Strengthening the Nantucket Cultural District: Community Outreach & Data Collection

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Background

- ➤ What is a Cultural District?
- What are the Advantages and Challenges of a Cultural District?
- What is the Nantucket Cultural District?

What is a Cultural District?

KATIN

What are the Advantages and Challenges of a CD?

- Advantages
 - Economic Incentives
 - Cultural Expansion
 - Community Involvement



Backarounc

- ➤ Challenges
 - Gentrification
 - Over-commercialization
 - Sustainability



What is the Nantucket Cultural District (NCD)?



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NCD Composition





Assist the Nantucket Cultural District by developing a community outreach plan and creating a system to collect and evaluate metrics to measure the impacts of the district.





Background

Project Goals



- Develop Data Collection System
 - Annual Report required for state designation
- ➤ Increase Knowledge of District
 - Expand Social Media & Internet Presence
- Support Creation of Linkages





Methods



> Interviews

➤ Focus Group



Metric:	Adapted From:
Visitor Attendance	Mass Cultural Council Requirements
Change in Building Occupancy Rates	Mass Cultural Council Requirements
Percentage Change in Meals and Lodging Tax	Mass Cultural Council Requirements
Percentage Change in Gross Sales	NCD-Suggested Metric
Knowledge of the Cultural District	NCD-Suggested Metric
Internet/Social Media Presence	Springfield Central Cultural District
Changes in District Partnership	Springfield Central CD & Americans for the Arts
Number & Types of Major Cultural District Events.	Required in MD, KY
Registration Numbers for Cultural District Events	Salisbury Cultural District

Interview Process



Methods

Focus Group









> Outreach Plan

Social Media

• Website

Data Collection and Analysis Tool

Social Media





NCD Website: http://nantucketculturaldistrict.org



NAC's Nantucket Art's Festival

Nantucket Arts Council's fall festival opens Friday, September 30 and closes on Sunday, October 9 of Columbus Day Weekend. This annual celebration spotlights the broad array of arts and culture on Nantucket, with plans in progress for this year's celebration to include visual, musical, theatrical, literary, and other fine arts along with appreciation of the island's historical, architectural, and other cultural assets.

history. In the heart of the island, it is a place to find live <u>*Go to link*</u> , concerts, lectures, art, and cultural exhibits throughout the

Outreach





Join our District Shoutouts!

Immediate updates in the Nantucket Cultural District!

Name

Email Address

Subscribe Now

COME TO THE HALLOWEEN PARADE!

~~~~~

The Halloween Parade begins on Monday at 4:30pm on Main st. Come enjoy candy, haunted houses, and fire trucks! Dont miss your chance to show off you awesome costume!



0 Main st Nantucket, ma 000-000-0000 Check out my website \bigcirc

O) Created with Wix ShoutOut Love It? Try it! It's Free.

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Partners Page



Forum



Forum Example





Submit your Calendar Event









> Outreach Plan

• Social Media

• Website

Data Collection and Analysis
 Tool

Forms



- Cultural Organization
 - Attendance

➤ Linkage Data Collection

Business and Event

Your answer	What is the name of your business? *	
What year does	Please list the name	What is the Name of your business? *
Please only input whole	What type of	Your answer
Your answer	Restaurant	What type of business or organization do you operate? * Choose *
What is the dat	ls your Busine	
MM DD YYYY	⊖ Yes	What is the name of your linkage? *
/ / 2016	🖲 No	Your answer
What season is	What date are	What was the date of your linkage? *
On-Season	representative of the	MM DD YYYY
	MM DD YYYY 12 / 06 / 2016	/ / 2016
Off-Season	12 / 00 / 2010	
Shoulder-Seas		What season is your linkage in?
54 F. 14	Which event a Christmas Stroll	O on-Season
What is the nar	Unitsunas Sufoli	O Off-Season
Your answer	NEXT	O Shoulder-Season
	NEXT	
-		What type of business did you partner with? *

Business Events and Linkages Form

Business Event Data and Linkages

- > Likert Type
- Percent Change in Business correlated with Event



Percent Change Calculator



Cultural Events Data Collection Form

Two Annual Cultural Events per Organization

Likert Type \succ

> Opinion Ο

Weather Ο

Attendance \succ











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Results Recap



- Social Media Plan
- Website
- Calendar
- Annual Report for the MCC
 Google Forms
 - Data Collection Tool
- Create and Foster Linkages
 NCD Partners Forum



Recommendations

➤ Short term

- > Adopt the New NCD Website
 - Improve Social Media Presence
 - Expand District Partnerships

≻ Long Term

- Begin Data Collection from Businesses
- Track Additional Metrics



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NANTUCKET CULTURAL DISTRICT

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