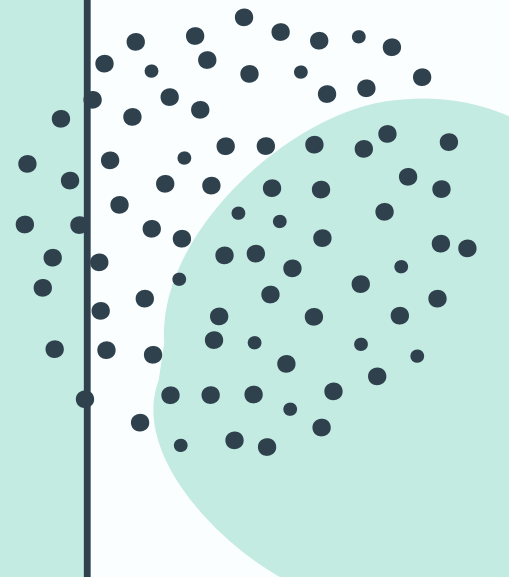


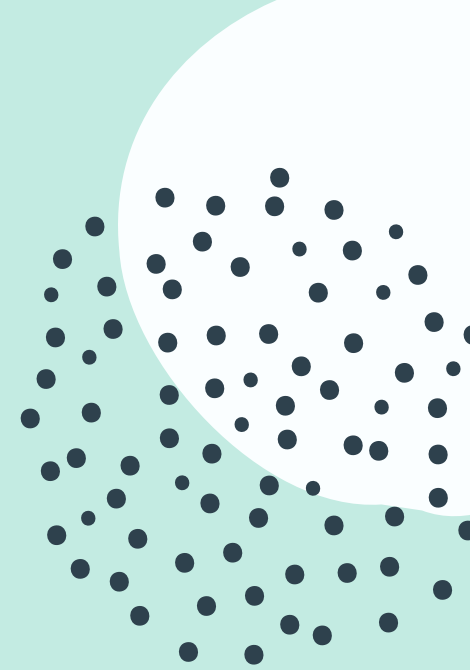
JULY 22, 2022  
MRA MEETING

# WAILUKU ARTS DISTRICT MANAGEMENT PLAN

Update by Kelly McHugh-White

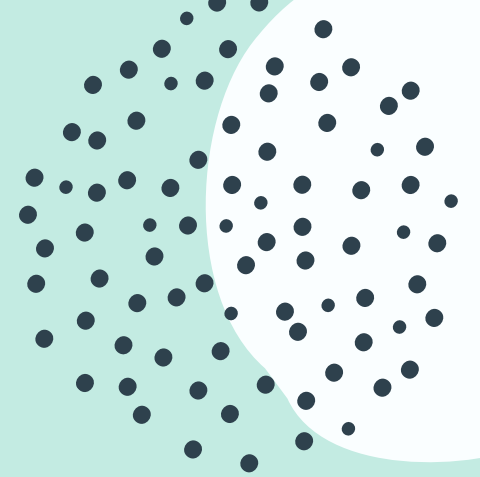


# Today's Presentation



1. Review of Goals
2. Accomplishments to Date
3. Next Steps

# 1. Review of Goals



## PROGRAM

Coordinate & expand district programming



## NETWORK

Provide liaison to oversee cross-pollination



## CLEAN & SAFE

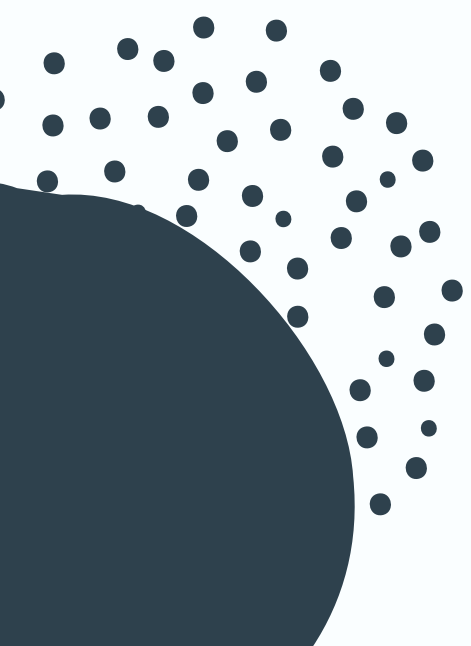
Orchestrate & maintain a clean and safe district



## PROMO

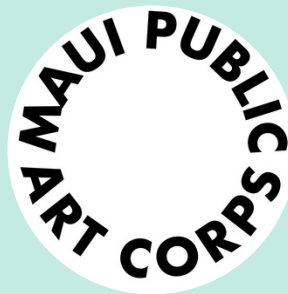
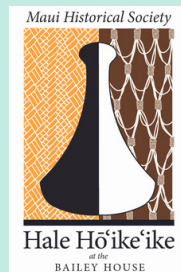
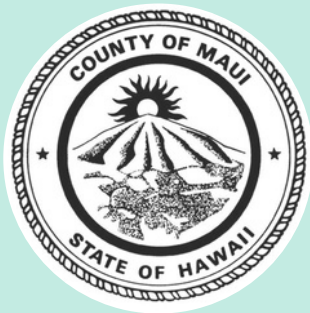
Promote & market the district

# Collective Objective



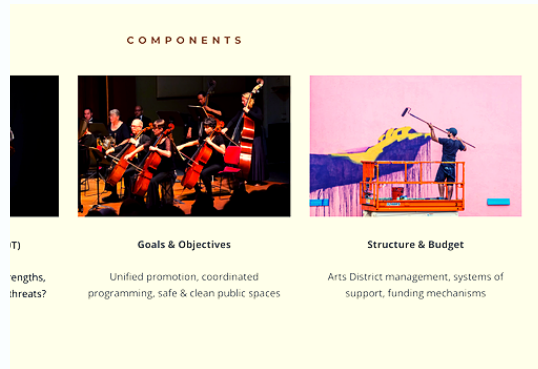
AN INTERCONNECTED DESTINATION  
THAT MAXIMIZES THE PUBLIC'S  
OPPORTUNITIES TO EXPERIENCE, LEARN  
AND CELEBRATE THE ARTS

# Plan Advisory Committee





# Project Website



## PLAN COMPONENTS & QUICK LINKS



## AGENDAS, NOTES, DATA, TIMELINES

### Arts District History + Map

**1964:** The Maui Redevelopment Agency is created and properties are acquired at the site of the Wailuku Municipal Park.

**1984:** Upon losing their home at the Old Kahului Fairgrounds' Territorial Building, Maui Community Theater (now known as reWailuku) moves into Tao Theater.

**1993:** County of Maui purchases Tao Theater. A year later, it is placed on the Hawaii Register of Historic Places. In 1995, National Register of Historic Places.

**1998:** Maui Academy of Performing Arts (MAPA) purchases a 13,000 sq ft building at 2027 Main Street in Wailuku (the current home). In 2016, it purchases two additional buildings: 2020 + 2050 Main Street (the Main Street Promenade).

**2000:** Wailuku Redevelopment Plan: The Economic Revitalization of Maui County's Civic Center is prepared for the Maui County Planning Department.

**2008:** Wailuku First Friday begins; a monthly street festival held in the old downtown area at the beginning of each month.

**2012:** A County of Maui research project helps to develop and document Wailuku's core values, beliefs, visuals and traditions, and coined reWailuku. Wailuku Town's official tag line becomes "Small Town, Big Heart."

**2014:** Maui County purchases the historic Tao Theater for \$1.5 million to preserve the historic building and its significance to the community.

## DISTRICT MAP & ASSETS

## FOCUS GROUPS

Led independently by  
Committee Members

## OPEN HOUSE + HUAKA'I

May 20 + June 14

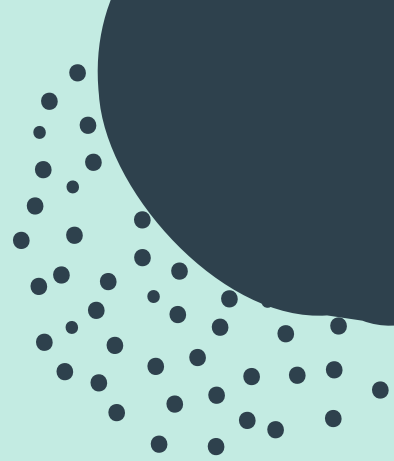
## COMMITTEE MEETINGS

Feb > Mar > Apr > May > Jun



# Regular Convenings

# Community-Driven SWOT



Board Meetings



Focus Groups



eNewsletters



Press Releases



Social Media



Surveys



Podcast



Open House



Huaka'i



Giveaways



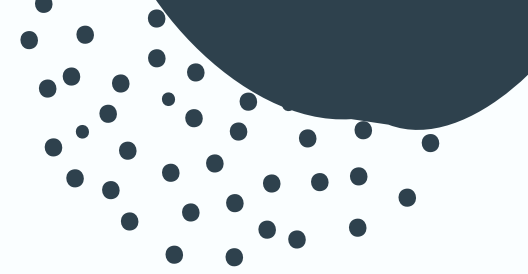
Flyers



Boots on Ground



# Data & Feedback



- Wailuku has a strong sense of identity, community, and collaboration
- Wailuku celebrates diversity, both within our community and through the range of art offerings
- Parking is a big deterrent
- There is a clear community demand for safe, affordable, locally-driven events and spaces and support for local artists
- Wailuku presents opportunities to honor and preserve culture and history, and there is community demand to uplift and support culturally significant art forms
- Threats include Gentrification, Commercialization, Cost of safety needs (tax payer impacts), Cultural exploitation/ insensitivity, Competition for limited space (and associated price impacts) and Exclusivity
- Respondents really want to see events coordinated with local businesses – which would be a big part of an arts district coordinator or manager's day-to-day job functionality



# What types of opportunities do you envision for Wailuku town as an arts district? n=292

## Themes:

- Collaborations (among schools, artists, community etc.)
- Space for traditional 'Ōiwi arts & cultural education (Hula, specifically mentioned frequently)
- Cultural events
- Variety of art forms (all genres of art & artists)
- Live events
- Art Fairs, gallery shows and exhibits
- Spaces for artists and performances
- Classes (for both children and adults)
- Engaging the public with the history of Wailuku
- Affordability and locally-centric
- Opportunities for evening programming
- Safe community spaces
- More eateries and nightlife/night activities
- Local job creation
- Community, community, community!!



## How would a locally-driven, culturally rooted arts district impact you as a member of the public, business owner, or arts org? n=290

About 66% of respondents offered an answer

Themes:

- Maintain community love and pride
- Benefits of culturally competent arts
- Connect with and honor Hawaiian culture
- Funding/economic benefits
- Community engagement
- Engagement with the arts
- Increased visits to Wailuku town
- Increased participation in the arts
- Feeling connected
- Networking
- Sense of place
- Support more local businesses
- Empowering

# Next Steps

- Continue team building activities within the District. Next we'll be focusing on landlords to ensure that they are well aware of these community needs, sentiments and concerns.
- This SWOT has been transformed into a set of goals and objectives. Next up: action steps and budget line items (program logic model)
- Then we'll come up with a plan for the structure and budget options for the Arts District entity (staff, roles/ responsibilities, committees, affiliate programs & benefits, volunteer opportunities)
- 1st draft submitted by end of calendar year

