

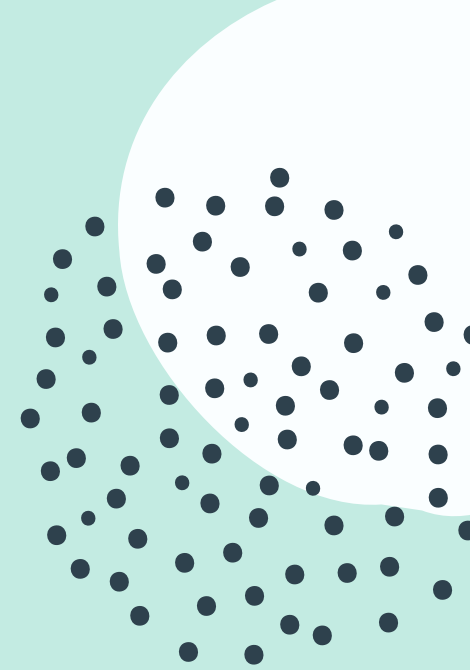
**AUGUST 26, 2022
MRA MEETING**

WAILUKU ARTS DISTRICT MANAGEMENT PLAN

Update by Kelly McHugh-White



Today's Presentation



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

Project Timeline

2021
Q4

NEA announces grant to
create Arts District Plan

2022
Q1

NEA Notice to Proceed is
received 3/29/22

2022
Q1

Recruit Plan Advisory Committee
& ID collective objective

2022
Q2

Community-driven SWOT and
related activities

2022
Q3

Apply community feedback.
Workshop & revise needs

2022
Q4

Deliver draft for MRA review

2023
Q1

Adjust per MRA review &
address outstanding items

2023
Q2

Create affiliate program and
adopt policies

2023
Q3

ID District Manager to oversee
management plan + volunteer
workforce/ committees

2023
Q4

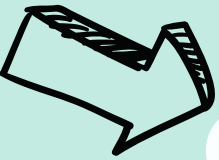
Release mgmt website +
implement reg/ nat'l mktg plan

2024
Q1

Coordinate & expand District
programming

2024
Q2

Deliver NEA final report by
April 29, 2024



Review of Goals



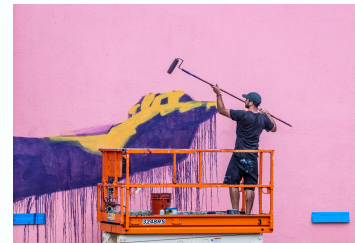
PROGRAM

Coordinate & expand district programming



NETWORK

Provide liaison to oversee cross-pollination



CLEAN & SAFE

Orchestrate & maintain a clean and safe district



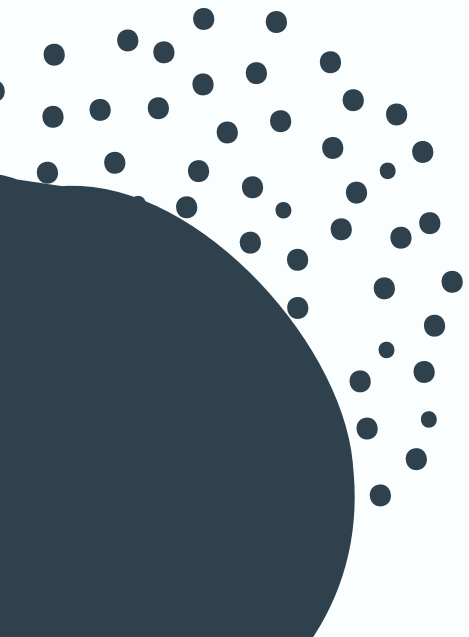
PROMO

Promote & market the district

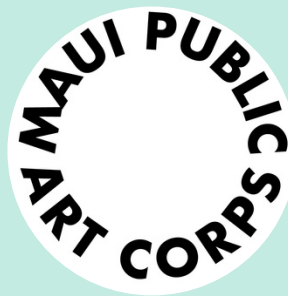
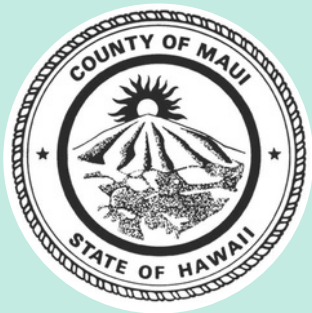
Collective Objective



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





Plan Advisory Committee



Project Website

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 MOS) 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, 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 building) as its new 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 traditions. The project is named 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 the Maui County Planning Department.

DISTRICT MAP & ASSETS



FOCUS GROUPS

Led independently by
Committee Members

OPEN HOUSE + HUAKA'I

May 20 + June 14 + Sept 28

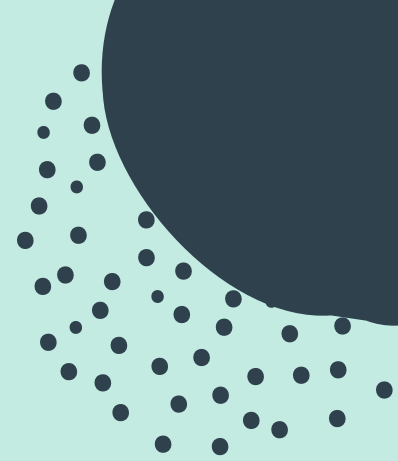
COMMITTEE MEETINGS

Feb > Mar > Apr > May > Jun >
Jul > Aug



Regular Convenings

Community-Driven SWOT



Board Meetings



Focus Groups



eNewsletters



Press Releases



Social Media



Surveys



Podcast



Open House



Huaka'i



Giveaways

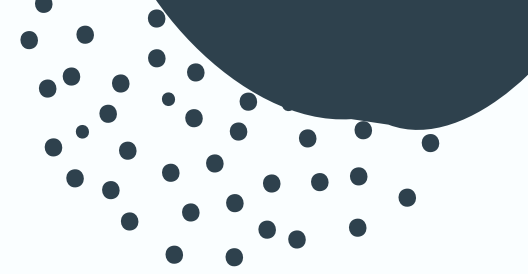


Flyers



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:

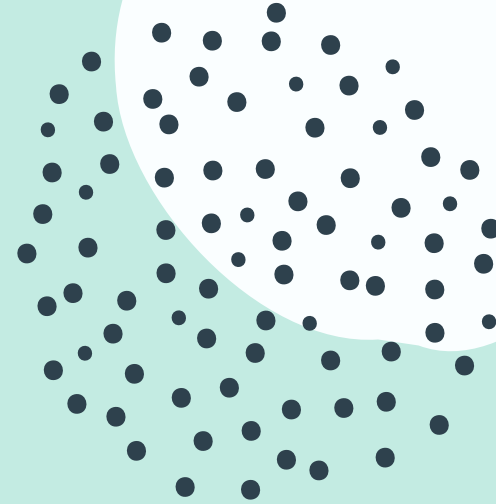
- Maintain community love and pride
- Benefits of culturally competent arts
- Connect with and honor Hawaiian culture
- Funding/economic benefits
- Community engagement
- Engagement with the arts
- Increased visits to Wailuku town
- Increased participation in the arts
- Feeling connected
- Networking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



What are the most valuable objectives the Wailuku Arts District could have? (Select all that apply) n=55

Answer Choices	Responses	
Events coordinated with local businesses	70.41%	307
Maintaining a clean & safe area	70.18%	306
Parking and/or shuttle coordination	59.86%	261
Collaborative programming	53.67%	234
Better facility planning and maintenance	46.33%	202
Programming geared toward the demographic of the neighborhood	40.60%	177
Other (please specify)	9.63%	42
Total Respondents:		436

Next Steps



- Continue team building activities within the District. Next we'll be focusing on property owners 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