

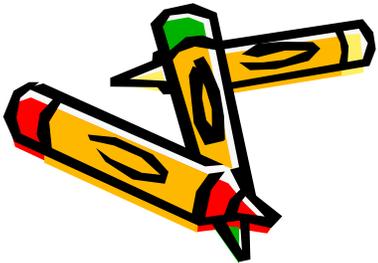
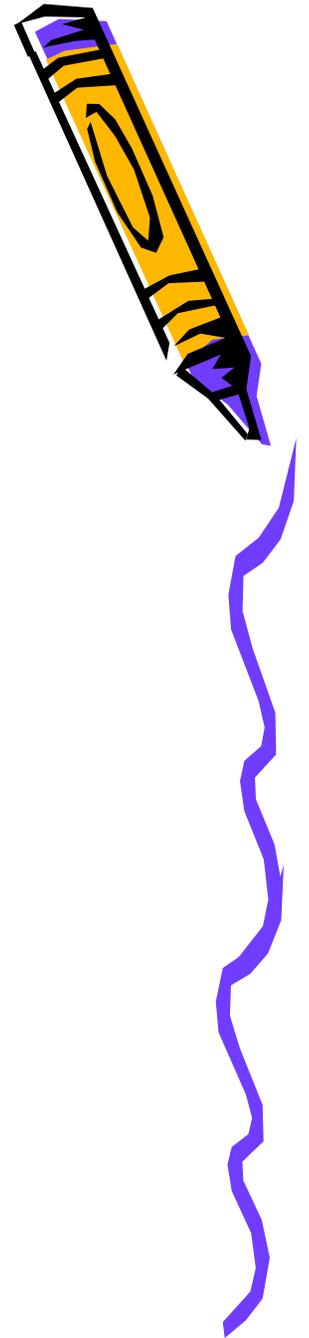
A large, stylized yellow pencil with a red eraser and a black outline, positioned diagonally across the top left of the slide.

ART, ARTISTS, & COMMUNITY

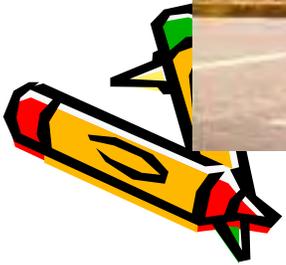
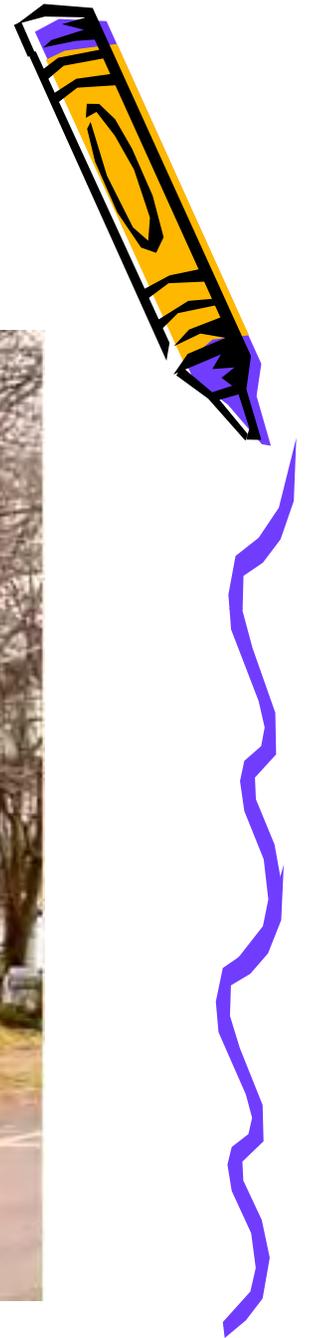


Paducah

- Hub to 15 county area in western KY and southern IL.
- Total population – 260,000
- McCracken co. – 65,000
- Paducah – 25,000

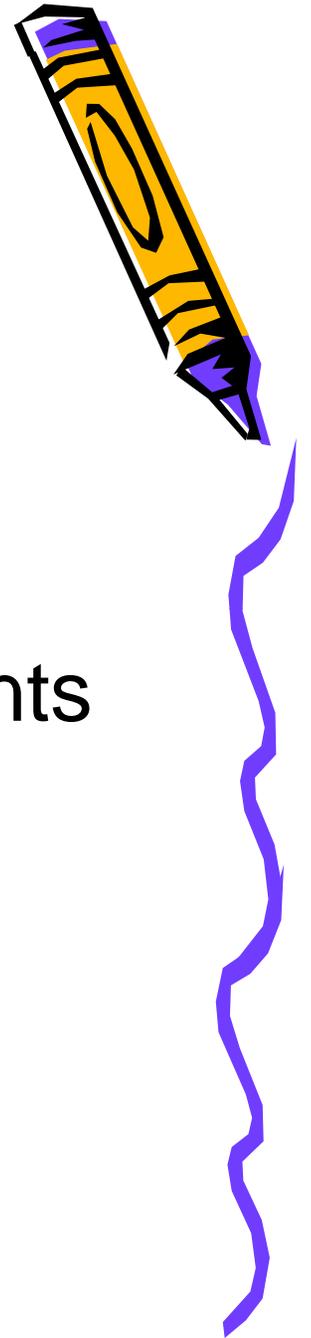
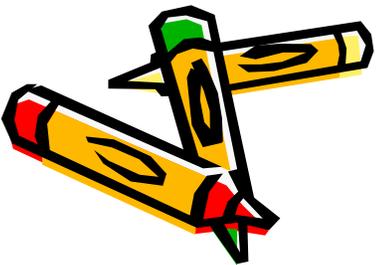


LOWER TOWN



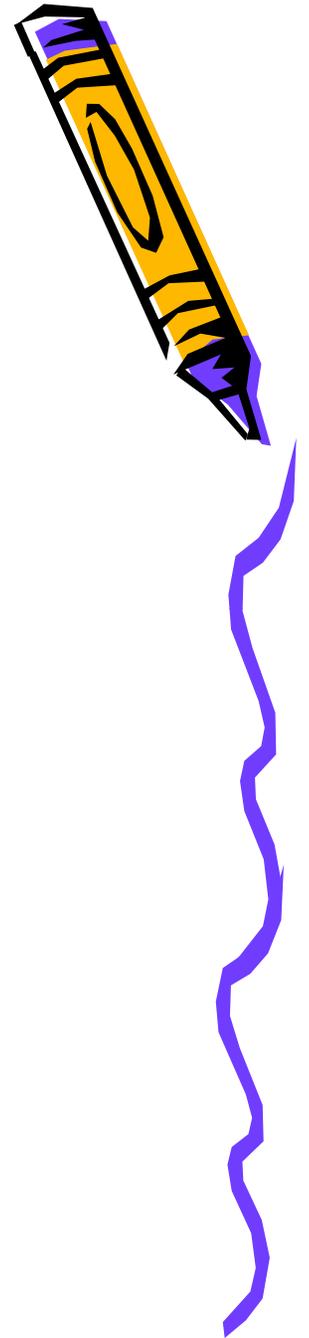
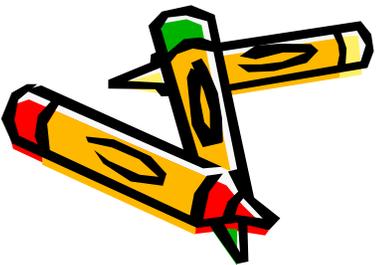
Lower Town

- Approximately 35 sq. blocks
- Named to the National Register in 1980s
- Originally home to the city's merchants and business owners.
- Major boom in the 50s...Atomic City

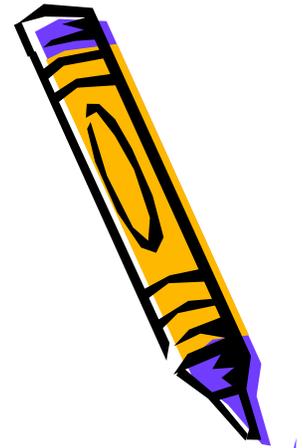


Lower Town Existing Conditions

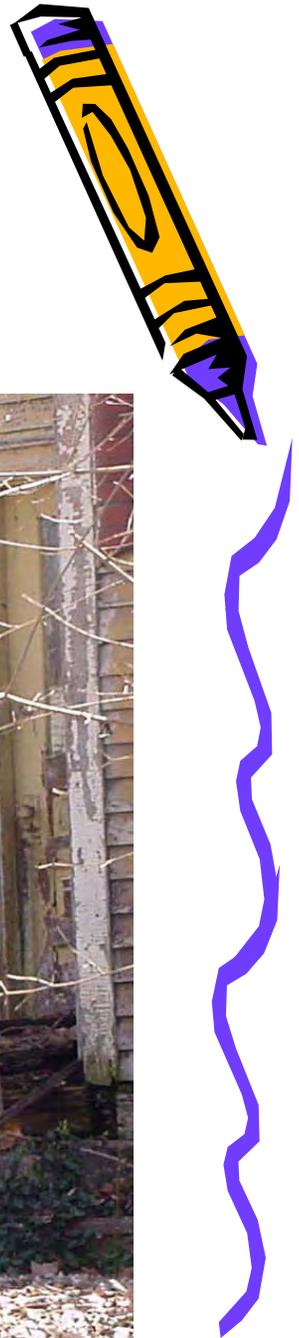
- Demographics (1990 Census)
 - Persons In Poverty – 51%
 - Minority Population – 14%
 - Less than High School Diploma – 50%
 - Unemployed Persons – 17%
 - Per Capita Income - \$8,072
 - Renter Occupancy Rate – Over 70%
 - 23.4% Considered dilapidated



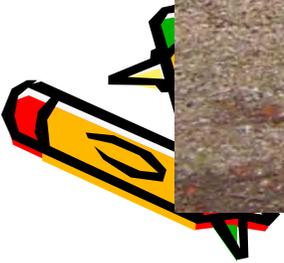
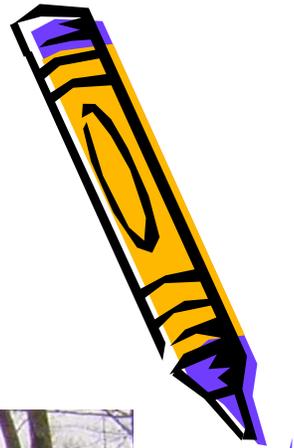
Property values are estimated at one-half to one-third compared to other areas in Paducah.



Then

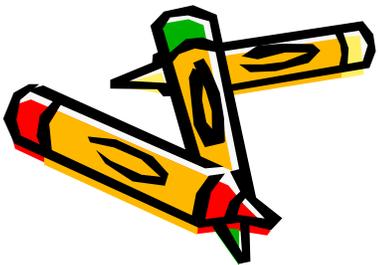
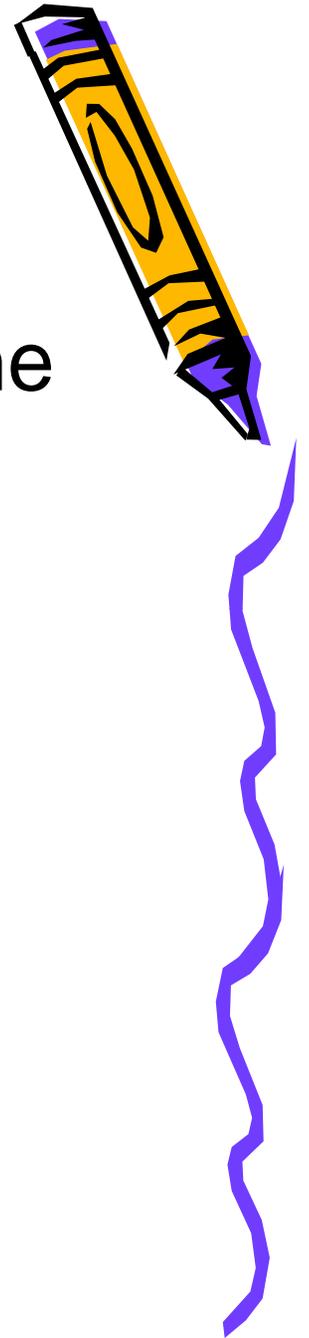


Then

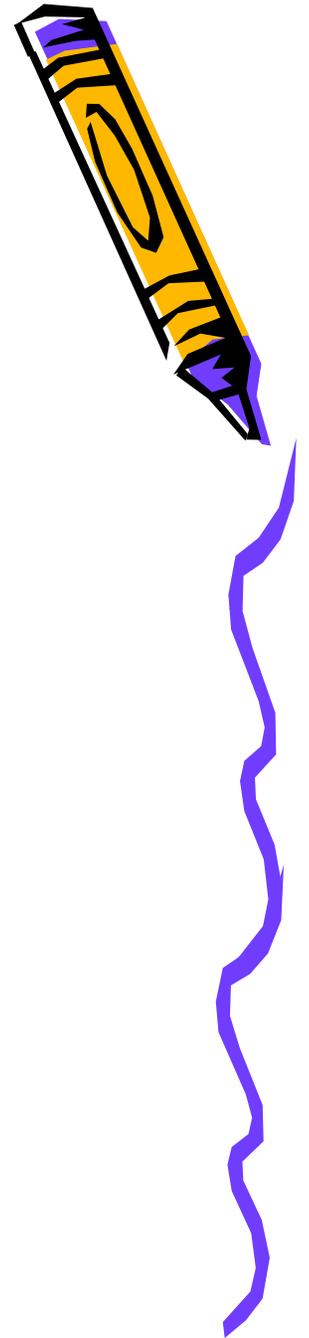


THE ARTIST RELOCATION PROGRAM

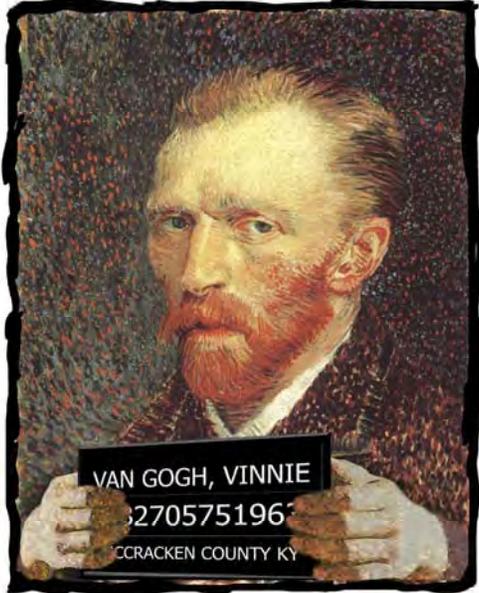
- Primary goal – the revitalization of the blighted neighborhood.
- The result of the vision and perseverance of one artist.



Advertising and Marketing

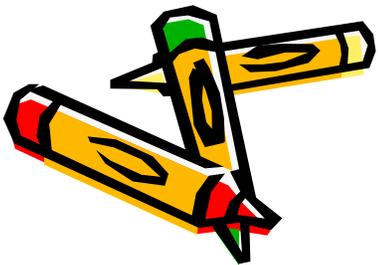


ARTISTS
WANTED

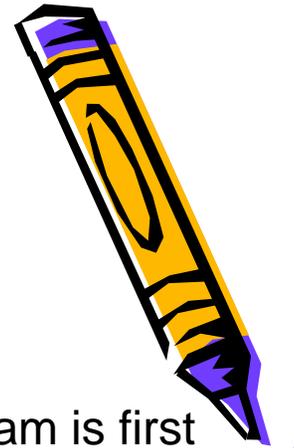


VAN GOGH, VINNIE
3270575196
CCRACKEN COUNTY KY

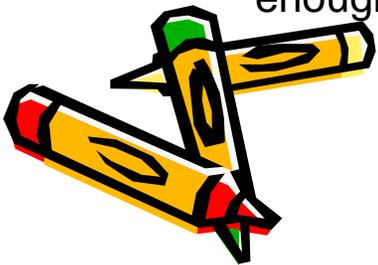
**PADUCAH ARTIST
RELOCATION PROGRAM**
www.paducaharts.com



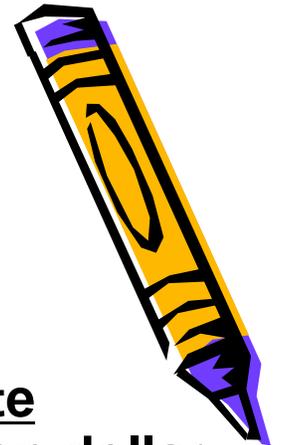
Lower Town Revitalization Partners



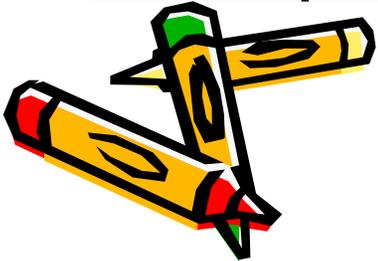
- The Lower Town Revitalization Plan and the Artist Relocation program is first and foremost a City run project. **The Mayor & Commission** initiated the project and continue to support it.
- **Urban Renewal & Community Development Agency (URCDA)** oversees property acquisition and development as well as grants administration on behalf of the City Commission.
- Lower Town Renaissance **Neighborhood Association**
- Paducah Chamber, CVB, Main St., Quilt Museum, Maiden Alley Cinema, PAPA, Performing Arts Center, Community Theatre & Yeiser Art Center.
- **Paducah Bank** has been a phenomenal partner in the project. Making long-term fixed rate 100% cost of rehab loans well in excess of appraised value (as high as 250%); to date every loan has been underwritten by Paducah Bank.
 - They continue to underwrite the program and donate to the projects. Interestingly enough, their deposits are up nicely since their association with this project.



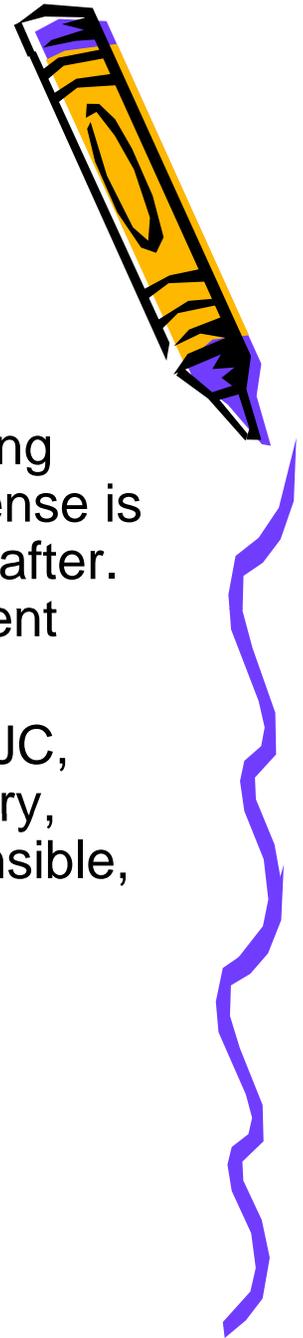
Artist Relocation-The Numbers



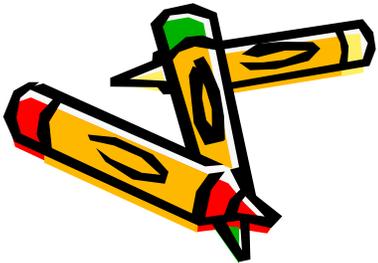
- 70+ artists/locals complete or in progress with an average private investment of **\$345,000** each for a total approximate **\$28.4 million dollar investment** in our Lower Town. This is their money derived from personal funds or from private redevelopment loans.
- The incentive cost to the City for this investment is, on average, \$1,467. each which paid for professional fees and loan buy downs.
- Total **City expenditures** to date for the entire **6 plus years** since 2001 have been approximately **\$2,580,000**. including property purchases, advertising, payroll, structure stabilization, streets, sidewalks, infrastructure improvements, etc.
- **Total salary** for the Artist Relocation Coordinator position to date is approximately **\$150,500**. since August 2000, over 5 years or **less than \$28,300 per year on average.**



Artist Relocation-The Numbers Cont'



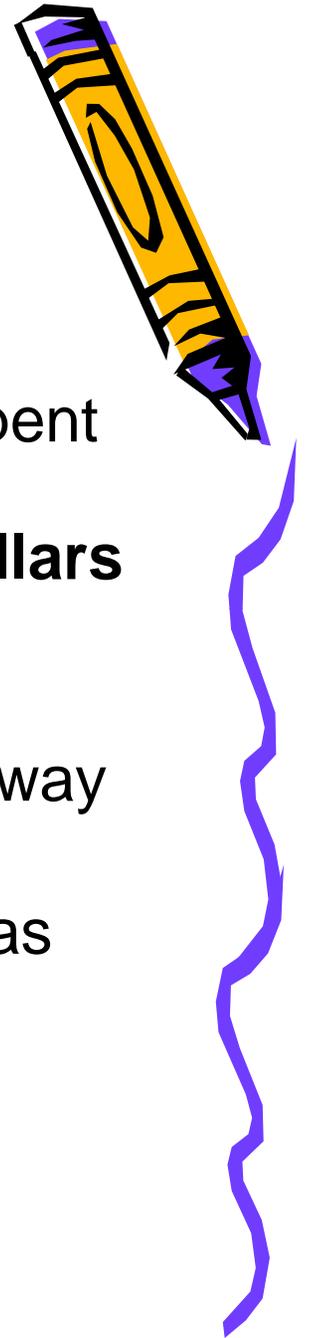
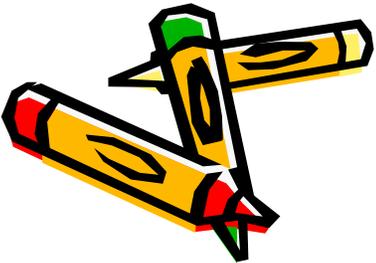
- **Total one year payback to City** of city property taxes, building permits, contractor license fees, and the Artists' business license is estimated at **\$179,228** and continuing to rise each year thereafter. This does not include any of the normal economic development multipliers for a **\$28.4 million** dollar project.
- Additionally, we are increasing city, county, school, library, PJC, and state tax base, providing work for the construction industry, creating a new tourism industry, and we are attracting responsible, new citizens committed to the positive revitalization of this neighborhood, the entire city, and the county.



ROI

Return on Investment

- Since Inception August 2000, For every dollar spent by the City of Paducah on the Artist Relocation program, the City has received well over **\$11 dollars** in return of immediate, cash reinvestment.
- As you can see, based on this ROI, the City has really **given nothing** to the Artists, it's the other way around.
- No City program of any kind and I mean None has ever paid back this kind of immediate dividend.



Advertising and Marketing



New York
Chicago
Paducah
Los Angeles

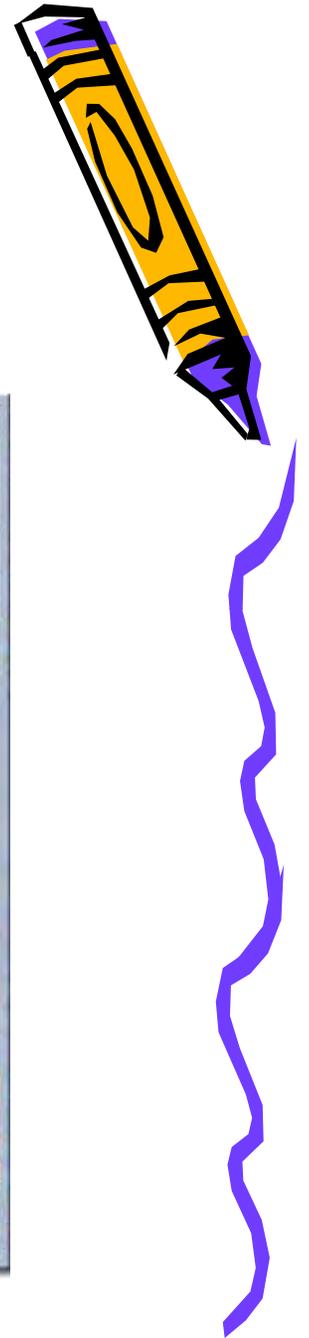
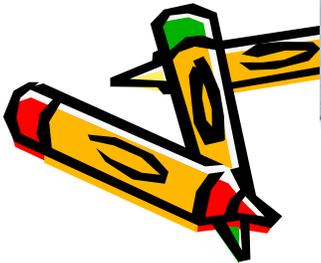
One of these cities wants more artists.

PADUCAH
ARTIST RELOCATION PROGRAM

Come. See for yourself.

Paducah, Kentucky • www.paducaharts.com • 270-444-8690

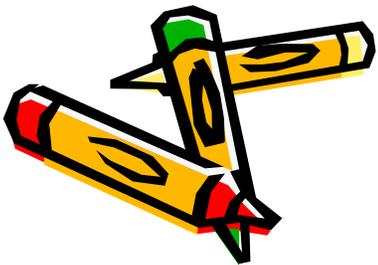
The advertisement features several artistic elements: a painting of a person sitting on a bed, a painting of a person in a colorful outfit, a painting of a vase, a painting of a landscape with a river, a painting of a building, and a painting of a person in a colorful outfit. A paintbrush is shown painting a red line under the word 'PADUCAH'.



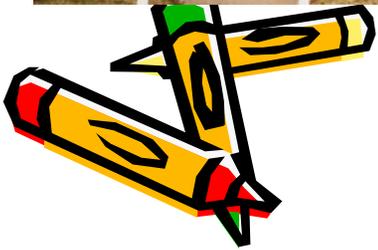
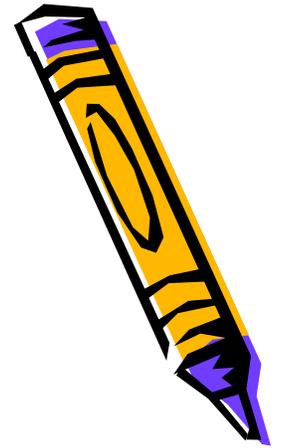
Artist Relocation Program

This is where all the Artists have
come from:

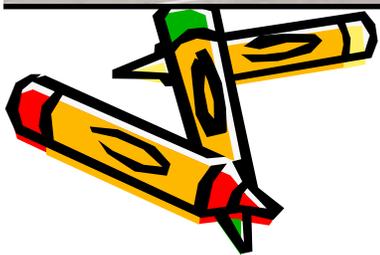
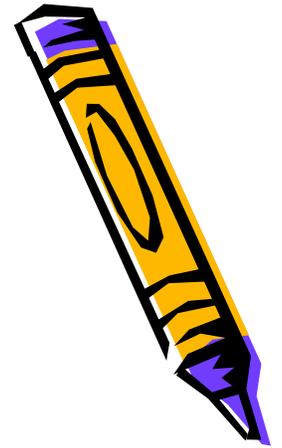
- Chicago, San Francisco, New York, Washington D.C., San Diego, Los Angeles, Atlanta, Minneapolis, Memphis, Nashville, Okalahoma City, San Jose, Illinois, Maryland, Seattle, North Carolina, Arkansas, Michigan, Kansas, Colorado, Missouri, New Hampshire, Memphis, Boston, Pennsylvania, Ohio, Texas, Arizona, Wisconsin, Hawaii, Washington State, Kentucky, Mexico.



Results – Before & After



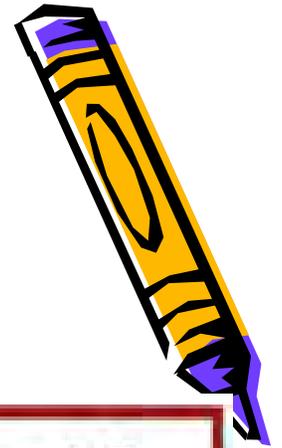
Results – Before & After



Results – Before & After



Paducah Artist Relocation Program



Come. See for yourself.
You'd be crazy not to.

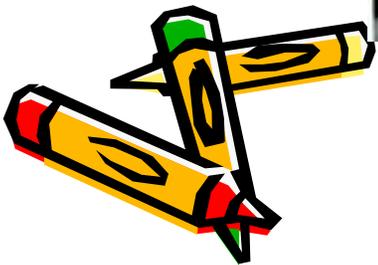
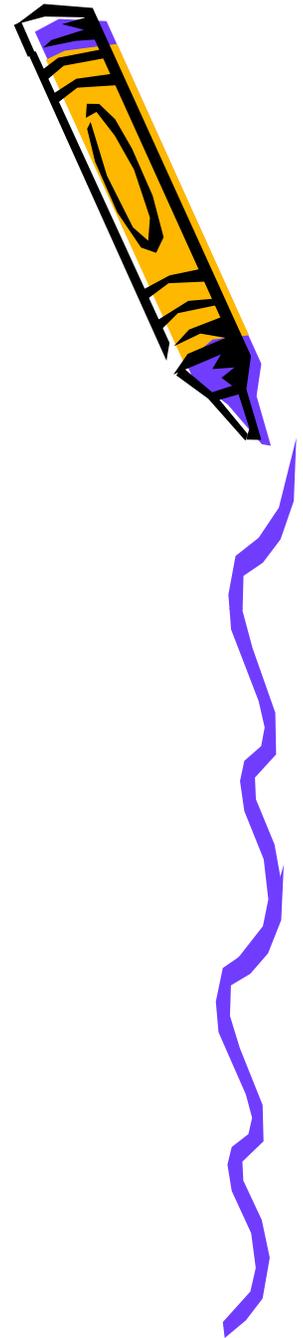
Opportunities for Artists, Galleries & Restaurants.

PADUCAH
ARTIST RELOCATION PROGRAM

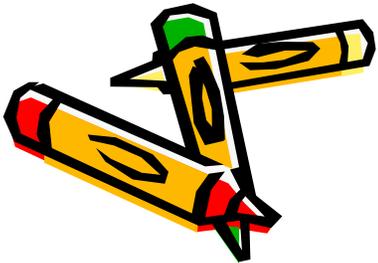
www.paducaharts.com

The complex block contains a rectangular frame with a red border. On the left side of the frame is a painting of a woman with a very long, distorted face. To the right of the painting is text. At the bottom of the frame is a red brushstroke graphic that underlines the word 'PADUCAH' and the program name. The website URL is at the very bottom of the frame.

PADUCAH BANK BLDG



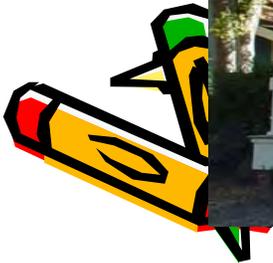
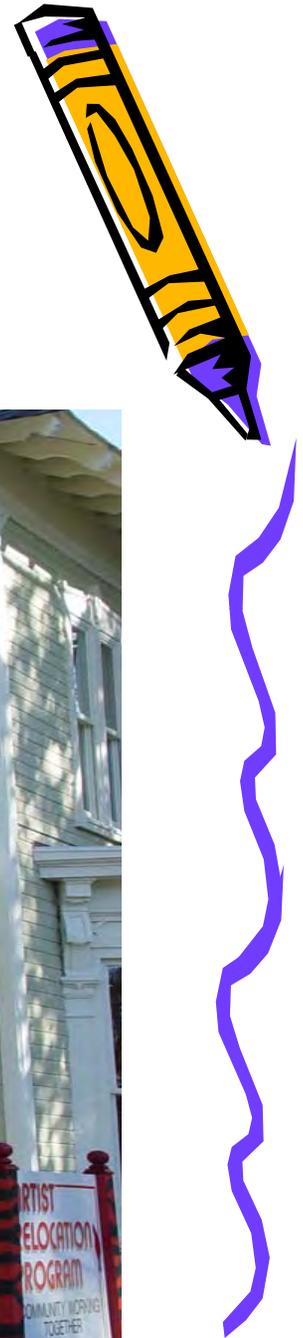
NANCY CALCUTT STUDIO



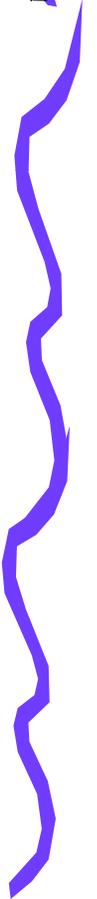
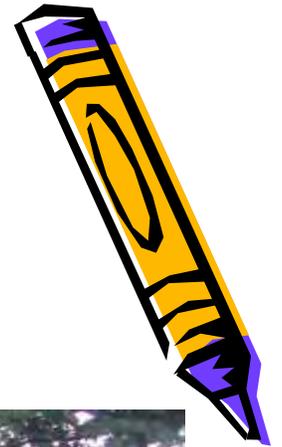
Mentor House Gallery



Global Nomad



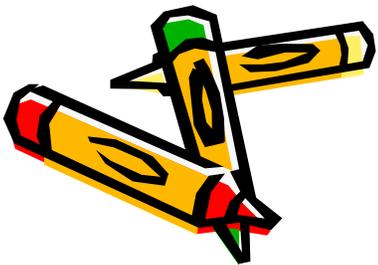
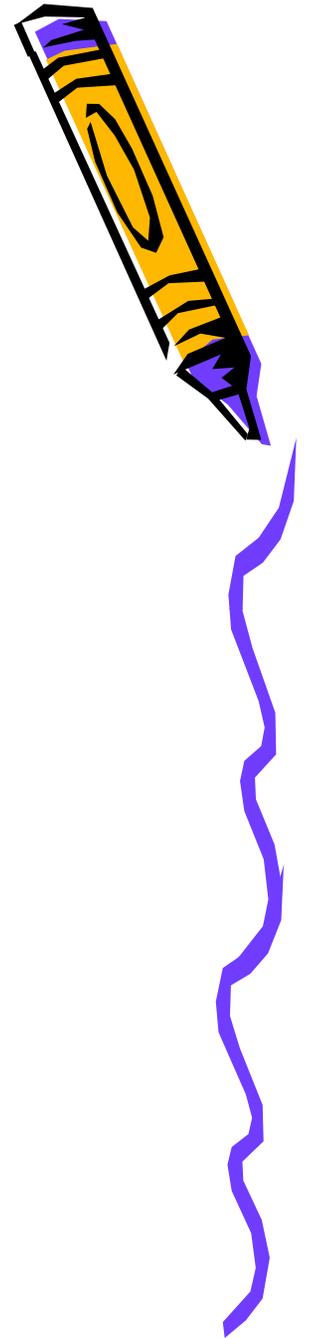
Paducah Artist Relocation Program



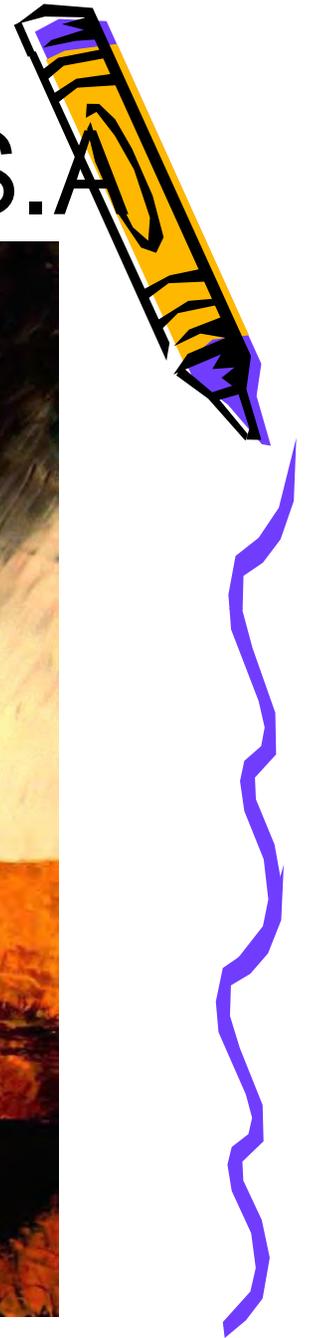
STUDIO MARS



APHRODITE GALLERY



WILLIAM F. RENZULLI P.S.A.



THE IMMEASURABLE

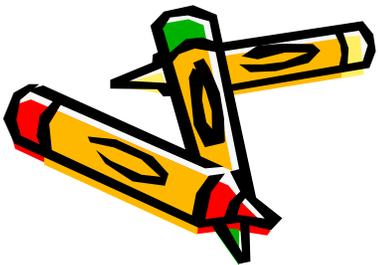
A deep trust in intuition and imagination.

An openness and willingness to pursue new ideas and follow inspirations.

A willingness to push personal boundaries and take risks.

A desire to live life from the inside out.

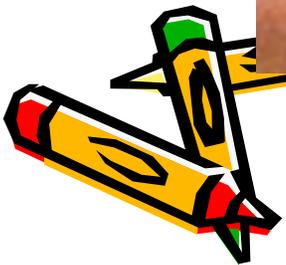
A sense of fearlessness to commit to all of the above.



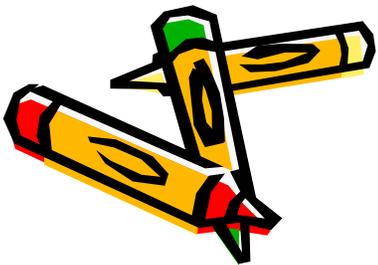
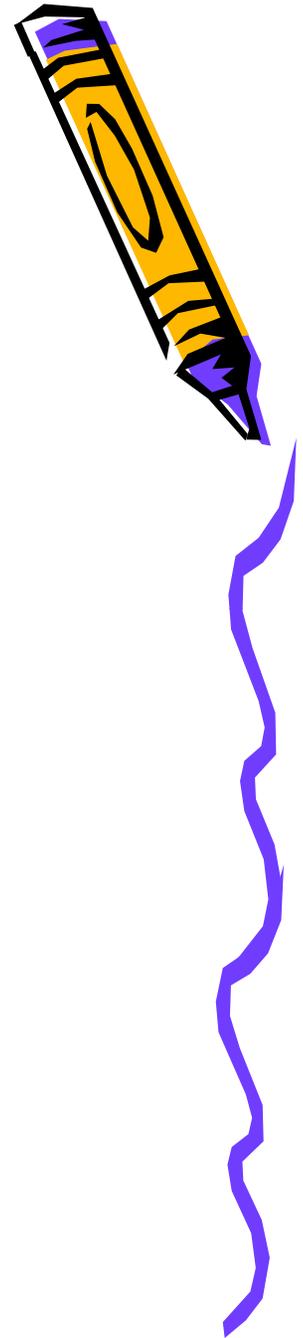
BEAUTY IS IN THE EYE OF THE
BEHOLDER



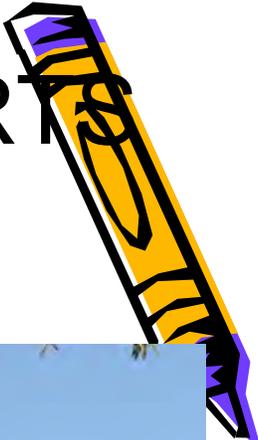
GREY SMOKE STACKS PASTEL RENZULLI



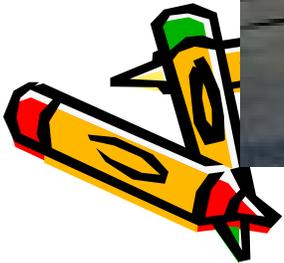
MAIDEN ALLEY CINEMA



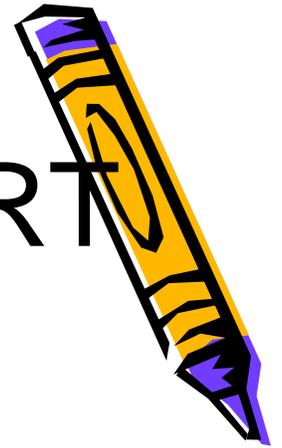
FOUR RIVERS PERFORMING ARTS CENTER



PADUCAH SCHOOL OF ART



PADUCAH SCHOOL OF ART

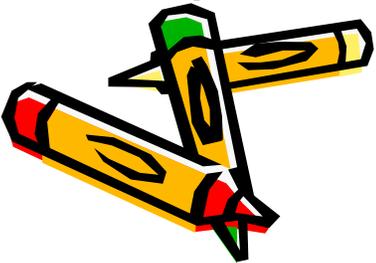


ARTS & ECONOMIC PROSPERITY

The study on greater Paducah...nonprofit arts & culture are a \$39.9 million dollar industry, supporting 819 full-time equivalent jobs and generates \$3.6 million in local & state taxes.

They spend \$10.9 million and leverage \$27.8 million in additional spending.

Individual artists account for \$1.1 million in industry spending.



RESOURCES

Americans for the arts, 2009

www.americanforthearts.org

Paducah Renaissance Alliance

PO Box 809

Paducah, KY 42002

270-444-8649

