

Notice of Meeting of the Arts and Culture Advisory Board of the City of Georgetown, Texas May 19, 2026

The Georgetown Arts and Culture Advisory Board will meet on May 19, 2026 at 3:00 PM at City Hall, 808 Martin Luther King Jr Street, Georgetown, TX 78626.

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

The Arts & Culture Advisory Board will be having their annual Board Retreat on May 19th in Georgetown, TX. This will be a Workshop only with no action items.

Regular Session

1.A Arts & Culture Board Retreat

Discussion on the following topics:

- Arts & Culture Strategic Plan
 - Clarify City Goals
 - Review Plan Alignment
 - SWOT Analysis

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2026, at _____, and remained so posted for at least three business days preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Arts and Culture Advisory Board
May 19, 2026

SUBJECT:

Arts & Culture Board Retreat

SUGGESTED ACTION:

Discussion on the following topics:

- Arts & Culture Strategic Plan
 - Clarify City Goals
 - Review Plan Alignment
 - SWOT Analysis

ITEM SUMMARY:

FINANCIAL IMPACT:

SUBMITTED BY:

Shelly Sommerfeld, Economic Development plus

ATTACHMENTS:

[Strategic Planning Retreat Agenda.pdf](#)

[Item Attachment_Final Arts and Culture Strategic Plan for the City of Georgetown_2020-2025.pdf](#)

[Item Attachment_2025 Economic Impact Study.pdf](#)

[Item Attachment_2026 Goal Alignment.pdf](#)

[Item Attachment_Strategic Planning Session Draft of Goals.pdf](#)

Strategic Planning Retreat
Tuesday, May 19th 3-6pm

I. Clarify City Goals (3-3:30pm)

A. Leverage City-owned Cultural Facilities (Grace Heritage, GAC, Shotgun House) for revenue generating programs that are aligned with mission of the Arts and Culture Program: ***The City of Georgetown Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement & cultural participation, fostering business development, and facilitating cultural tourism through public art programming & collaborative events.***

B. Vision: ***Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a nationally recognized arts destination by 2030.***

II. Review Plan Alignment Document (3:30-4:30pm)

A. Expand or amend any of the proposed 2026 Goals given the recommendations of the 2025 Economic Impact Study and 2024 Downtown Master Plan?

Scribe/Photographer

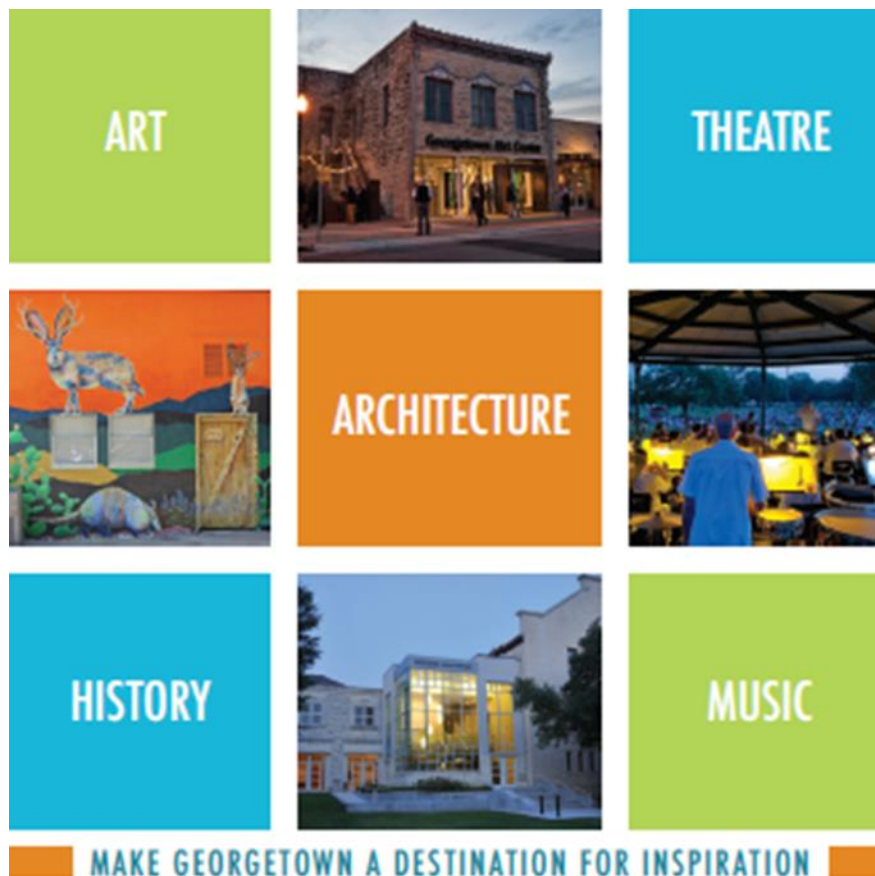
Break: (4:30-4:45pm)

III. SWOT Analysis (4:45-5:45pm)

Led by Debra Soule

IV. Conclusion (5:45-6pm)

City of Georgetown
A Texas Commission on the Arts Cultural District
Georgetown Arts and Culture Strategic Plan
2020-2025 Update



Georgetown’s Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement & cultural participation, fostering business development, and facilitating cultural tourism through public art programming & collaborative events.

Executive Summary

The Arts and Culture Board was established for the purpose of actively pursuing the placement of public art in public places and serving to coordinate, promote and support public access to the arts. The Board was also established to encourage, stimulate, promote and foster programs for the cultural enrichment of the City, thereby contributing to the quality of life in Georgetown, and to develop an awareness of the value of the arts in the business community, local government and the general public.

According to the Arts and Culture Board's bylaws, the Board is directed to:

1. Ensure the arts continue to be of value as an integral part of Georgetown;
2. Seek to improve communication and organization of the activities in the Georgetown arts community;
3. Promote the arts in Georgetown to enrich the lives of its residents through education and demonstration;
4. Assist other City boards, commissions and committees and the City Council in using public art to enhance development in public parks and other public lands and structures;
5. Advise other City boards, commissions and committees and City departments regarding artistic components of municipal projects under consideration by the City and serve as a resource for artistic components of private developments;
6. Develop and recommend to the City Council policies and programs that would enhance and encourage planning, placement and maintenance of public displays of art in locations open to the public within the community;
7. Encourage connections with other local, regional and national organizations working for the benefit of art and preservation of artistic values, and other similar activities;
8. Recognize and encourage groups and organizations that enrich Georgetown life by bringing cultural and artistic values and artifacts to the City; and
9. Pursue funding, including gifts and grants, for support of art programs and activities and the procurement of public art.



Georgetown Palace Theatre

Purpose

The purpose of the Arts and Culture Board's Strategic Plan is to establish goals and objectives to accomplish the directives established in the Board's bylaws. Two of the City's major planning documents, the **2030 Comprehensive Plan** and the **Downtown Master Plan** call for promoting and establishing more arts and cultural venues and events. The **2030 Comprehensive Plan** calls for the City to invest in arts and cultural facilities and to establish Georgetown as a cultural destination by promoting a vibrant community of artists and artisans. The **Downtown Master Plan** calls for more arts and cultural venues for the downtown and the creation of an arts, cultural, and entertainment district. The formulation of an arts and culture strategic plan helps meet the goals of these two major planning documents.

Members of the Arts and Culture Board believe a vibrant arts community and cultural offerings are good for the quality of life for residents, will attract visitors, and will assist Georgetown in becoming a nationally recognized arts destination by 2030. The plan incorporates eight major goals:

- I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District
- II. Continue to develop and expand the Georgetown Public Art Program
- III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District
- IV. Explore the possibility of establishing a vibrant Arts Incubator Facility that includes an Artist in Residency Program
- V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown
- VI. Provide grants to local arts and culture nonprofit organizations
- VII. Maintain Texas Commission on the Arts Cultural District Designation
- VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations

Goals, Objectives, and Strategies

Goal I. Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District



Objective a. Ensure the Georgetown Art Center fulfills its mission of elevating the arts in the community

Strategies

- i. Support the Georgetown Art Works Board in developing a strategic plan
- ii. Support the Georgetown Art Works Board in positioning the organization to apply for grants

Goal II. Continue to develop and expand the Georgetown Public Art Program

Objective a. Continue to develop and expand streetscape art

Strategies

- i. Expand the Utility Box Art Program
- ii. Collaborate with CVB and Main Street to develop a strategy for gateway signage and artistic banners
- iii. Explore opportunities for bridge public art

Objective b. Continue to develop and expand the Georgetown Sculpture Tour



Barn Martian by Dave Speer



Strength by Julio Sanchez de Alba

Strategies

- i. Increase the reach of the Call for Proposals
- ii. Increase stipends offered
- iii. Develop recruitment strategies for sculptors
- iv. Explore marketing/event opportunities for the tour

Objective c. Develop Guidelines for Commercial Murals and further develop the current City Mural Program



Commercial Mural; *Greetings from Georgetown Tx* by Sarah Blankenship

Objective d. Develop a Sculpture Garden of permanent sculptures purchased by the City in the new City Center and Public Art Plaza



Public Art at the Georgetown Public Library

Objective e. Expand the Public Art Program outside the Cultural District

Strategies

- i. Continue to work with the Parks and Recreation Department toward dedicating parkland for public art
- ii. Expand Sculpture Tour and Utility Box Art Program outside the Cultural District



Lady of Georgetown by Mya Stoessel



Colorful Georgetown by Makenna Baylor, Cassidy Salyer, and Beti Wain

Objective f. Percentage for Public Art

Strategies

- i. Develop a program for a percentage of Public Art in Public Development Agreements
- ii. Continue to advocate for the current 1% for Public Art in City Buildings and strive for a higher percentage over time
- iii. Add budget item for the purchase of artwork for the City Permanent Collection



Public Art in City Buildings; *El Arbol* by J Muzacz, *Dayscape Wonder* by Kevin Greer, *Blue Hole Park* by Mike McConnell, Collages by Carol Light

Goal III. Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District



Carnegie Hall, New York City

Objective a. Establish a budget for a Needs Assessment and Feasibility Study that may explore a partnership between the City and partnering organizations, as well as field studies of existing performing arts centers

Strategies

- i. Explore the feasibility of an arts complex that is inclusive and multi-disciplinary, including but not limited to gallery space, incubator space, artist residency space, large performance auditorium, smaller performance spaces
- ii. Identify location
- iii. Develop relationships with local philanthropists, funding organizations, and other funding avenues

Goal IV. Explore the possibility of establishing a vibrant Arts Incubator facility that includes an Artist in Residency Program

Objective a. Explore alternatives that may include partnerships with local businesses

Objective b. Gather more information and conduct field studies of existing incubator and residency programs

Objective c. Identify a location

Goal V. Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown



Meta Garden

Rebecca Bennett

JAN 10 - FEB 9, 2020

GeorgetownArtCenterTX.org

ARTIST RECEPTION
SATURDAY Jan 11, 6-8PM
Free Admission

ARTIST TALK
SUNDAY Jan 12, 2PM
Free Admission

EXPERIENCE ART. GEORGETOWN ART CENTER

- Objective a.** Increase diversity of programming and collaboration between local arts organizations
- Objective b.** Partner with Downtown Development on the Gateway Signage Project
- Objective c.** Partner with CVB on tourism initiatives
- Objective d.** Develop an Arts Marketing Plan and Budget
- Objective e.** Develop Guidelines for street performers
- Objective f.** Attract arts businesses
- Objective g.** Annual arts festival and/or quarterly Arts Stroll
- Objective h.** Expand Brown Bag Luncheon Program

Goal VI. Provide grants to local arts and culture nonprofits



Objective a. Update current grant guidelines to include a rubric for scoring

Strategies

- i. Require workshop attendance to apply for grants
- ii. Require organizations to have 501c(3) status
- iii. Establish two categories – Established and Emerging Organizations

Objective b. Increase the Arts and Culture budget to provide more funding for grants

Objective c. Establish a permanent line item in annual budget for select arts and culture programming that demonstrates sustainability, diversity, and an economic development component

Strategies

- i. Texas Society of Sculptors
- ii. Georgetown Art Center's Art Hop

Goal VII. Maintain Texas Commission on the Arts Cultural District Designation



Objective a. Utilize the resources available to Cultural Districts

Strategies

- i. Apply for grants
- ii. Advocate for the full 15% of HOT go to Arts and Culture
- iii. Develop an Arts Marketing Plan
- iv. Participate in legislative arts advocacy by maintaining memberships with Texans for the Arts and Americans for the Arts

Objective b. Increase diversity of arts and culture programming in order to provide outreach to underrepresented groups and increase arts participation across all audience segments



Preserving History mural by Norma Clark and Devon Clarkson

Strategies

- i. Implement marketing initiatives to reach diverse populations
- ii. Prioritize demographic data collection for arts events

Objective c. Increase accessibility to the arts through innovative, engaging, and interactive arts and culture programming for all audience segments

Goal VIII. Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations



City staff; Eric Lashley, Library Director and Amanda Still, Arts and Culture Coordinator with *Quest for Knowledge* by Jay Schaan

The **ECONOMIC** **IMPACT** of **ARTS AND** **CULTURE**

in Georgetown, Texas

Produced for the City of Georgetown

By Jon Stover & Associates in collaboration with Asakura Robinson

SEPTEMBER 2025





About This Report

Georgetown has become known for its vibrant arts and culture scene, which enriches the lives of community members and residents, while also bringing visitors to the area to enjoy arts experiences and flagship events. Georgetown’s arts and culture scene is a strong driver of economic development, providing jobs, business-to-business spending, and further spending of earned income, as well as attracting new residents and businesses to Georgetown. This report articulates the economic impact of Georgetown’s arts and culture to highlight the contributions and value of local arts and culture, as well as provides strategic recommendations for further support for the arts and culture landscape. The economic impact figures presented in the report are annual amounts derived from the particular year of the model (for more details, refer to the methodology section). This report was developed by Jon Stover & Associates with support from the City of Georgetown and Asakura Robinson.

EXECUTIVE SUMMARY

Georgetown’s arts and cultural economy supports over 640 jobs annually, while playing a key role in attracting visitors, residents, and investment to the city.

In 2024, arts and culture generated the following economic impacts:



Georgetown’s arts and culture economy contributes approximately 644 jobs, \$34.9 million in salaries and wages, and \$113.7 million of total economic output annually. This impact is driven by both the operations of arts and cultural businesses and organizations, as well as the spending by visitors from outside the area drawn to Georgetown’s cultural events and amenities.

Arts and culture in Georgetown have additional economic benefits that, while difficult to quantify, can be just as significant to the long-term health of the local economy. The city’s cultural district, public art, and other cultural assets help create a sense of place that encourages capital investment and business growth, while helping to retain and attract residents. In addition, the city’s cultural district and cultural institutions play a key role in strengthening the social fabric of Georgetown, bringing long-time and newer residents together around shared activities, spaces, and shopping. As Georgetown continues to grow and evolve, arts and culture will play a key role in preserving Georgetown’s identity, quality-of-life, and economic resiliency.

The Composition of Georgetown’s Arts and Cultural Economy

Georgetown’s arts and cultural economy is composed of a variety of industries, ranging from the performing arts to local retailers and creative services.

The city’s arts and cultural economy includes establishments directly involved in the production, promotion, and distribution of creative goods and services. This includes the “core industries” (as defined by the National Endowment of the Arts) typically associated with the arts creative production, such as performing arts companies, museums, design services firms, and arts schools, as well as “supporting industries” that facilitate the creation of artistic works, provide information or publication services, or manufacture artistic products.

Arts and culture are also key tourism drivers, attracting visitors who come to Georgetown and spend on restaurants, retailers, hotels, and other recreation and entertainment. This visitor spending represents another key component of arts and culture’s economic impact.

CORE INDUSTRIES

Establishments directly involved in the production of cultural goods and services

SUPPORTING INDUSTRIES

Establishments that enable or distribute cultural goods and services

TOURISM SPENDING

Out-of-town visitor spending attributable to cultural events and activities

DEFINING GEORGETOWN’S ARTS AND CULTURE INDUSTRIES

Creative activity and the cultural identity of Georgetown weave throughout a wide range of industries in the local economy. While there is no exact definition of the “arts and cultural economy,” this study assesses the cumulative economic contribution of arts and culture by assessing the impact of “core” and “supporting” arts and culture industries (as defined by the National Endowment for the Arts), as well as spending attributable to out-of-town visitors coming to Georgetown primarily due to its cultural amenities (“cultural visitation/tourism”). The cumulative impact of three groups provides a comprehensive estimate of the overall economic contribution arts and culture makes to the local economy.

CORE INDUSTRIES

Core arts and cultural production industries are originators of ideas and content associated with the creation of arts and culture.

- Performing Arts Companies
- Museums
- Design Services (including Architecture, Graphic Design, Interior Design, Photography, and Other Design Services)
- Fine Arts Education
- Art Galleries and Retail

SUPPORTING INDUSTRIES

Supporting industries include businesses and roles that facilitate the creation of artistic works, provide publication services, or manufacture artistic products. These industries make it possible to conduct core industry activities.

- Publishing and Distribution (including Movie and TV Production, Book Publishing, Sound Recording, Broadcasting)
- Craft Manufacturing

TOURISM SPENDING

Georgetown’s cultural businesses and events attract out-of-town visitors spending at a variety of businesses, further boosting the local economy. In 2024, this spending generated approximately \$15.5 million of revenue in the following industries:

- Food and Beverage
- Local Transportation and Gas
- Lodging
- Retail and Shopping
- Recreation and Entertainment

Note: This study’s methodology follows the methodology set forth by the National Endowment for the Arts, a framework currently used for the State of Texas. As such, the “Core Industries” and “Supporting Industries” categorization is based on the definition of the National Endowment for the Arts’ Arts and Culture Satellite Spending Account. Additional methodology details and specific NAICS codes included in this classification can be found on page 19 of this report.

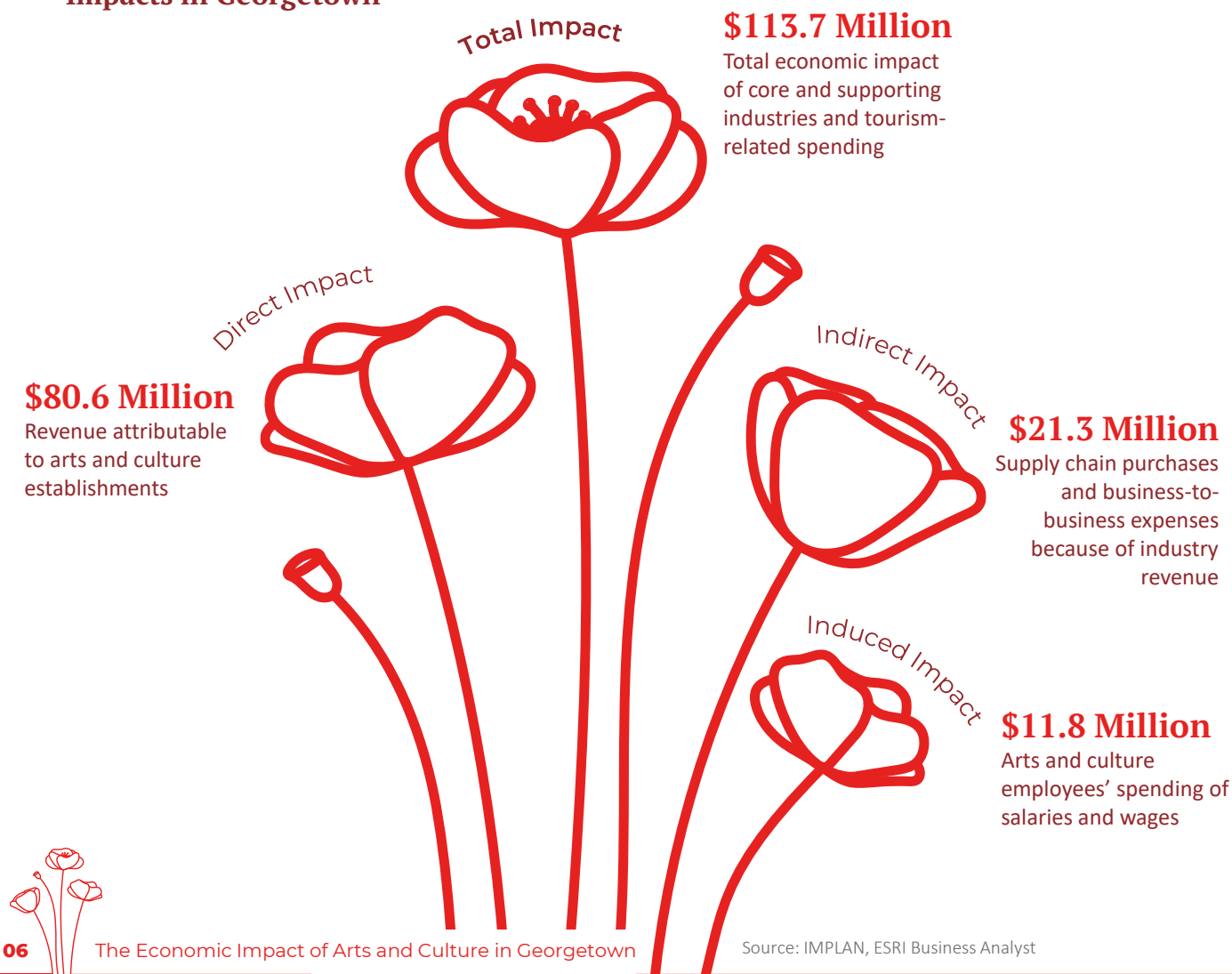
Jon Stover & Associates, 2025



The Economic Impact of Arts and Culture

Georgetown’s arts and culture scene supports 644 jobs, \$34.9 million in salaries and wages, and \$113.7 million in economic output annually. This impact is driven by both the operations of arts and cultural businesses and organizations, as well as spending from outside visitors who come to Georgetown to experience its arts and culture amenities. The overall economic impact includes direct spending on arts and culture, spending in other sectors that are patronized by arts and culture establishments, and spending by employees whose wages come from arts and culture organizations.

How Arts and Culture Generate Economic Impacts in Georgetown



DATA INSIGHTS

Economic Impact by Core and Supporting Industries and Tourism Spending

	Employment	Labor Income	Value Added	Output
Core Arts and Culture Industries				
Direct	316	\$18,741,706	\$31,916,665	\$55,341,590
Indirect	95	\$4,719,924	\$7,402,906	\$14,871,078
Induced	51	\$2,602,281	\$5,612,462	\$8,854,669
Sub-Total Impacts	462	\$26,063,911	\$44,932,033	\$79,067,337
Supporting Arts and Culture Industries				
Direct	33	\$2,846,603	\$6,757,636	\$14,609,824
Indirect	21	\$1,261,101	\$2,087,559	\$4,229,682
Induced	9	\$454,443	\$979,987	\$1,545,971
Sub-Total Impacts	63	\$4,562,147	\$9,825,182	\$20,385,477
Arts and Culture Tourism Spending				
Direct	98	\$3,211,746	\$6,388,524	\$10,609,271
Indirect	13	\$648,647	\$1,082,396	\$2,235,123
Induced	8	\$414,456	\$893,766	\$1,409,966
Sub-Total Impacts	119	\$4,274,849	\$8,364,686	\$14,254,360
Total Economic Impact of Arts and Culture				
Direct	447	\$24,800,055	\$45,062,825	\$80,560,685
Indirect	129	\$6,629,672	\$10,572,861	\$21,335,883
Induced	68	\$3,471,180	\$7,486,214	\$11,810,606
Total Economic Impact	644	\$34,900,907	\$63,121,900	\$113,707,174

Note: The “Output” column reflects “Industry Output,” which is the value of production of goods and services in a calendar year. Specifically, this figure describes annual revenues plus net inventory change. Employment figures represent full-time and part-time jobs. Source: IMPLAN, ESRI Business Analyst

The Fiscal Impact of Georgetown’s Arts and Culture

Outside of economic impact, Georgetown’s arts and culture scene also contributes to the city and state’s tax base. The fiscal impact of arts and culture is the increased tax revenue that is raised due to spending on arts and culture. In 2024, Georgetown’s arts and culture generated approximately \$858,00 million to the City of Georgetown, \$346,000 to Williamson County, and \$2.4 million to the State of Texas for a total fiscal impact of \$3.6 million.

Fiscal Impact by Core and Supporting Industries and Visitor Spending (2024)

	City of Georgetown	Williamson County	State of Texas	Total Fiscal Revenue
Core Industries	\$203,111	\$181,127	\$911,971	\$1,296,209
Supporting Industries	\$78,487	\$67,818	\$350,328	\$496,633
Visitor Spending	\$576,841	\$97,390	\$1,157,772	\$1,832,004
Total	\$858,440	\$346,335	\$2,420,071	\$3,624,846

Fiscal Impact by Revenue Source (2024)

	City of Georgetown	Williamson County	State of Texas	Total Fiscal Revenue
Sales Tax	\$423,161	\$0	\$1,962,651	\$2,385,812
Hotel Occupancy Tax	\$237,448	\$0	\$203,527	\$440,974
Property Tax	\$168,947	\$337,632	\$0	\$506,579
Other Taxes & Assessments	\$28,883	\$8,703	\$253,893	\$291,479
Total	\$858,439	\$346,335	\$2,420,071	\$3,624,845

Note: Property tax, other taxes and assessments, and select sales tax figures calculated by IMPLAN. Hotel occupancy taxes and sales tax figures on visitor spending calculated by JS&A using tax rates as of August 2025. Sales tax revenue for “Georgetown and Williamson County” column includes revenue allocated to other municipalities within Williamson County. Figures use the following tax rates: 2% Georgetown sales tax, 6.25% state-level sales tax, 7% Georgetown hotel occupancy tax, and 6% state-level hotel occupancy tax. The figures may not add up due to rounding.
Sources: JS&A, IMPLAN



“I have seen Georgetown go through a real change in the years I’ve been living here. There’s real vibrancy, and it’s turned into the type of place where there’s something to do every day. Sales have picked up because of the city’s growth. With that comes people who do want to put art in their homes and want to get to know the city better. The City is really invested in promoting the arts, so it’s a sweet spot to be able to really grow the arts.”

- Georgetown Arts Stakeholder

Community Impacts

Georgetown’s arts and culture impacts extend beyond the economy and into community impacts through improved quality of life, connection and social health, and local character and identity. Residents of Georgetown, by participating in the arts and culture scene, connect with neighbors, create a shared sense of place, and participate in rewarding and enriching activities around their community.

SOCIAL CONNECTION

Georgetown’s arts and culture scene provides opportunities for socializing and connecting, another benefit for Georgetown residents and arts patrons.

SENSE OF PLACE

With its exciting events, beloved institutions, and popular annual traditions, Georgetown’s arts and culture contribute enormously to the local character.

INCLUSIVITY AND ACCESS

Georgetown’s arts and culture landscape emphasizes affordability and community, ensuring that everyone can participate.

RESIDENT ATTRACTION AND RETENTION

Georgetown’s arts and culture scene not only attracts new residents to the area but also keeps community members engaged and connected for years to come.

CREATIVITY AND EXPRESSION

Georgetown artists are at the heart of the local community, creating spaces to share ideas, foster creativity, and celebrate what makes Georgetown a great place to live or visit.

COMMUNITY INVESTMENT

The local arts and culture character of Georgetown is a significant economic development driver for the City, fueling additional development and investment.

VOLUNTEERISM AND CIVIC PRIDE

Arts and culture experiences bring people together, building community and growing a sense of stewardship and local pride.

A SPOTLIGHT ON GEORGETOWN

Georgetown’s arts institutions, events, and greater cultural district serve a growing and evolving population.

“Small artists can turn into big business. If you create a space where artists can launch their projects from, they can get big and then come back to Georgetown to support the city.”
- Georgetown Arts Stakeholder



CULTURAL DISTRICT

Downtown Georgetown is the center of tourist activity for Georgetown and a major contributor to its local charm.



SIGNATURE EVENTS

Well-known and popular annual events keep visitors coming back to Georgetown and connect residents and local arts patrons to celebrate the arts.



SHOWCASES

Georgetown venues and events provide an essential opportunity for local artists to gain exposure and build their arts and culture businesses.



INSTITUTIONS

Georgetown’s arts institutions play a critical role in supporting artists, growing the visibility of the arts, and attracting audiences to Georgetown’s arts and culture scene.

MARKET SEGMENTATION AND TRENDS

Georgetown’s arts and culture economy has the opportunity to build off a growing base of arts and culture patrons, balancing engaging new residents and tourism markets while also connecting with long-time residents and patrons around local arts and culture traditions.



RESIDENTS AND ARTS PATRONS These visitors enjoy Georgetown’s classic arts and culture amenities, including the Art Stroll and events at local institutions such as the Palace Theatre. They’re more likely to keep up-to-date with Georgetown arts and culture news and events. Georgetown must manage to retain the kinds of experiences they enjoy even as it looks to bring in new visitors to enjoy the arts and culture scene.



INCOMING YOUNG FAMILIES This is a growing source of arts and culture spending in Georgetown. Families are looking for kid-friendly activities that are accessible, convenient, and connect to Georgetown’s charming character and local history.



COLLEGE STUDENTS AND VISITORS College students and recent graduates are often attracted to Georgetown for its local character and amenities. Georgetown visitors often drive from Dallas, Houston, or San Antonio; the top states for out-of-state visitors include California and Florida.



A HUB FOR ARTS AND CULTURE



The Georgetown Art Center is the headquarters of the City’s Arts and Culture Program, hosting art exhibits, public events, and educational opportunities for all.

Established in 2013 by the Georgetown Arts and Culture Board, the arts center is the hub of arts and culture in the city, facilitating collaborative programming between arts and culture anchors and local arts businesses. As the headquarters of the Downtown Georgetown Cultural District, the GAC offers visual art exhibits, artist talks, and receptions free to the public. Exhibits are curated by a committee of local artists and include a range of solo and group shows. The Art Center’s Cordovan Art School offers classes for adults and children, as well as school break camps, summer camps, and continuing education for arts professionals. The Art Center is an essential partner for Georgetown’s public art installations, which can be found all over the downtown cultural district, including around the Square, in the Art Center, in local parks, at City Hall, and at the library.



SIGNATURE EVENTS CELEBRATING ARTS AND CULTURE



Drawing over 75,000 attendees over three days of festivities, the Red Poppy Festival is Georgetown’s signature event with music, entertainment, art, food, and attractions.

The Red Poppy Festival is a flagship Georgetown event for residents and visitors alike. Hosted in April, the Red Poppy Festival celebrates the history of the flower in Georgetown and the community’s preservation of its presence across town. The festival kicks off on Friday night and runs through Sunday with three days of music, entertainment, and family fun, and features more than 150 artisan vendors. The festival features crowd-drawing headliners as well as events such as the Car Show, Red Poppy Parade, Pet Parade, and Red Poppy Kids Zone. Wide-ranging food vendors and the artisan market welcome attendees throughout the weekend. In addition to providing a beautiful occasion for celebrating community in Georgetown, the festival brings in visitors from around the region, contributes to Georgetown’s arts and culture landscape, and contributes to the local economy.



The Month of the Arts Celebration, each October, is an opportunity for the community to celebrate all forms of art, from music to sculpture, painting, and film.

The Celebration includes a whole range of arts-oriented activities and interactive programming. Patrons participate in an Autumn Art Stroll around the Downtown Cultural District, a celebration of the year’s Sculpture Tour winners, and the South Main Arts Festival, among other events. The celebration is filled with artist demonstrations, arts exhibitions, live music, performing arts, and arts markets. The Month of the Arts highlights the talent and range of Georgetown-area artists, bringing the community together around the arts in an unforgettable weekend each year.



SHOWCASING ARTS AND CULTURE



The Georgetown Palace Theatre celebrates the power of storytelling and our shared human experience with artistic excellence, quality education, and engagement.

The Palace Theatre has long been a home for arts and culture in the Georgetown community. It started as a home for silent pictures, then talkies, with an exceptional history as a movie theater up until 1989. In 1990, Georgetown Palace Theatre, Inc., was founded to save the historic theatre. The Palace successfully re-opened and has performed exciting theatrical seasons ever since. It's the only Art Deco building in downtown Georgetown and provides a classic historic charm that visitors and residents love. The Palace often brings in exciting new events and community activities to keep audiences coming back time and time again. Now, with the Tin Barn staging area and rehearsal stage, Palace Playhouse black box theatre, and Doug Smith Performance Center for its education program, the Palace Theatre continues to be a flagship Georgetown arts and culture destination. Its year-round education has something for all ages, and its performances suit a wide range of audiences.



The Williamson County Art Guild Gallery celebrates local artists, supports events and exhibitions across the Georgetown arts and culture scene, and showcases artistic achievements across all different disciplines.

The Williamson County Art Guild (WillCo Art Guild Gallery) offers affordable and communal gallery space to emerging, evolving, and established artists. Since 2023, the gallery has hosted work from 26 permanent local artists and a monthly show at the front of the gallery to support its members. The WillCo Art Guild creates opportunities for artists to elevate their work in Georgetown, across display spaces, county exhibitions, and festivals and pop-up shows. The gallery supports Georgetown artists as the backbone of the city's arts and culture scene. The Wilco gallery's members represent artistic disciplines from painting, drawing, photography, mixed media, and more. These artists' works can be viewed all around Georgetown in locations like Framers Gallery, the Palace Theatre, the Art Direct gallery space, and the Healing Arts Gallery.



Opportunities to Increase the Impact of Arts and Culture

The City of Georgetown can take several steps to further bolster the economic impact of the arts and its cultural assets in the coming years. The opportunities below are oriented for the City of Georgetown as the lead implementor, but partnering with other key stakeholders and industry leads will be critical for implementation.

Enhance the presence of the Georgetown Art Center as a catalytic launch pad for creative businesses, entrepreneurs, and artists.

Expand space and resources for creative professionals to jumpstart business growth, skill development, and production.

Support the vitality of existing arts business and support organizations.

Expand existing efforts to support local artists and support organizations, while encouraging regular networking and creative partnerships within the existing arts and culture ecosystem.

Double-down on efforts to make downtown an exceptionally inviting and vibrant environment.

Continue investing in public art, streetscaping, and strategic expansions of the Cultural District, in alignment with the Downtown Master Plan.

Expand the draw of the existing set of core arts and cultural events.

Capture more regional visitation to existing and future events to bring more activity and recognition to Downtown Georgetown.

Strategic Action Opportunities for the City of Georgetown and its Partners

Enhance the presence of the Georgetown Art Center as a catalytic launch pad for creative businesses, entrepreneurs, and artists.

- Build on the recent success of the Georgetown Art Center by exploring growth in staff capacity, programming frequency, user resources, and physical expansion.
- Enhance and grow the supply of physical spaces to create and showcase art.
- Assess the feasibility of an arts incubator or makerspace to serve as a launch pad for prospective artists and creative professionals.
- Expand the well-received Artists in Residency program to include more artists and boost promotional efforts to participants.

Double-down on efforts to make downtown an exceptionally inviting and vibrant environment.

- Continue implementing the Downtown Master Plan by investing in landscaping, quality signage, public art, streetscaping, and other placemaking efforts; supporting densification; and developing the Rock St. promenade.
- Continue connecting assets throughout the 9th Street Art Walk to strengthen the link between the South Main Arts District, the Light and Water Works District, and City Hall.
- Ensure the quality and frequency of the popular Arts Stroll is maintained.
- Encourage programming and placemaking investments take place both on and off Courthouse Square to help expand the downtown footprint.

Support the vitality of existing arts businesses and support organizations.

- Organize a regular virtual and/or in-person networking hour for artists, nonprofit arts groups, and other creative professionals.
- Increase grant funding for arts and culture organizations and explore grant support for arts-based businesses.
- Expand marketing and promotion for the Downtown Cultural District as part of the Texas Commission on the Arts' Cultural District Program framework.
- Continue to utilize Texas Commission on the Arts' Cultural District Grant funding.
- Consider increase of Hotel Occupancy Tax funding to the arts to 15% (the maximum allowable share).

Expand the draw of the existing set of core arts and cultural events.

- Expand the market area of core cultural events through targeted marketing to Austin, San Antonio, or other applicable sources of overnight visitors.
- Increase participation in arts and cultural events and programming.
- Hold a roundtable with Sarofim School of Fine Arts, GISD, and downtown arts organizations to discuss opportunities for arts internship programs, cross-promotion of events, and joint-programming that highlight Georgetown's young creative talent.



About This Methodology

The economic impact of arts and culture in Georgetown was analyzed based on the cumulative economic contribution of (a) “core arts and culture industries” and “supporting arts and culture industries,” as defined by the National Endowment for the Arts’ Arts and Culture Satellite Production Account (ACPSA), and (b) spending attributable to out-of-town visitors coming to Georgetown primarily due to its cultural amenities (“cultural visitation/tourism”). Analysis represents the estimated 2024 economic and fiscal impacts.

Arts & Cultural Sector. This study assesses the impact of the city’s arts and cultural establishments classified as within a “core arts and culture industry” or “supporting arts and culture industry.” These include both for-profit businesses and nonprofit organizations. 2024 employment and business data were pulled by NAICS code using ESRI Business Analyst (see table on p. 19 for included NAICS codes) and adjusted by ACPSA industry ratios that estimate the share of arts and culture-related jobs within the overall employment of an industry.

Core Industries. Core arts and cultural production industries, as defined by ACPSA, are originators of ideas and content associated with the creation of arts and culture. These industries include performing arts, museums, design services (such as architecture, graphic design, photography, etc.), and arts schools. This analysis also includes “Art Galleries and Retail” as a core industry, due to the central role such businesses play in Georgetown’s cultural district and artistic ecosystem.

Supporting Industries. Supporting industries include businesses and roles that facilitate the creation of artistic works, provide publication services, or manufacture artistic products. Industries include publishing, movie and television production and distribution, sound recording, broadcasting, and craft manufacturing. These industries make it possible to conduct core industry activities.

Cultural Visitor Spending. The study assesses the amount of consumer spending on lodging, food and beverage, recreation, transportation, and shopping attributable to arts and culture. This total amount of “trip-related expenses” is based on Travel Texas visitor spending estimates for the City of Georgetown, assuming 10% of visitorship is directly attributable to arts and culture. This share is an estimate based on primary trip reason visitation data from tourism impact studies in comparable communities. The actual share of trips attributable to arts and culture in Georgetown may vary. The analysis uses Travel Texas statewide visitor spending averages to estimate consumer spending across each of the spending categories. Shopping and recreation spending were reduced by 60% and 30%, respectively, to account for double-counting of revenue within the arts and cultural sector.

About Georgetown, TX

Georgetown’s Arts & Culture Program enhances the quality of life for the residents and visitors of Georgetown by promoting community engagement, cultural participation, and cultural tourism through public art programming and arts and culture collaborations. The Arts and Culture Advisory Board encourages, stimulates, promotes, and fosters programs for the cultural enrichment of the City contributing to the quality of life in Georgetown and developing an awareness of the value of the arts.

About JS&A

The City of Georgetown engaged Jon Stover & Associates (JS&A) to create this economic impact assessment. JS&A is an economic development consulting firm that specializes in economic and fiscal impact analysis, arts and culture industry analysis, and economic development strategy.

Data Sources and Additional Methodology Details

This study used IMPLAN, which leverages data and multipliers specific to Williamson County to calculate the indirect and induced economic impact and direct fiscal contributions of arts and cultural industries. Multipliers use 2023 data, the most recent available data year in IMPLAN. IMPLAN was used to (a) provide needed data multipliers and (b) generate a model that uses employment and spending inputs to estimate the corresponding impact on jobs, wages, economic output, and fiscal revenue. Other data sources include ESRI Business Analyst (local business and employment data), “2019 Red Poppy Festival Economic Impact Analysis” conducted by Cygnet Strategies (to estimate cultural tourism spending profile), and 2023 event and cultural venue attendance data provided by City of Georgetown.

NAICS Codes Used for Impact Analysis

Core Industries		Supporting Industries	
Industry Description	NAICS Code(s)	Industry Description	NAICS Code(s)
Performing Arts		Information Services	
Performing Arts Companies	711110, 711120, 711130, 711190	Publishing	511110, 511120, 511130, 511191, 511199, 511210
Promoters of Performing Arts and Similar Events	711310, 711320	Motion Pictures	512110, 512120, 512131, 512132, 512191, 512199
Agents/Managers for Artists	711410	Sound Recording	512210, 512220, 512230, 512240, 512290
Independent Artists, Writers, and Performers	711510	Broadcasting	515111, 515112, 515120, 515210, 517110, 517510
Museums	712110, 712120, 712130, 712190	Other Information Services	516110, 519110, 519120, 519130
Design Services		Manufacturing	
Advertising	541810, 541820, 541830, 541840, 541850, 541860, 541890	Jewelry and Silverware Manufacturing	339911, 339913, 339914, 339910, 339912
Architectural Services	541310	Printed Goods Manufacturing	323110, 323111, 323112, 323113, 323115, 323117, 323119, 323121, 323122
Landscape Architectural Services	541320	Musical Instruments Manufacturing	339992
Interior Design Services	541410	Custom Architectural Woodwork and Metalwork Manufacturing	332323, 337122, 337212
Industrial Design Services	541420	Other Goods Manufacturing	327112, 327212, 327215, 339942
Graphic Design Services	541430		
Computer Systems Design	541511, 541519		
Photography and Photofinishing Services	541921, 541922, 812921		
All Other Design Services	541490		
Fine Arts Education	611610		
Education Services	611110, 611210, 611310, 611511, 611519		
Art Galleries and Retail*	--		

*Art Galleries and Retail employment manually estimated by JS&A using online directory of art galleries and other retail establishments primarily selling local crafts and other arts-related goods and available online employment data.

Notes: Not all entities listed under NAICS code classifications are used in the impact analysis, due to duplicates and industries without any registered employment within Williamson County. Analysis excludes construction, government, union management, and publicly managed parks, recreation, and sports facilities employment.

Jon Stover & Associates, 2025



Proposed 2026 Goals From 2020 Strat Plan (Aligned with 2025 Economic Impact Study & 2024 Downtown Master Plan Recommendations)

2020 A&C Strategic Plan	Proposed Goals - 2026 A&C Update	Economic Impact Study	2024 Downtown Master Plan
GOAL 1 - Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District	GOAL 1 – Leverage the Georgetown Art Center (GAC) as a launchpad for the arts in Georgetown a) Position the GAC as the Headquarters of the Downtown Georgetown Cultural District b) Explore the possibility of establishing a vibrant Arts Incubator Facility that includes a Artist in Residency program	Enhance the presence of the Georgetown Art Center as a catalytic launch pad for creative businesses, entrepreneurs, and artists. Expand space and resources for creative professionals to jumpstart business growth, skill development, and production. -Expand space and resources for creative professionals to jumpstart business growth, skill development, and production. -Enhance and grow the supply of physical spaces to create and showcase art. -Assess the feasibility of an arts incubator or makerspace to serve as a launch pad for prospective artists and creative professionals. -Expand the well-received Artists in Residency program to include more artists and boost promotional efforts to participants.	Goal 3.3 - Look for opportunities to expand art related facilities, such as the Georgetown Arts Center
GOAL 2 - Continue to develop and expand the Georgetown Public Art Program	GOAL 2 - Continue to develop and expand the Georgetown Public Art Program a) Introduce matching grants for commercial murals	Continue investing in public art, streetscaping, and strategic expansions of the Cultural District, in alignment with the Downtown Master Plan.	Goal 3.1 - Continue collaboration with the City of Georgetown Arts & Culture Board for opportunities to expand public art. 3.2 - Continue leveraging the Georgetown Commercial Mural Guidelines to seek artistic opportunities as new development /in-fill development occurs. Goal 1.1 - Continue planning/implementing public art on the west side of the Downtown Overlay District to reflect on and tell the story of the Historic TRG Neighborhood
GOAL 3 - Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District	GOAL 3 – Continue the development of a thriving Arts, Culture and Entertainment District in the downtown a) 9 th St Art Walk b) Foster collaboration within CD -through semi-annual Art Strolls c) Foster performing arts opportunities by <u>utilizing existing venues and</u>	Continue connecting assets throughout the 9th Street Art Walk to strengthen the link between the South Main Arts District, the Light and Water Works District, and City Hall. Continue investing in public art, streetscaping, and strategic expansions of the Cultural District, in alignment with the Downtown Master Plan. Continue implementing the Downtown Master Plan by investing in landscaping, quality signage, public art, streetscaping, and other placemaking efforts;	2.2 - Consider a feasibility study on the potential reuse of the Georgetown Light and Waterworks building as a destination use that activates and complements the Light and Water Works District and other surrounding spaces. 9th Street Art Walk The County Tax Office site and Red Poppy Lot are envisioned to redevelop into mixed use facilities that are appropriate to the community. Through this catalytic change, 9th street is improved as an art-themed, pedestrian-oriented

	performance spaces throughout the CD d) Maintain CD designation e) Leverage City owned cultural facilities for arts and culture programming	supporting densification; and developing the Rock St. promenade. Ensure the quality and frequency of the popular Arts Stroll is maintained. Encourage programming and placemaking investments take place both on and off Courthouse Square to help expand the downtown footprint. Expand marketing and promotion for the Downtown Cultural District as part of the Texas Commission on the Arts' Cultural District Program framework.	street which connects the Georgetown Arts Center to City Center and the municipal complex. 1.4 - Develop an interpretive installation that reflects important historical moments, people, buildings & events that helped shape the Downtown Overlay District.
GOAL 4 - Explore the possibility of establishing a vibrant Arts Incubator Facility that includes an Artist in Residency Program	See Goal 1		
Goal 4, Obj. a, Explore alternatives that may include partnerships with local businesses			
GOAL 5 - Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown	See Goal 3		
Goal 5, Obj. e, Develop guidelines for street performers			
GOAL 6 - Provide grants to local arts and culture nonprofit organizations	Provide HOT grants to local arts and culture organizations and arts and culture non-profit organizations promoting cultural tourism	Increase grant funding for arts and culture organizations and explore grant support for arts-based businesses. Consider increase of Hotel Occupancy Tax funding to the arts to 15% (the maximum allowable share).	
Goal 6, Obj. c – Establish a permanent line item in annual budget for selected arts and culture programming that demonstrates sustainability, diversity and an economic development component			

GOAL 7 - Maintain Texas Commission on the Arts Cultural District Designation <u>Goal 7, Obj. c.</u> Increase accessibility to the arts through innovative, engaging, and interactive arts & culture programming for all audience segments <u>Goal 7, Obj. b.</u> - Outreach to under-represented groups and increase arts participation across all audience segments	See Goal 3	Continue to utilize Texas Commission on the Arts' Cultural District Grant funding. Hold a roundtable with Sarofim School of Fine Arts, GISD, and downtown arts organizations to discuss opportunities for arts internship programs, cross-promotion of events, and joint-programming that highlight Georgetown's young creative talent.	
GOAL 8 - Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations	Deleted? There are many recommendations from the Economic Impact Study and Downtown Master Plan on this goal	Support the vitality of existing arts business and support organizations. Organize a regular virtual and/or in-person networking hour for artists, nonprofit arts groups, and other creative professionals. Expand existing efforts to support local artists and support organizations, while encouraging regular networking and creative partnerships within the existing arts and culture ecosystem. Increase participation in arts and cultural events and programming. Hold a roundtable with Sarofim School of Fine Arts, GISD, and downtown arts organizations to discuss opportunities for arts internship programs, cross-promotion of events, and joint-programming that highlight Georgetown's young creative talent. Expand the draw of the existing set of core arts and cultural events. Capture more regional visitation to existing and future events to bring more activity and recognition to Downtown Georgetown. Expand the market area of core cultural events through targeted marketing to Austin, San Antonio, or other applicable sources of overnight visitors.	1.2 - Coordination with the TRG Neighborhood to implement a cultural heritage trail to provide residents with an easy-to-follow path connecting neighborhood landmarks. 1.3 - In coordination with the Wayfinding Master Plan study, implement storytelling through interpretative signage at strategic locations around the Downtown overlay district (Founder's Park, Chisholm Trail, the historic cemetery at Blue Hole Park and the Austin Avenue Bridges as potential locations).

Questions -1/ Do you want to expand or amend any of the proposed 2026 Goals given the recommendations of the 2025 Economic Impact Study and 2024 Downtown Master Plan? 2/ Are 2026 recommendations under Goals a) b) c) new objectives? – are they based on the 2025 Econ. Impact Study or 2024 Downtown Master Plan, or just new ideas? 3/ Are Goal 8 and the Objectives from the 2020 Strategic Plan (highlighted in red) being dropped completely or will they be carried over into appropriate Goals in the Updated Plan?

Arts and Culture

DRAFT of Goals – 2027-2031 Strategic Plan

- I. ~~Continue to foster a vibrant Georgetown Art Center as a major component of the Cultural District~~
Leverage the Georgetown Art Center as a launchpad for the arts in Georgetown
 - a. Position the GAC as the headquarters of the Downtown Georgetown Cultural District
 - b. Impact Study recommendations to include Goal IV
- II. Continue to develop and expand the Georgetown Public Art Program
 - a. Matching grants for commercial murals
- III. ~~Establish and foster a vibrant Performing Arts Center as a major component of the Cultural District~~
- IV. ~~Establish and foster a vibrant Arts Incubator facility that includes an Artist in Residency Program~~
- V. ~~Encourage~~ Continue the development of a thriving Arts, Culture, and Entertainment District in the downtown
 - a. 9th St Art Walk
 - b. Foster collaboration within CD through semi-annual Art Strolls
 - c. Foster performing arts opportunities by utilizing existing venues and performance spaces throughout the CD (repurpose Goal III)
 - d. Maintain CD designation (repurpose Goal VII)
 - e. Leverage City owned cultural facilities for arts and culture programming
- VI. Provide HOT grants to local arts and culture organizations and arts and culture non-profit organizations promoting cultural tourism
- VII. ~~Maintain Cultural District Designation~~
- VIII. ~~Elevate the Arts and Culture staff to include an Arts and Culture Director, a Coordinator of Activities, and Marketing Coordinator to coordinate the arts and cultural activities of the City and work with City Boards and local arts organizations to improve the quality of life in Georgetown~~ Possible update for relevancy