



hampton

arts & cultural district



economic development incentive tool used as part of a larger marketing, revitalization, and branding strategy

used to encourage clustering of arts & cultural businesses and institutions

specially allowed by state code

hampton what?

interest from DHDP, PfNP, & local arts organizations

implementation item from the *Phoebus Master Plan Update*

stimulate economic development - draw artists & businesses to the area & increase activity in Downtown and Phoebus

grow & build upon existing arts institutions in the community

hampton why?

Tangible Benefits

- Attracts businesses
- Increased revenues

Intangible Benefits

- Sense of place
- Promotes the Arts
- Builds community

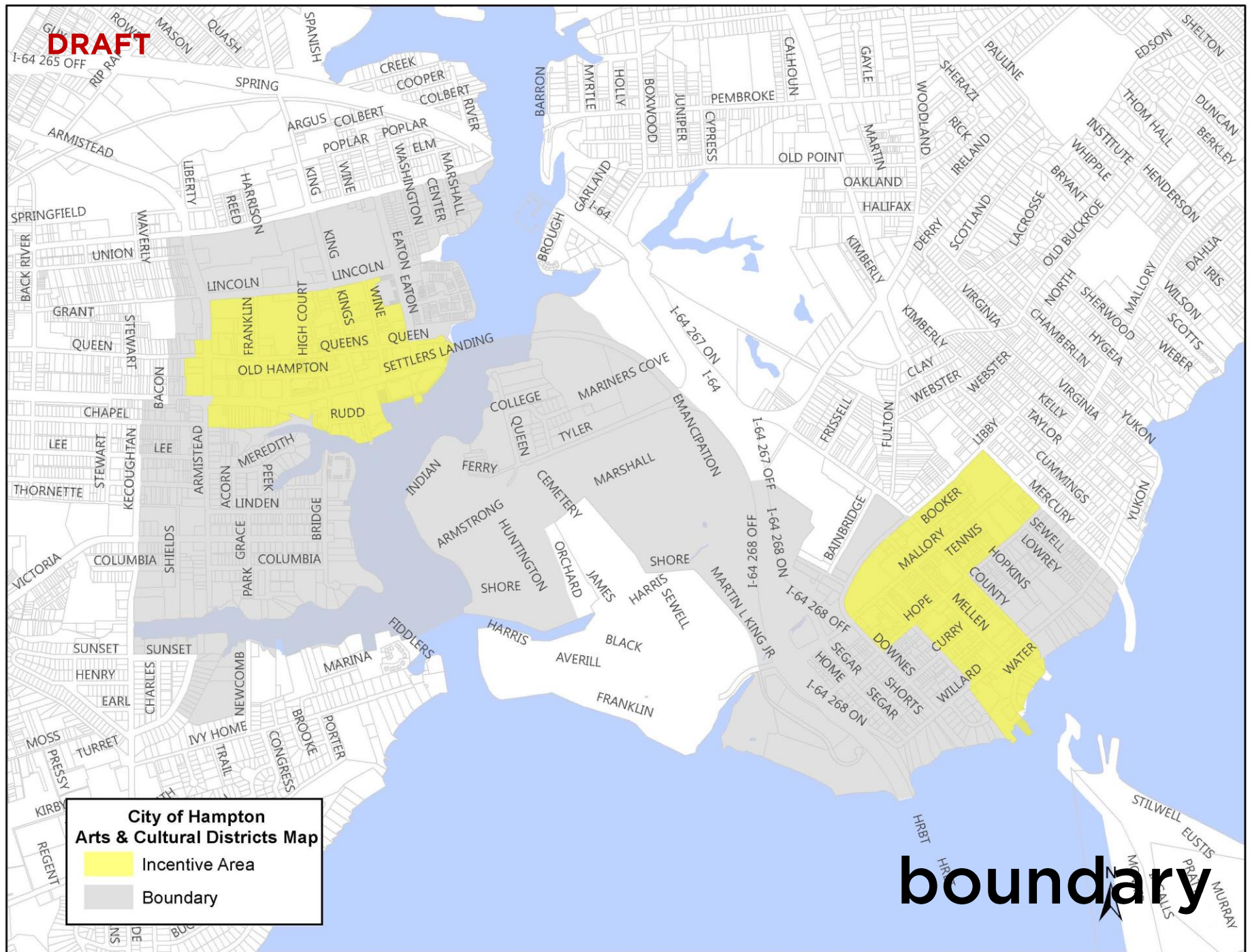
hampton why?

boundary

definition

incentives

DRAFT



DRAFT

**Hampton
History
Museum**

**Virginia
Air & Space
Center**

**Charles H.
Taylor Arts
Center**

**Hampton
University
Museum**

**American
Theatre**

**City of Hampton
Arts & Cultural Districts Map**

 Incentive Area

 Boundary



Qualified Arts & Cultural Businesses or Non-Profit Organizations

INCLUDES:

- Business or non-profit that presents or hosts **theatre, dance, music, & imaginative work** created for unique production
- **Museums or historic sites** intended for education, history, or preservation
- Businesses such as:
 - Advertising
 - Architecture
 - Art
 - Antiques
 - Auctioneering
 - Culinary arts instruction
 - Design
 - Fashion design or modeling
 - Furniture design
 - Interior design
 - Landscape architecture
 - Music
 - Pottery
 - Television & Radio

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definition

Qualified Arts & Cultural Businesses or Non-Profit Organizations

INCLUDES:

New Business. Not currently located within the district

Expanded Business. Currently located within the district and does one of the following:

1. Makes a capital investment of at least \$10,000
2. Creates at least one new full-time job at the business.

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definition

Qualified Arts & Cultural Businesses or Non-Profit Organizations

DOES NOT INCLUDE:

- Restaurants
- Office uses, such as bank, real estate office, medical office, attorney's office, or general office use

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definition

Aim of Arts & Cultural District incentives

- Encourage arts businesses
- Reduce qualification thresholds
- Simplify process & incentive package

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Waiver of permit fees

- Building Permit
- Electrical Permit
- Mechanical Permit
- Plumbing Permit
 - Sign Permit
 - Use Permit
 - Rezoning

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Waiver of User Fees
Special Event Permit Fee
Staff Fee
Park/Venue Rental Fees

** Deposit & security fees shall not be waived*

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Revolving Loan Fund/ Building Improvement Grant Modification

- Provide matching grant up to 30% of improvements for maximum of \$10,000.
- Projects with 50% of work completed by Hampton based business eligible for up to \$15,000 total
- Reduce threshold to \$1,000 (from \$3,000)
- 2% additional for qualified businesses
- Expedited process for small grants (\$1000 - \$3000)

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Downtown/Phoebus Retail Incentive Grant Modification

- Provide matching grant up to 30%
- Reduce threshold to \$1,000 (from \$3,000)
- 2% additional for qualified businesses (up to \$1000)
- Expedited process for small grants (\$1000 - \$3000)

hampton
(proposed) incentives



October 20 th	EDA – Revolving Loan & Grant Fund Ordinance amendments for approval
November	Zoning Ordinance amendments for approval (to allow for fee waivers of Use Permits & Rezoning)
January 1 st	Effective Date