

Press Release



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FOR IMMEDIATE RELEASE

Frederick Receives Arts & Entertainment Outstanding Achievement Award

Baltimore (March 10, 2010) — In recognition of the significant contributions made to Maryland’s economy through art and culture, the Downtown Frederick Arts & Entertainment (A&E) District was presented today with the *Arts & Entertainment Outstanding Achievement Award* by the Maryland Department of Business and Economic Development (DBED).

“Under the leadership of the Frederick Arts Council and the Downtown Frederick Partnership, the district has harnessed the power of the arts to attract businesses and jobs, encourage economic development and foster civic pride,” said Governor Martin O’Malley. “The promotion of artists and arts events, the strengthening of local cultural enterprises and active community partnerships has resulted in job opportunities and significant contributions to Maryland’s economy.”

DBED Deputy Assistant Secretary Bill Pencek presented the award to Frederick Arts Council Director Shuan Butcher and Downtown Frederick Partnership Director Kara Norman during the annual meeting of A&E District managers held at Maryland Hall in Annapolis. The Downtown Frederick Arts & Entertainment District is co-managed by the Frederick Arts Council and Downtown Frederick Partnership.

The award recognizes Frederick’s success in creating innovative marketing strategies that aided in attracting visitors to Frederick’s galleries, theaters, stores and restaurants and promoted retention of high occupancy rates, even during a challenging economic climate. The district presented five festivals including the free Frederick Festival of the Arts, six Artist Markets, nine *Alive@Five* after work arts events, and outreach sessions for the business and general community regarding benefits of A&E districts. Frederick is the only A&E district in Maryland to co-sponsor an economic impact study through Americans for the Arts.

Frederick was designated as an Arts & Entertainment District in 2003. Arts anchors in the district include the Weinberg Center for the Arts, the Delaplaine Visual Arts Center and the Cultural Arts Center of Frederick County.

In accepting the award, Butcher commented, "Downtown Frederick has become a hotbed for creativity over the past several years. It is home to a nationally-juried arts festival, two major film festivals, internationally-recognized public art, visual and performing arts centers and numerous vibrant arts organizations. And that is just a part of it. Frederick truly is an arts destination. We appreciate the Maryland State Arts Council's support of the Arts and Entertainment Districts."

"We are thrilled with this exciting recognition from the Maryland State Arts Council and the state. The current vibrant art scene found in Downtown Frederick is the result of the hard work of many individuals and organizations over several years and recognizes the critical impact of the arts on the downtown economy. Not only do the arts create a higher level of excitement in our downtown, they also are critical drivers of customer traffic to the more than 250 unique shops and restaurants that call Downtown Frederick home" said Kara Norman, Downtown Frederick Partnership Executive Director.

The Outstanding Achievement Award is presented annually to a district board chair or executive director for excellence in one or more of five areas: marketing, public art, economic development, special events and festivals, and A&E education and outreach.

Maryland's Arts & Entertainment Program was one of the first in the country and since 2001 has grown to include 18 districts located across the state, from Western Maryland to the Eastern Shore. The program provides state incentives to help Maryland localities organize special zones that harness the power of their cultural resources. Applications for district designation are accepted annually.

The Arts & Entertainment Program is administered by the Maryland State Arts Council, an agency of the DBED under the direction of the Division of Tourism, Film and the Arts. For information on the program, contact Executive Director Theresa Colvin at 410-767-6555 or visit www.msac.org.

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DOWNTOWN FREDERICK ARTS & ENTERTAINMENT DISTRICT FACT SHEET

Location: Frederick County
Year Authorized: 2003
Managing Entity: Frederick Arts Council, Inc. and Downtown Frederick Partnership
Website: <http://www.frederickartscouncil.org>
County Size: 224,705
District Size: 327 acres

Contacts: Shuan Butcher, Executive Director
Frederick Arts Council

Kara Norman, Executive Director
Downtown Frederick Partnership

Accomplishments: Marketing/Public Relations:

- Featured arts-related project person regularly in issues of Partnership Press
- Promoted Downtown Frederick Gift Cards (over 140 participating stores, galleries, restaurants and theatres)
- Planned and designed new A&E Brochure to be produced during FY2010

Economic Development:

- Co-sponsored local economic impact of the arts study through Americans for the Arts
- Completed study to determine economic impact of First Fridays
- Held six Frederick Artist Markets
- Sold more than 1800 Downtown Frederick gift cards (more than \$82,000 redeemed)
- Occupancy Rates: Storefront/Commercial 92%, Residential 97%, Mixed Use 92%

Special Events & Festivals:

- Held 12 First Saturdays including Art Downtown in June
- Held nine “Alive@Five” events
- Mayfest
- Frosty Fridays
- Festival of the Greens
- Frederick Festival of the Arts (eliminated admission fees)
- Fashion Week
- Community-wide Big Band Dance
- “Great Frederick Float”

Public Art Projects

- Public Art Project – Bronze Calf sculpture by artist Adam Lubkin located in Carroll Creek Linear Park
- Launched “Arts a Ball” artist decorated baseballs around the city

Education & Outreach:

- Hosted regional TADD Meeting (Tourism and Downtown Development)
- Hosted MSAC (Maryland State Arts Council) Annual Retreat
- Hosted CAAM (Community Arts Alliance of Maryland) Retreat: Statewide bi-annual gathering and planning for Maryland's 24 County Arts Councils
- Held information sessions for business and general community regarding A&E incentives and benefits of A&E designation