

THE EVENT

The Evinston to Cross Creek Paint Out, 2006, brings over fifty of Florida's plein air painters to work on site for a week in the largest event of its kind in the southeastern United States. Over 5000 spectators will be in the area, including visitors from across Florida and out of state. The Paint Out is complemented with historic interpreters, storytellers, local food, music and children's educational activities. The event is FREE and a sixty page educational catalog is given free to all attendees.

The first Federal Post Office in Florida is right here in Evinston, Alachua County. Saving the Wood & Swink as an operating Post Office is the focal point and public attraction of the Paint Out. This asset is truly capturing the public imagination, as can be seen from the media coverage listed on the next page.

The Paint Out takes place from April 7 to 15, 2006, spanning two weekends. In addition to directing visitors to hotels, restaurants, and cultural attractions in Gainesville, the event culminates at the Thomas Center in Gainesville on April 14 and 15. The Thomas Center was our first choice for the culminating portion of the event in order to highlight the heritage and culture theme, and in order to bring the full benefit of county-wide tourism to the City of Gainesville.

THE REQUEST

We have the Thomas Center reserved for April 14 and 15, 2006. Having planned to pay the full fee, we have in the interim been dismayed to discover that city and county partnerships were not possible at the levels we anticipated. The Arts TAG fund is completely empty and no requests are being taken; the CVB has no funds to appropriate; the Dept. of Cultural Affairs has been able to earmark a small amount of funding to assist with public outreach. In light of the significant economic development work being pioneered through this event we are requesting that the City of Gainesville partner with us by providing an in-kind contribution of the Thomas Center rental. (\$4,000)

ASSET-BASED TOURISM AND ECONOMIC DEVELOPMENT

This event was conceived and developed as part of the regional economic development strategy of the Florida's Eden Plan. This is a partnership-based model for asset-based development of a sustainable

Magazines:

Florida History & the Arts, State, January issue
Alachua Alive (cover article), Feb/Mar/Apr issue
Arbus Jacksonville
Welcome Magazine--Insite Publishing (cover article)
Gainesville Magazine, Mar/Apr issue
Ocala Style, Ocala, Mar/Apr issue
Satellite
Multiple publications issued by VisitFlorida

Radio:

Scheduled live interviews with Richard Drake, Classic 89
Live interview with Storm Roberts
Scheduled live appearance on "Sikorsky's Attic" with John Sikorsky
Radio piece by author and radio commentator Shelley Mickle
Live & taped interviews on Classic 89

Newspapers:

St. Petersburg Times reporter currently working on a piece
Press releases will soon go out to all major Florida newspapers

Writers:

Herb Hiller, current head of Travel Writers Assoc. of Florida,
writing a piece
Shelley F. Mickle

Newsletters:

Conservation Trust for Florida Newsletter

We are currently sending press info and article suggestions to major national newspapers and querying magazines for event announcement, event coverage, and post-event publicity about Gainesville and Alachua County. A March media event with Original Florida is in the planning stages.