

**JUNE 24, 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

2. Accomplishments to date

**A. COLLECTIVE
OBJECTIVE**

**B. ADVISORY
COMMITTEE**

**C. PROJECT
WEBSITE**

**D. REGULAR
CONVENINGS**

**E. COMMUNITY-
DRIVEN SWOT**

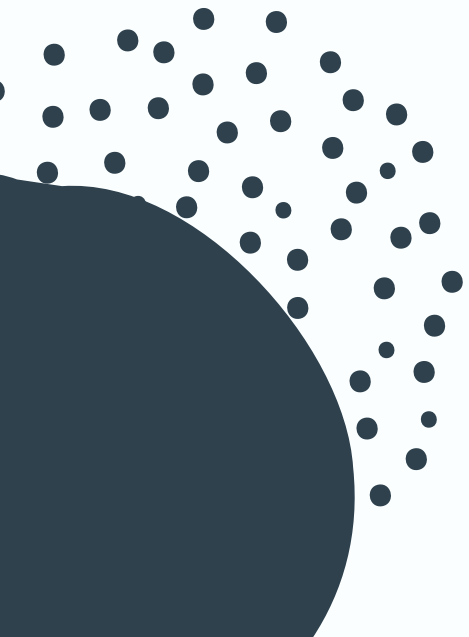
**F. SOLID DATA
& FEEDBACK**



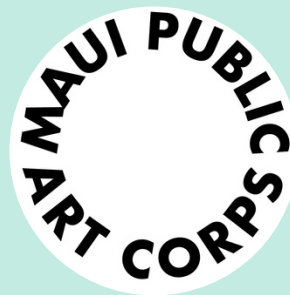
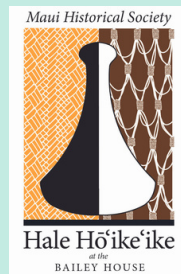
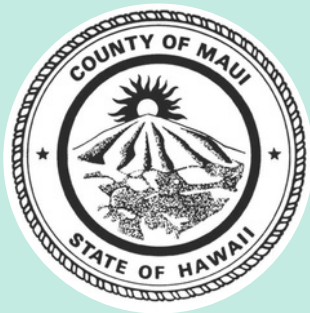
Collective Objective



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





Plan Advisory Committee



Project Website

COMPONENTS

	
Goals & Objectives	Structure & Budget
Unified promotion, coordinated programming, safe & clean public spaces	Arts District management, systems of support, funding mechanisms

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 'Iao Theater.

1993: County of Maui purchases 'Iao Theater. A year later, it is placed on the Hawaii Register of Historic Places. In 1995, it is listed on the 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).

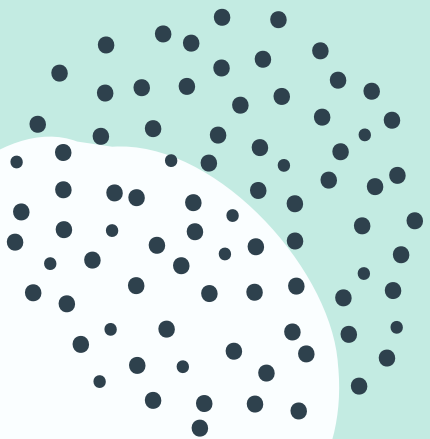
2000: Wailuku Redevelopment Plan: The Economic Revitalization of Maui County's Civic Center is prepared for the County by the Maui County Planning Department.

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 brand identity. reWailuku, Wailuku Town's official tag line becomes "Small Town, Big Heart."

2013: Maui County Ordinance 2013-011 designates the historic 'Iao Theater as a historic landmark. The building is now the home of reWailuku.

DISTRICT MAP & ASSETS



FOCUS GROUPS + BOD RELATIONS

Led independently by
Committee Members

OPEN HOUSE + HUAKA'I

May 20 + June 14

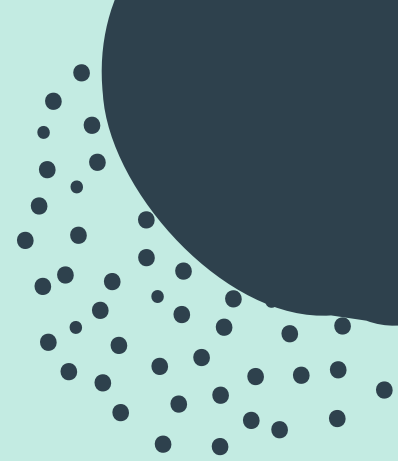
COMMITTEE MEETINGS

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

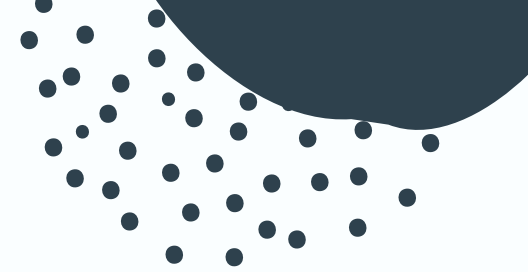


Flyers



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!!



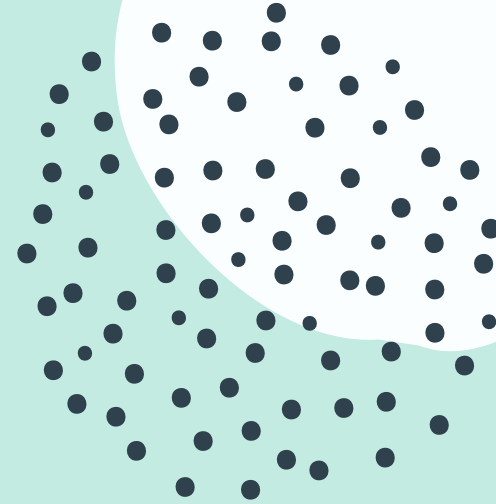
How would a locally-driven, culturally rooted arts district impact you as a member of the public, business owner, or arts org? n=290

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 will now be transformed into a set of goals, objectives, action steps, 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