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# **Downtown Market Square Development Project**

## **The Genesis of an Arts, Culture & Creative Economy St. Croix, USVI**

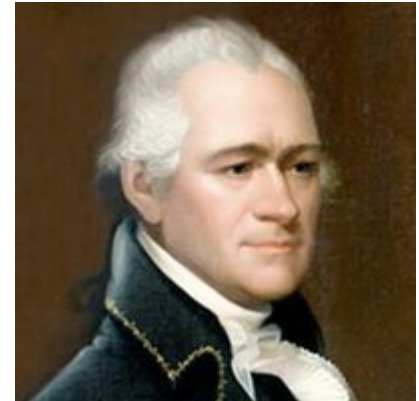
A SEDI JumpStart Tourism & Smart Island Development

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# Building the Arts, Culture & Creative Economy Sector and Hub

The St. Croix Foundation Renovation the Old Alexander Theatre. The development of the Alexander Hamilton & Caribbean History Smart Museum. Lalabela Academy-Establish the School for Performing Arts and Production. Designation of downtown Christiansted as a National Heritage Area, and FFAM Festival & S.T.A.R.S Film & Music Video Production District. Market Square the Making of A World-Class Regional Entertainment Hub, Gateway and Industry.

Source: [FFAMFestival.com](https://ffamfestival.com)



## **What do we mean by cultural heritage tourism?**

Cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the United States. Travelers who engage in cultural tourism activities visit the following:

- art galleries, theater and museums
- historic sites, communities or landmarks
- cultural events, festivals and fairs
- ethnic communities and neighborhoods
- architectural and archaeological treasures

## **Who are the cultural travelers?**

Most cultural travelers want to enrich their lives with new travel experiences. This is particularly true among those aged 18-34, 75 percent of whom agreed that trips where they can learn something new are more memorable to them.

- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed.
- Generation X and Y'ers (ages 18-34), are more apt than Matures aged 55+ to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Households headed by Baby Boomers (ages 35-54) are most likely (41%) to participate in these activities.

**The arts and cultural sector contributed over \$763.6 billion to the American economy in 2015—more than the agriculture, transportation, or warehousing sectors, according to new U.S. government data released Tuesday by the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA).**

**The arts generated 4.2% of the overall U.S. GDP, with roughly 4.9 million Americans working in the sector in 2015, the latest year for which data is available. Collectively, those employed in the sector earned over \$370 billion, according to the findings.**

**The sector expanded by an average of 2.6% annually between 2012 and 2015, just outpacing the 2.4% growth of the economy overall, according to the report. Between 2014 and 2015, the sector grew at a rate of 4.9% after adjusting for inflation.**

# The Exterior of Old Alexander Theatre

St. Croix Foundation Pending Project  
Proposal to Renovate the Alexander  
Theatre

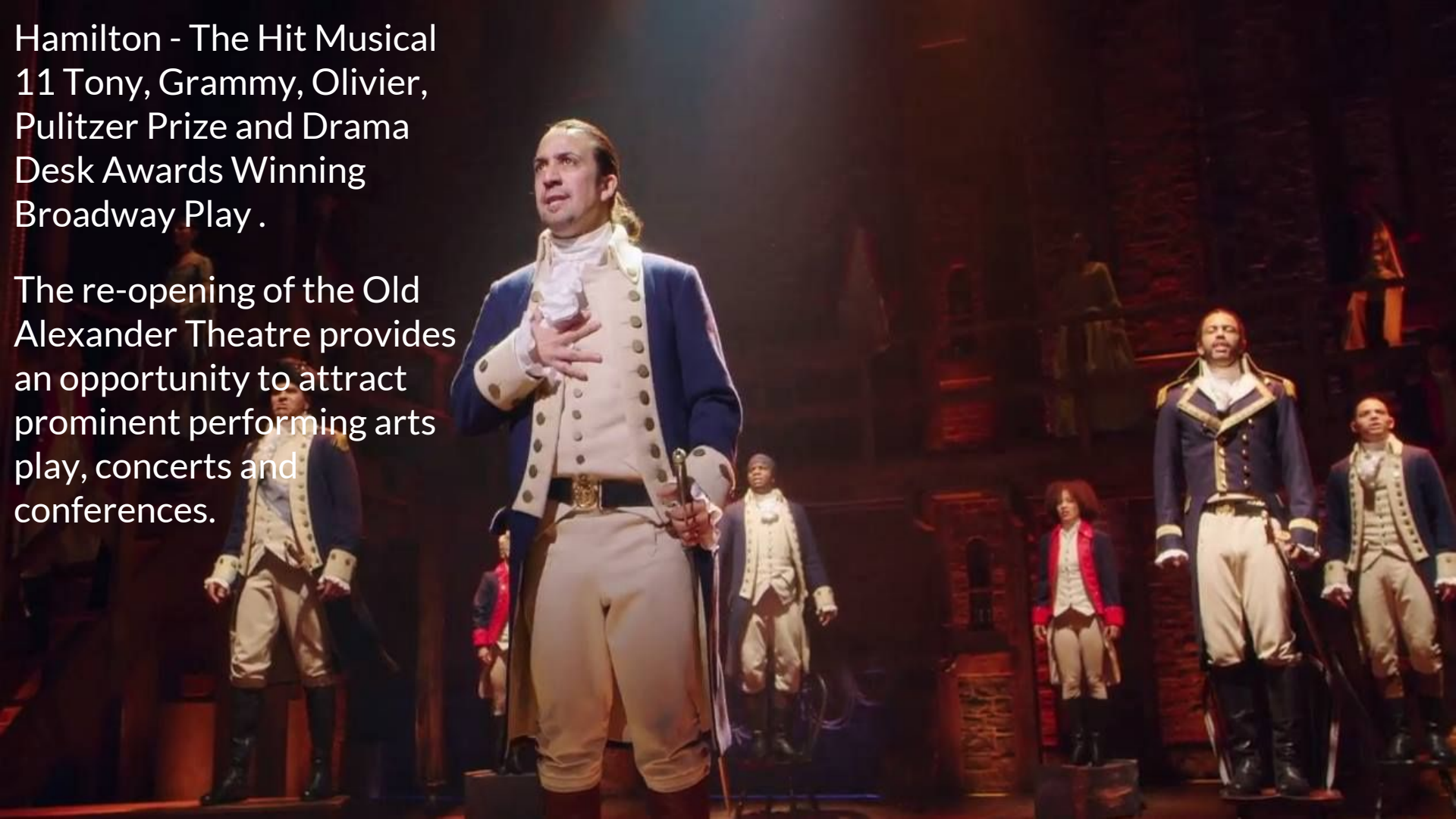


# Inside the Old Alexander Theatre.



Hamilton - The Hit Musical  
11 Tony, Grammy, Olivier,  
Pulitzer Prize and Drama  
Desk Awards Winning  
Broadway Play .

The re-opening of the Old  
Alexander Theatre provides  
an opportunity to attract  
prominent performing arts  
play, concerts and  
conferences.



# Downtown Market Square St. Croix

Apply for National Heritage Area Designation, Historic Film Production and Art District.





# A New Arts, Culture & Creative Economy Sector Hub

**Arts Sector Contributed \$763.6 Billion to U.S. Economy—More Than Agriculture or Transportation, New Data Shows**

The arts and cultural sector contributed over \$763.6 billion to the American economy in 2015—more than the agriculture, transportation, or warehousing sectors, according to new U.S. government data released Tuesday by the Bureau of Economic Analysis (BEA) and the National Endowment for the Arts (NEA).

“What’s great about this government report is a formal recognition of arts and culture as an industry by the economists of the U.S. government. So in the same way that ‘travel and tourism’ is treated like a real industry, so are the arts,” said Margy Waller, a senior fellow at the research group Topos Partnership.



# FFAM Festival & STARS

2019 Food. Fashion. Arts. Music  
Festival & STARS Event Historic  
Downtown Christiansted, St. Croix.



# FFAM Festival & STARS

2019 Food. Fashion. Arts. Music  
Festival & STARS Event Downtown  
Christiansted, St. Croix.





## Food & Wine Showcase

Transforming St. Croix Culinary Community. Presenting the finest Restaurants and Cuisines.

# Fashion & Music Showcase Combining the Arts and Fashion





# Alexander Hamilton An American Founding Father and Boyhood Home Site in St. Croix

Proposed Area to build the Alexander Hamilton &  
Caribbean History Museum.



A portrait of Alexander Hamilton, an American Founding Father, shown from the chest up. He is wearing a dark coat and a white cravat. The background is dark.

# ALEXANDER HAMILTON

*The Formative Years*

MICHAEL E. NEWTON

A street scene in a historic downtown area. On the left, a modern building with a window is partially visible. In the center, there's a large, leafy tree and a street lamp. To the right, a two-story brick building with arched windows and a pinkish facade is visible. The ground is a mix of dirt and concrete, with some debris and a blue tarp. The sky is blue with scattered clouds.

# Alexander Hamilton & Caribbean History Museum New Proposed Site Under Consideration

Adjacent to Alexander Hamilton  
Boyhood Home in Historic Downtown  
Christiansted and Market Square



# Alexander Hamilton & Caribbean History Museum New Proposed Site Under Consideration

Adjacent to Alexander Hamilton  
Boyhood Home in Historic Downtown  
Christiansted and Market Square

# Smart Island Development IoT & Smart Museum.



*A Hamilton*

ALEXANDER HAMILTON  
1757-1804. American statesman

# Guardian of Culture Moko Jumbies



More than 50 million Americans  
travelled abroad in 2015

**THAT'S MORE THAN THE  
POPULATION OF  
CALIFORNIA AND  
TEXAS COMBINED**

Source: [travel.trade.gov](http://travel.trade.gov)



# Economic Impact of the Nonprofit Arts & Culture Industry (2015)



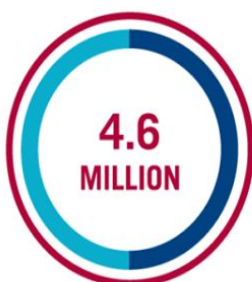
**Total Direct Expenditures**  
\$63.8 BIL + \$102.5 BIL



**Resident Household Incomes**  
\$49.43 BIL + \$46.64 BIL



**Total Government Revenue**  
\$11.86 BIL + \$15.68 BIL



**Full-time Equivalent Jobs**  
2.3 MIL + 2.3 MIL

■ Organization ■ Audiences ■ Total



**ARTS &**  
**ECONOMIC PROSPERITY 5**



# SEDI Vision 2020 Milestones

**January 2014**

Introduction of SEDI Vision  
2020 Economic Development

**January 2018**

Launching of FFAM Festival & STARS and  
Introduction of Lalabela Academy Program

2014

2020

**January 2016**

Development of JumpStart  
Tourism Initiative

**January 2020**

JumpStart Tourism in  
Progress/Implemented Smart  
Museum IoT

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# Power of Arts, Culture & Creative Economy

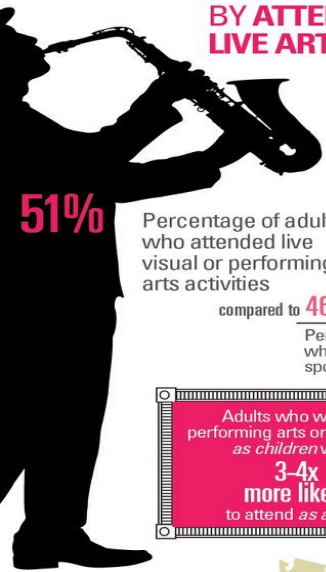
**Art Galleries,  
Theaters and  
Museum**

**Historic Sites,  
Communities and  
Landmarks**

**Cultural Events,  
Festivals and  
Fairs**

# How do Americans participate in THE ARTS?

## BY ATTENDING LIVE ARTS



51%

Percentage of adults who attended live visual or performing arts activities

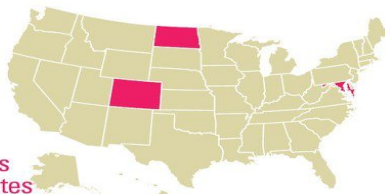
compared to 46%

Percentage of adults who exercised or did a sports activity

Adults who went to performing arts or museums as children were **3-4x more likely** to attend as adults

Colorado  
Maryland  
North Dakota  
had

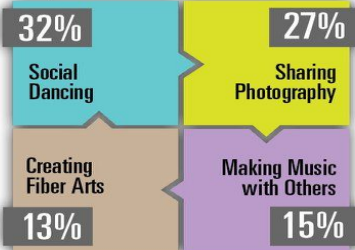
Performing Arts Attendance Rates of **50%**



average state attendance: 37%

## BY ART MAKING AND ART SHARING

### Popular Genres



19%

used electronic media to share art they created, edited, or remixed.

African Americans were **more likely**

than other racial/ethnic groups to create or perform visual arts or music through electronic media.

Men were **twice as likely**

as women to use electronic media to create or perform music.

## BY USING ELECTRONIC MEDIA

- 71% used electronic media to watch or listen to art
- 34% used an electronic device to download, watch, or listen to music
- 45% used the Internet to watch or listen to broadcast arts performances

and **54%** watched or listened on TV and radio

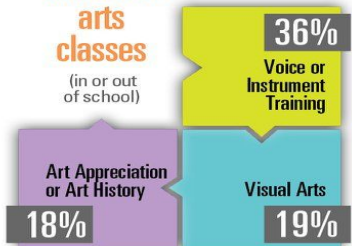
## BY ARTS LEARNING

More young adults reported taking art classes or lessons in childhood in past 10 years.

More African Americans and Hispanics took acting, dance, creative writing, and music classes.

Most popular childhood arts classes

(in or out of school)



# FFAM/CGT Music Showcase and Caravelle Hotel & Casino Concert

**APTIM**  
EXPECT THE  
EXTRAORDINARY

**CARAVELLE** **VIGL**  
*Bringing the VI the*  
*in Entertainment*

