role in expansion and relocation decisions for both firms and people – since many companies and individuals can be located virtually anywhere, quality of life and access to cultural amenities are a vital consideration. As a result, the cultural and creative arts have become an important element in overall economic development planning, and are increasingly touted by those seeking to recruit and retain talent. In the case of Georgetown, Sun City residents are a vital group of consumers of local arts and cultural as well as a significant portion of volunteers.

In 2017, TXP was retained by the City of Georgetown to help define and measure the arts and culture organizations based in Georgetown. TXP collected a broader set of indicators that provide a series of measurements – not a single all-inclusive impact number. This approach also enables Georgetown to update these indicators each year to track progress. Moreover, this study serves as the baseline of activity from which future policies and decisions can be evaluated.

There are several existing studies, reports, and directories that already list and describe the vast array of cultural institutions and activity in Georgetown. This report focused on trying to quantify economic activity, visitor trends, and tax revenue potential. The groups not described in this report also play a pivotal role in Georgetown’s arts and culture community. The City of Georgetown’s seven-member Arts & Culture Board was created to promote, manage, and guide arts and cultural activities in Georgetown – taking into consideration the different facets of this sector.
During conversations with stakeholders, five topic areas emerged when describing Georgetown’s arts and culture sector. Some of these areas overlap, which makes it even more difficult to generate a single impact number without double counting. For example, should out-of-town visitor activity related to the Palace Theatre count as nonprofit cultural activity, be attributed to a downtown-based organization, or fall under tourism? While not all economic activity within downtown should be credited to arts and culture, the downtown business survey results indicate there would be a significant decline in sales if arts and culture activity moved out of the downtown area.

TXP regrouped the five topic areas into three distinct report sections as follows:

- Downtown activity including nonprofit cultural organizations and tourism-activity
- Survey of artist and business stakeholders
- Education-related activity

The report concludes with a series of broad policy options aimed at protecting and enhancing arts and culture – providing a framework for prioritizing public policy decisions and allocating financial resources over the next 5 to 10 years. The Arts & Culture Board’s current strategic plan (2013-2018) is being successfully implemented. The purpose of these policy ideas is designed to augment the strategic plan, not replace it.
Downtown Georgetown

Over the past two decades, a concerted effort has been made by the community to rejuvenate the downtown area. Public policy decisions ranging from the location of the library to transforming an old fire station into an art center have paid dividends. By any measure, linking downtown Georgetown’s redevelopment efforts to arts and culture has been a success. Former elected officials, public sector staff, and the community at large should be commended for having made these forward-thinking decisions that took years to develop.

In 2016, Catalyst Commercial was retained by the City of Georgetown and the Georgetown Economic Development Corporation to perform a retail recruitment strategy. This study found that the downtown area was a “successful and vibrant component of Georgetown’s commercial core.” Georgetown’s downtown has seen an increase in investment and retail traffic over the past few years which led to an increase of 161 percent in total retail sales between 2012 and 2015. This study also reference the 2014 Downtown Master Plan\(^1\) and supported its goal of maintaining Downtown’s uniqueness while accommodating growth and new opportunities.

Georgetown Cultural District

Georgetown’s Cultural District, located in its downtown area, was approved by the Texas Commission on the Arts in 2013. The Georgetown Cultural District shares a boundary with the City’s Downtown Tax Increment Reinvestment Zone (TIRZ). It is a 40-block area of downtown which contains the Williamson County Courthouse as well as more than 100 restaurants, wineries, shops, and galleries. Arts and cultural facilities anchor the Cultural District, including the Palace Theatre, the Georgetown Public Library, the Georgetown Arts Center, and the Williamon Museum.

Since its implementation in 2005, the Downtown TIRZ has seen the assessed value of the real property within its boundary climb steadily. The TIRZ was created to facilitate public improvements in Downtown Georgetown, consistent with the Downtown Master Plan’s goal of promoting a mixed-use, pedestrian-oriented environment. The total real property value of the Downtown TIRZ more than doubled from $42.2 million in 2005 to $88.4 million in 2015. This translates into approximately $200,000 in annual incremental property tax revenue for the City of Georgetown. Similarly, businesses located in the TIRZ have seen an increase in their sales in recent years. Since 2012, annual City of Georgetown sales tax revenue reported from these businesses has increased from approximately $365,000 to nearly $608,000 in 2016, or more than 66.4 percent. These businesses generate approximately $242,000 in new annual incremental sales tax revenue for the City of Georgetown.

\(^1\) https://2030.georgetown.org/downtown-master-plan/
Figure 1: Georgetown Cultural District and Downtown Tax Increment Reinvestment Zone

Source: Williamson Central Appraisal District; TXP, Inc.

Figure 2: Major Arts and Culture Anchor Institutions in the Cultural District

Source: TXP, Inc.
Figure 3: Assessed Value of Real Property in the Downtown TIRZ

Source: City of Georgetown; TXP, Inc.

Figure 4: Sales Tax Revenue Generated by Businesses in the Downtown TIRZ

Source: City of Georgetown; TXP, Inc.
Nonprofit Cultural Institutions

Georgetown’s downtown has a major concentration of the city’s arts and cultural offerings. This includes not only the historic Williamson County Courthouse and Town Square, but also many of its nonprofit cultural institutions such as the Palace Theatre, the Williamson Museum, the Georgetown Art Center, and the Georgetown Public Library. The City has also commissioned public art pieces around the Town Square, in parks, at the public library, and in other locations in the downtown area and around the city.

Georgetown Art Center

Located just off the Town Square in a historic firehouse, the Georgetown Art Center houses year-round curated exhibits featuring more than 100 different artists and 200 different pieces each year in a variety of mediums and styles. Opened in 2013, the Georgetown Art Center now welcomes up to 3,000 visitors each month. Every exhibit includes an artist reception that is free to the public. The Georgetown Art Center partners with the local art and historic organizations to sponsor the twice annual Plein Aire Paint Out events. It also hosts the highly competitive Art Hop, which feature five categories of over 160 art works from Texas artists. Education is an important focus of the center which hosts artist talks, a Visiting Artist Workshop Series, special topic workshops for children, open studio sessions, a popular summer art camp with attendance surpassing more than 1,000 kids and teens in 2016. A total of 82,240 visitors have attended events and exhibitions at the Georgetown Art Center since its opening.

Williamson Museum

Opened to the public in 2003, the Williamson Museum on the Georgetown Town Square has built a collection of artifacts, objects, documents, and photographs to celebrate the history and diversity of Williamson County. The Williamson Museum promotes the culture and heritage of the County through preservation and exhibition as well as educational programs. It features interactive exhibits, monthly history-related programs, and weekly tours of the historic Williamson County Courthouse. The museum also hosts annual special events including the annual Cattleman’s Ball, the annual Pioneer Day at Old Settler’s Park, and several themed downtown tours. The Williamson Museum serves over 10,000 students each year through educational programming.

Table 1: Annual Visitors to Williamson Museum on the Georgetown Square

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
<th>Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>14,947</td>
<td>10,000</td>
<td>24,947</td>
</tr>
<tr>
<td>2014</td>
<td>14,598</td>
<td>8,000</td>
<td>22,598</td>
</tr>
<tr>
<td>2015</td>
<td>14,681</td>
<td>9,800</td>
<td>24,481</td>
</tr>
<tr>
<td>2016</td>
<td>15,877</td>
<td>12,000</td>
<td>27,877</td>
</tr>
</tbody>
</table>

Source: Williamson County Museum
Palace Theatre
Located on the Town Square, the Palace Theatre was opened originally in 1926 to show silent films. In 1991, this Art Deco period building became a nonprofit performance venue. Georgetown Palace Theatre, Inc. was created to provide quality and affordable entertainment and educational opportunities in the performing arts. The Palace Theatre now offers live theatrical production year-round, both on main stage performances as well as musicals and other smaller productions at the nearby Palace Playhouse. The Palace Theatre’s productions utilize the talents of local amateur actors. The Palace Theatre also helps foster awareness and lifelong appreciation for live theatre performance through educational programs and production workshops for young artists as well as professional shows aimed at young audiences. Currently, the Georgetown Palace Theatre is undertaking a $2.5 million capital fundraising campaign to build a new education building near downtown.

The performances at the Palace Theatre draw attendance from throughout Central Texas. Each year, approximately 30,000 to 35,000 tickets are sold to Palace Theatre events. Based on ticket sale data, roughly 50 percent of tickets sold are to non-Georgetown residents. Based on the downtown businesses survey and anecdotal evidence, Palace Theatre patrons are an important source of revenue for downtown restaurant and bars.

Figure 5: Attendance to Palace Theatre Productions in 2016

Source: Palace Theatre; TXP, Inc.
Georgetown Public Library

As a center for arts and culture in Georgetown, the Georgetown Public Library provides access to creative arts, music, history, architecture, and more. Local artists exhibit their work year-round in the second-floor gallery space. The library’s meeting rooms also serve as meeting and workshop space for the city’s numerous local art organizations. The library also hosts two state-level exhibits each year: the Texas Society of Sculptors’ summer show and the Art Hop competition. Additionally, the Georgetown Public Library hosts a free concert on the third Sunday of each month which has included jazz bands, classical soloists and ensembles, and folk, bluegrass, and world music performances.

Tourism & Festivals

Georgetown’s downtown area hosts several festivals and events throughout the year. These events not only draw residents downtown and contribute to a shared sense of local culture, they also attract tourists to Georgetown. While the Red Poppy Festival is the biggest event hosted in Georgetown’s downtown each year, the other events regularly draw resident and visitors from throughout the region. These events include the Georgetown Wine and Music Festival, Market Days on the Square, and First Fridays on the Square as well as a weekly Farmer’s Market.
Red Poppy Festival
On April 25, 1990, Georgetown was certified by the Texas Legislature as the “Red Poppy Capital of Texas.” Red poppies have been a part of Georgetown’s landscape for over seventy years. The Red Poppy Festival is an annual event which celebrates the natural beauty and heritage of Georgetown. It features live music, arts and crafts vendors, art and dance performances, and a car show. Started in 2000, the Red Poppy Festival now draws more than 65,000 attendees. In 2014, an economic impact analysis was conducted by Sarah T Page Consulting, LLC. In 2014, the total annual impact of the festival was $2.5 million in new economic activity and supported 34 full-time jobs. More than half of the attendees of the 2014 Red Poppy Festival were not Georgetown residents. These non-local attendees visited Georgetown for an average of 1.9 days. The majority of attendees to the 2014 Red Poppy Festival were residents of Williamson, Travis, Parker, Hays, Bell, or Tarrant counties.

Christmas Stroll
For more than three decades, residents and visitors have witnessed the transformation of the Town Square for the annual Christmas Stroll. With thousands of twinkling white lights, a Santa’s Village, Grinch in Whoville, and Bethlehem Village, the Town Square becomes the venue for holiday music performances, local vendors, and holiday window displays from the merchants around the Square. The 2014 Christmas Stroll attracted 38,000 festival attendees. In 2014, an economic impact analysis was conducted by Sarah T Page Consulting, LLC. For 2014, the total annual impact was $0.5 million in new economic activity and 7-full time jobs. More than 45 percent of the attendees of the 2014 Christmas Stroll were not Georgetown residents and these non-local attendees visited Georgetown for an average of 1.3 days.

Georgetown Festival of the Arts
Not exclusive to downtown, but an essential element of the city’s annual arts and culture landscape, the annual Georgetown Festival of the Arts celebrates classical music in Georgetown. Georgetown Festival of the Arts, now in its thirteenth year, presents an annual event that includes multiple concerts, lectures, a film related to the festival’s theme, a performance in San Gabriel Park by high school musicians followed by fireworks, and a final concert featuring a large choral work performed by the San Gabriel Chorale. The festival features the music of well-known composers and offers a number of live performances. Usually a four-day celebration, this festival draws locals as well as visitors from out of town. Performers in the festival have included soloists and chamber musicians who appear in concert across the U.S. and throughout the world. In addition, lectures are offered by musicologists and experts on each year’s featured composers. In addition to the festival itself, the Georgetown Festival of the Arts sponsors, along with the Round Rock Symphony, a series of three intimate Classic Chamber Concerts throughout the year.
**Downtown Impact Summary**

Based on the research and findings in this report, TXP has reached the following conclusions about the baseline impact of Georgetown’s downtown arts and cultures community:

- TXP estimates that 30 to 40 percent of all arts and culture activity is attributable to non-Georgetown resident spending.

- Based on existing third-party studies, arts and culture festivals and events attract over 75,000 visitors to Georgetown each year.

- Approximately $2.5 million in direct annual economic activity is attributable to non-Georgetown residents. This activity supports the equivalent of 150 to 200 full-time jobs.

- TXP believes that each year, about $500,000 in City of Georgetown tax revenue (ex. property, sales, mixed beverage, and hotel occupancy) is attributable to and/or supported by arts and culture-related activity (local and non-locals).

- In addition to attracting visitors to Georgetown, the relatively strong arts and culture sector for a community of this size also helps prevent money from leaking outside of Georgetown.
Survey of Artists & Downtown Businesses Stakeholders

As a part of this study, members of Georgetown’s arts and downtown business communities were surveyed. These responses provided valuable primary data on the status of the arts community as well as the perceived value of arts and culture to downtown business’ economic activity.

Downtown Businesses

The survey of downtown businesses found that these business owners and operators see a strong connection between Georgetown’s arts and culture offerings and the city’s ability to draw people to the downtown area. Out of the 25 total respondents, 80 percent indicated that they agree that tourists are important for their businesses. More than two-thirds of respondents, or 68 percent, indicated that arts and culture events and activities are a primary reason for people to visit Georgetown’s downtown. No respondents strongly disagreed with this statement. Reported percentage sales to non-Georgetown residents ranged from 0 to 98 percent of total sales, with an average of non-resident attributable sales of approximately 43 percent for downtown businesses. Nearly half of respondents indicated that non-residents make up half or more of their total sales. More than two-thirds of respondents, or 68 percent, indicated that their sales would be significantly impacted by arts and culture events and activities relocating from downtown to another part of Georgetown.

Figure 7: Downtown Business Survey – Tourists are important for my business

Source: TXP, Inc.
Figure 8: Downtown Business Survey – Arts and Culture events and activities are a primary reason people come to downtown

Source: TXP, Inc.

Figure 9: Downtown Business Survey – My sales would be significantly impacted by arts and culture events and activities moving from downtown to another part of Georgetown

Source: TXP, Inc.
**Local Artists**

Most artists who live in Georgetown are part-time professionals or active hobbyists. Based on feedback received at the Creative Georgetown event (February 11, 2017), the best estimate is that less than 50 residents support themselves full-time through art. There are another 250 to 500 residents in Georgetown who make some money selling artwork and are active in the cultural arts scene.

The 28 responses generated from the Artists survey depict a diverse range of local artists with almost all respondents indicating more than one role in the local art community. The visual arts were the most widely represented. Interestingly, several respondents specifically called out their role in management or coordination of an arts enterprise or organization. This indicates a high level of commitment and passion to the continued growth of the arts and culture sector in Georgetown.

A quarter of the respondents indicated that they earn their full-time income entirely from their art. Of these artists who generated their full-time income from their art, nearly 86 percent indicated that their income was overwhelmingly generated in Georgetown and by sales to Georgetown residents. **For artists who generated their full-time income from their art, their annual art-related income averaged $47,000.**

**For artists who did not generate their full-time income from their art, their annual arts-related income averaged $2,800.** Online sales, performances, and exhibitions in galleries, libraries, or museums were the most common ways or locations where respondents generated their arts-related income.

Approximately 43 percent of respondents indicated that they were members of a local arts group or association.

Respondents suggested that downtown parking was a concern. Several mentioned that support for additional venues and shows, as well as improved communication and advertising for arts-related events, would help draw potential patrons.
Figure 10: Role in the Georgetown Art Community

Source: TXP, Inc.

Figure 11: Artist Resident Zip Codes

Source: TXP, Inc.
Educational Institutions
Georgetown’s arts and culture community performs a significant amount of outreach and education with local students and young people. Most of the city’s nonprofit arts and culture institutions have explicit mandates to foster appreciation of arts and cultural activities in the next generation. Additionally, Georgetown’s educational institutions themselves include premier arts educational curriculum and performance and exhibition venues.

Georgetown Independent School District
Georgetown ISD maintains two performing arts facilities: the 1,191-seat Klett Center for the Performing Arts located at the campus of Georgetown High School and the East View Theatre, a 372-seat venue located at East View High School. The Georgetown ISD Fine Arts Department includes band, choir, orchestra, dance, theatre, and visual art. Elementary students receive frequent and regular instruction in visual arts and music. Secondary students study a wide range of disciplines within the fine arts and also participate in arts-related extracurricular activities and University Interscholastic League competitions.

The Klett Center for the Performing Arts hosts the annual Van Cliburn piano recital as well as a season of six concerts. The Klett Center is also the home to performances put on by the Georgetown Symphony Society. Georgetown Symphony Society hosts a Musical Enrichment program with fourth and fifth graders in GISD at the Klett Center to introduce young people to the concert experience and familiarize them with a wide variety of musical instruments. It also supports the Vivace Youth Orchestra, which is composed of high school level students from the Williamson County area.

Table 2: Use of Klett Performing Arts Center and East View Theatre (2016-2017)

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Number of Events</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Use</td>
<td>106</td>
<td>52,350</td>
</tr>
<tr>
<td>External Leases</td>
<td>43</td>
<td>14,300</td>
</tr>
<tr>
<td>Total</td>
<td>149</td>
<td>66,650</td>
</tr>
</tbody>
</table>

Source: Georgetown ISD

Table 3: Klett Performing Arts Center and East View Theatre (2016-2017) Estimated Local vs Non-Local Attendance

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Georgetown</th>
<th>Austin Region</th>
<th>Out of Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal Leases</td>
<td>85%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>External Use</td>
<td>25%</td>
<td>60%</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Georgetown ISD

For 2016-2017, over 18,000 people who attend events at the Klett Performing Arts Center and East View Theatre came from outside of Georgetown.
Southwestern University

The Sarofilm School of Fine Arts at Southwestern University is Georgetown’s higher education hub of creativity and inspiration. It has been a premier destination for arts and culture in Georgetown for more than 75 years. The Theatre Department produces a wide variety of productions which include roles by students, faculty, and guest artists. The Sarofim Series of Music brings some of the most sought after musicians to Georgetown. In addition, there are multiple guest artist recitals, concerts, and faculty recitals, as well as performances by student groups: wind ensemble and orchestra, opera theatre, jazz ensemble, and chorale. The Sarofim Art Gallery features exhibits by professional and student artists. The gallery is free and open to the public, with opening receptions and artist talks as well.

Each year, nearly 9,000 patrons attend the theatre or concerts at Southwestern University.

Figure 12: Attendance to Southwestern University Productions in 2011-2016

Source: Palace Theatre; TXP, Inc.
Strategies to Enhance Georgetown’s Arts and Culture Sector

The following recommendations are based on the findings articulated above as well as best practices from other communities. In general, these priorities should be viewed as providing guidance on a program of work designed to enhance and expand Georgetown’s arts and culture sector. The priorities are not ranked in order of importance.

Recommendation #1 – Create a Full-Time Arts and Culture Manager Position

Based on the findings in this report, the arts and culture sector conservatively generates over $500,000 for the City of Georgetown each year in terms of sales, property, mixed beverage, and hotel occupancy taxes. The library staff has been successful in providing support on behalf of the city, but this sector is so critical to the community that it needs a dedicated full-time staff person. It is commonplace for cities to have a dedicated person for this type position. The Arts and Culture Manager job duties would include overseeing the art center, acting as a liaison between the different arts and culture groups, managing the city’s grant programs, applying for federal and state grants, maintaining and update city arts calendar, etc.

Recommendation #2 – Review the Roles and Responsibilities of City of Georgetown Boards Involved with Downtown, Arts, and Culture

There are several Georgetown boards and nonprofit organizations that provide oversight of different aspects of the Cultural Downtown District. There is a high degree of overlap in the Cultural District – Downtown TIRZ, Arts and Culture, Convention and Visitor Bureau, Main Street Program, and Historic and Architectural Review Commission. Reviewing the roles and responsibilities of the various boards is recommended to explore opportunities to streamline and enhance the overall management of the geographic area.

Recommendation #3 – Formalize the Georgetown CVB’s Role Marketing the Arts

The Georgetown CVB is already the lead marketing entity for Georgetown. In fact, arts and culture are already part of the CVB’s marketing campaign. The CVB has the staff expertise and relationships in place to successfully market the Cultural District, events, and activities. In collaboration with the new Arts and Culture Manager, the Georgetown CVB should develop a strategy each year to promote all of Georgetown’s art and cultural offerings. Traditional, digital, and social media marketing requires a specific skill set. It is unlikely that the Arts and Culture Manager can manage the day to day duties of that position and marketing.

Recommendation #4 – Add Arts and Culture Questions to the Citizen Survey

Given the population size of Georgetown and the community’s broad support of the arts, the annual Citizen Survey should be expanded to include arts and culture questions. The findings would provide guidance on what the Arts and Culture Manager should focus on, opportunities, challenges, and emerging trends.
Recommendation #5 – Allocate Hotel Occupancy Tax Funds to the Arts

It has long been recognized that there is a direct economic connection between a vibrant and dynamic arts and cultural community and a successful tourism and hotel industry. The construction of the Sheraton Georgetown Texas Hotel & Conference Center will only increase the capacity for the city to attract even more arts and culture tourists. Based on research commissioned by the Office of the Governor, Economic Development and Tourism\(^2\), Arts & Culture Tourists stay longer, bring more people, and spend more than the average tourist.

<table>
<thead>
<tr>
<th>Table 4: Texas Arts &amp; Culture Tourist Statistics (2015)</th>
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<tbody>
<tr>
<td><img src="#" alt="Table" /></td>
</tr>
<tr>
<td><strong>Texas Tourist Average</strong></td>
</tr>
<tr>
<td>Average Travel Party Size</td>
</tr>
<tr>
<td>Average Stay Length</td>
</tr>
<tr>
<td>Average Daily Spending</td>
</tr>
</tbody>
</table>

* Visitor participated in concert, theater, dance, festival/fairs, museum, art exhibits, etc.

As allowed by state law, communities can allocate 15 percent of hotel occupancy tax funds to promote and support the arts. In 2015-2016, Georgetown generated $880,000 in hotel occupancy tax funds. Assuming a 15 percent allocation, this would translate into $130,000 to support and promote local arts and culture organization and events. Because state law restricts how HOT funds can be used, Georgetown might need to allocate some additional funds for marketing to local communities within the Austin region.

Figure 13: Georgetown Hotel Occupancy Tax Collections

\( ^2 \) D.K. Shifflet & Associates Ltd.
Recommendation #6 – Continue Implementing Existing Strategic Plans

The City of Georgetown has already spent considerable time and money developing the 2030 Comprehensive Plan, Downtown Master Plan, and Arts and Culture Strategic Plan. These adopted plans have strategies and recommendations that impact the arts and culture sector. The new Arts and Culture Manager should ensure these policies are fully implemented. At some point these documents will need to be updated, but the community would be well served to complete these action items because they are still relevant and appropriate.
Conclusions

While the arts and culture sector is a prominent element of Georgetown’s history and culture, the potential to leverage it as an engine of economic development has yet to be fully realized. That could soon change, however, as the pieces of the puzzle are in place: a variety of local artists representing diverse genres; venues of varying size and scope; demonstrable interest from both local audiences and visitors to the community; and an overall environment that is consistent with growth in the arts. Georgetown is also fortunate to have a strong and active retiree community engaged in this effort as well as passionate stakeholders committed to doing the hard work necessary to translate vision into reality. As Georgetown looks to its economic future, arts and culture is an area of real opportunity.

The successful implementation of the strategies outlined in this report will also assist the community in achieving the Vision Statement outlined in the adopted 2030 Comprehensive Plan:

In 2030, Georgetown is a growing city, recognized throughout the region and the nation as a premier community of choice by virtue of its exceptional livability; proud historic heritage; welcoming, engaging people; safe neighborhoods; variety of well-paying jobs; excellent public schools; vibrant arts and cultural offerings; and well-planned infrastructure, transportation, and public facilities.

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3 https://2030.georgetown.org/
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