



# MEMORANDUM

Office of the City Attorney

Phone: 334-5011/Fax 334-2229  
Box 46

**TO:** Mayor and City Commission

**DATE:** January 24, 2000  
FIRST READING

**FROM:** City Attorney

**SUBJECT:** Ordinance No. 0-00-05; Petition No. 101CPA-99PB  
An ordinance of the City of Gainesville, Florida, amending the Cultural Affairs Element of the City of Gainesville 1991-2001 Comprehensive Plan; repealing ineffective, irrelevant or obsolete policies, providing for development of a broad-based tourism plan, providing for promotion of downtown Gainesville as an arts and entertainment district and providing for expansion of the Art in Public Places program; providing directions to the city manager; providing a severability clause; providing a repealing clause; and providing an effective date.

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Recommendation: The City Commission (1) approve Petition 101CPA-99 PB and (2) adopt the proposed ordinance.

## STAFF REPORT

As part of the City's required update of the 1991-2001 Comprehensive Plan, Planning staff has recommended modifications to the Cultural Affairs Element. The Cultural Affairs Element is not a mandatory element per Chapter 163 *et seq.* of the Florida Statutes so no specific information, data, or objectives and policies are required. However, the City is obligated to address issues identified in its Evaluation and Appraisal Report (EAR) and amend its plan accordingly. To that end, the proposed update of the Cultural Affairs Element reflects several areas identified by the EAR including elimination of ineffective, irrelevant, or unwanted policies, development of a broad-based tourism plan incorporating city and county cultural, environmental and heritage assets, promotion of an Arts and Entertainment District, and expansion of the City's Art in Public Places ordinance. The EAR also called for determining the feasibility of constructing an auditorium for the performing arts, and a policy to that effect is proposed.

The Plan Board reviewed the petition and recommends approval. The Board asked staff to change some of the data and analysis information presented.

Public notice was published in the Gainesville Sun on August 10, 1999. The Plan Board held a public hearing August 26, 1999. Planning Division staff recommended that the Plan Board

- 1 1.3.2 The LAA shall produce and update a brochure explaining its services and programs.
- 2 1.3.3 The LAA shall produce an annual forum to recognize members of the business  
3 community for their support of the arts.
- 4 **Objective 1.4 The City shall identify the range of facilities needed for presentation of the  
5 arts, and the physical improvements necessary to existing facilities to provide comfortable  
6 access for all and the locational needs for cultural activities which will encourage and  
7 maintain community spirit.**
- 8 ~~1.4.1 By January 1995, the City shall conduct a study of facility needs.~~
- 9 1.4.~~1~~<sup>2</sup> The City shall sponsor cultural events in the downtown central city core and other  
10 redevelopment areas in order to foster reinvestment in these communities.
- 11 1.4.~~2~~<sup>3</sup> ~~By 1996, Every five years,~~ the City shall continue to review the physical conditions and  
12 accessibility of existing arts facilities and other city owned properties for their potential to meet  
13 identified facility needs.
- 14 1.4.3 The City should investigate purchasing or constructing an auditorium for the performing  
15 arts.
- 16 **Objective 1.5 The City shall develop a tourism plan by 2001 that promotes cultural,  
17 heritage and ecotourism in Alachua County through a coordinated countywide effort.**
- 18 1.5.1 The City shall identify types of cultural events, ecological resources, museums, parks  
19 and historical sites that can attract tourism to Gainesville and Alachua County.
- 20 1.5.2 The City shall establish a tourism task force to advise the City Commission on tourism  
21 issues and development of the tourism plan.
- 22 1.5.3 The City shall develop and implement a yearly marketing plan to promote local cultural,  
23 heritage and natural entities and attract new local and out of town audiences.
- 24 1.5.4 The LAA shall continue to work with arts organizations and the hospitality industry to

1 develop effective promotion of events and activities.

2 ~~GOAL 2. THE LAA SHALL SUPPORT THE DEVELOP OF A REGIONAL~~  
3 ~~AUDIENCE FAMILIAR WITH A BROAD SPECTRUM OF ART FORMS, STYLES AND~~  
4 ~~CULTURAL EXPRESSIONS.~~

5 ~~Objective 2.1 The LAA shall cooperate with other interested agencies to develop a~~  
6 ~~coordinated, countywide effort to promote cultural tourism in Gainesville/Alachua County.~~

7 ~~2.1.1 By 1995, the LAA shall develop a cultural tourism plan in cooperation with other arts~~  
8 ~~and tourism entities, which will identify the types of cultural events and activities which are most~~  
9 ~~likely to be effective in attracting tourism to Gainesville/Alachua County. The cultural tourism~~  
10 ~~plan shall be updated every five years.~~

11 ~~2.1.2 The LAA shall work with arts organizations and the hospitality industry to develop~~  
12 ~~effective promotion of events and activities.~~

13 ~~2.1.3 The City shall work to secure public funding for cultural tourism development based~~  
14 ~~upon the cultural tourism plan.~~

15 ~~2.1.4 By 1995, the City shall work with the Convention and Visitors Bureau and North Central~~  
16 ~~Florida Regional Planning Council to develop and disseminate a regional cultural calendar.~~

17 **GOAL 23 THE CITY SHALL FOSTER THE GROWTH OF A COMMUNITY**  
18 **WHERE THE ARTS ARE INCORPORATED AS A PART OF DAILY LIFE FOR ALL**  
19 **CITIZENS AND BECOME A PROMINENT ELEMENT FOR CREATING**  
20 **PEDESTRIAN ORIENTED STREETSAPES AND PUBLIC SPACES.**

21 **Objective 23.1 The City shall maximize access to the arts.**

22 23.1.1 The City shall continue to study price, transportation and handicapped access in order to  
23 identify ways to reduce barriers to community participation for the arts.

24 23.1.2 The City shall effectively communicate information about arts offerings by continuing to

1 emphasize outreach to all areas within the city.

2 **Objective ~~23.2~~ The City shall encourage public and private display of art.**

3 ~~3.2.1—The City shall continue the ARTSREACH program.~~

4 2.2.1 The City shall support ~~the inclusion of public concerns in~~ public art projects  
5 through its Art in Public Places ordinance, ~~which~~ that dedicates at least 1 percent of the  
6 cost of new, renovated and/or expanded public buildings, structures and infrastructures to  
7 art in public buildings.

8 2.2.2 The City shall fund public art and sculpture along its important thoroughfares and public  
9 spaces, identify appropriate locations for its placement, and sponsor design competitions to  
10 ensure public input into the process.

11 ~~2.2.3~~ 3.2.2 The City shall annually recognize private businesses which host regular art  
12 exhibits.

13 ~~3.2.3—The City shall support the inclusion of artistic concerns in public art projects, through its~~  
14 ~~Art in Public Places ordinance which dedicates at least 1% of the cost of public buildings to arts~~  
15 ~~projects for new and expanded facilities.~~

16 ~~23.2.4~~ The City shall encourage the use of prominent venues for the display and presentation of  
17 locally produced art through ARTSREACH and other programs.

18 **Objective ~~23.3~~ The City shall enhance and support opportunities for artistic training and**  
19 **preparation across all creative and performing art forms and at all levels.**

20 ~~23.3.1~~ The City shall cooperate with the School Board of Alachua County to enhance arts  
21 education through advocacy of the arts and support of extra curricular arts.

22 ~~23.3.2~~ The City shall continue to support programs which stimulate artistic creativity and/or  
23 develop creative artists, ~~such as ARTSREACH.~~

24 ~~3.3.3—The City shall work with the Community Education Program to encourage continuing~~

1 ~~arts education for local artists.~~

2 **Objective 2.4 The City shall promote and designate Downtown Gainesville as an arts and**  
3 **entertainment district.**

4 2.4.1 The City shall improve the Downtown Plaza by January 2002, to allow expanded  
5 possibilities for performance. Such facilities shall include dressing rooms, improved stage floor,  
6 and enhanced lighting and audio equipment.

7 2.4.2 By 2001, the City shall increase the use of the Downtown Plaza by expanding the  
8 number of performances over the present.

9 2.4.3 By 2001, the City shall increase the visibility of Downtown Gainesville as an arts and  
10 entertainment destination by installing decorative hanging pole panels along University Avenue  
11 and Main Street, creating a sense of Downtown Gainesville as a distinct area. Selection of the  
12 panels should be through design competition to ensure maximum public input into the design  
13 process.

14 2.4.4 By 2001, the City shall identify funding sources to publish a calendar of events within  
15 the downtown arts and entertainment district and disseminate in local newspapers, within  
16 informational kiosks, and on websites and other appropriate means of advertisement.

17 2.4.5 The City shall consider amending the Gainesville Code of Ordinances to provide the  
18 opportunity for musicians to perform on sidewalks in order to enliven sections of Downtown  
19 Gainesville.

20 2.4.6 By 2001, the City shall establish informational kiosks in Downtown Gainesville.

21 2.4.7 The City shall identify appropriate locations in Downtown Gainesville for pedestrian  
22 oriented public art.

23 **Section 2.** The City Manager is authorized and directed to make the necessary changes in maps  
24 and other data in the City of Gainesville 1991-2001 Comprehensive Plan, or element, or portion

1 thereof in order to fully implement this ordinance.

2 **Section 3.** If any section, sentence, clause or phrase of this ordinance is held to be invalid or  
3 unconstitutional by any court of competent jurisdiction, then said holding shall in no way affect  
4 the validity of the remaining portions of this ordinance.

5 **Section 4.** All ordinances or parts of ordinances in conflict herewith are to the extent of such  
6 conflict hereby repealed.

7 **Section 5.** This ordinance shall become effective immediately upon final adoption; however, the  
8 amendment to the City of Gainesville 1991-2001 Comprehensive Plan shall not become effective  
9 until the state land planning agency issues a final order determining the adopted amendment to be  
10 in compliance in accordance with section 163.3184(9), or until the Administration Commission  
11 issues a final order determining the adopted amendment to be in compliance in accordance with  
12 section 163.3184(10).

13 **PASSED AND ADOPTED** this \_\_\_\_\_ day of \_\_\_\_\_, 2000.

14  
15  
16  
17 \_\_\_\_\_  
18 PAULA M. DeLANEY  
19 MAYOR

20  
21 **ATTEST:** Approved as to form and legality

22  
23  
24 \_\_\_\_\_  
25 KURT M. LANNON  
26 CLERK OF THE COMMISSION

\_\_\_\_\_   
MARION J. RADSON  
CITY ATTORNEY

27 This Ordinance passed on first reading this \_\_\_\_\_ day of \_\_\_\_\_, 2000.

28 This Ordinance passed on second reading this \_\_\_\_\_ day of \_\_\_\_\_, 2000.

29  
30 carter:ordinances:101CPA-99PB

# City of Gainesville

Inter-Office Communication

Department of Community Development

Phone: 334-5022 ♦ Fax: 334-2282 ♦ Station #11

Item No. 1

Date: July 22, 1999

To: City Plan Board

From: Planning Staff

Subject: Petition 101CPA-99PB. City Plan Board. Update the Cultural Affairs Element of the City of Gainesville 1991-2001 Comprehensive Plan.

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## Recommendation

Staff recommends **APPROVAL** of Petition 101CPA-99PB.

## Explanation

As part of the City's required update of the 1991-2001 Comprehensive Plan, Planning staff has recommended modifications to the Cultural Affairs Element. The Cultural Affairs Element is not a required element by Chapter 163 *et seq.* of the Florida Statutes so no specific information, data, or objectives and policies are mandated. However, the City is obligated to address issues identified set forth in its Evaluation and Appraisal Report (EAR) and amend its plan accordingly. To that end, the proposed update (attached) of the Cultural Affairs Element reflects several areas identified by the EAR including elimination of ineffective, irrelevant, or unwanted policies, developing a broad-based tourism plan incorporating the City and county's cultural, environmental, and heritage assets, promotion of an Arts and Entertainment District, and expansion of the City's Art in Public Places ordinance.

Many of the recommended amendments are deletions of several policies that were ineffective, unwanted, or no longer relevant. In addition, the EAR called for amending the plan to determine the feasibility of constructing an auditorium and a policy has been proposed to that end.

The proposal for a broad-based tourism development program is designed to promote complementary attractions in Gainesville and Alachua County to leverage our cultural, environmental, and heritage assets. Gainesville and Alachua County provide tourists with a diverse offering of high-quality attractions including the Hippodrome State Theater, Paynes Prairie State Preserve, Marjorie Kinnan Rawlings State Historic Site, the University of Florida's Performing Arts Center and museums, as well as UF sporting events. Collectively, the County's attractions promote authentic Florida and should be marketed as a whole. As part of the tourism development program, staff is recommending an economic study of the impact of cultural, heritage and environmental tourism on Alachua County.

Staff also recommends identifying and promoting an Arts and Entertainment District. Over ninety cities throughout the United States have planned or implemented cultural or arts and entertainment districts in their communities in an effort to facilitate or aid downtown revitalization efforts. These districts, which are primarily located in mixed-use areas, have a high concentration of cultural facilities serving as attractors. In January 1999 in downtown Gainesville alone, there were approximately twenty-seven restaurants, nineteen nightclubs, several galleries, one public library, a historical museum with proposed botanical garden, two theaters catering to live performances, and one cinema. Gainesville's music scene is particularly vibrant with approximately sixteen venues providing an opportunity for performances. This vibrancy has fostered the development of a nationally recognized music scene.

Finally, staff is proposing to expand the scope of the City's Art in Public Places ordinance to increase the number of projects that fall under its purview. Cities such as Seattle, Cedar Rapids, and Miami have integrated Public Art in community planning. These cities have developed master design plans that recognize artists as thoughtful contributors to the design of the environment. Gainesville's development would also benefit by including aesthetic considerations in all public infrastructure and construction projects. A specific long-range and comprehensive plan which engages artists in the design of capital improvement projects could integrate goals of the City of Gainesville's Departments of Community Development, Public Works and Cultural Affairs.

In addition to the above, the proposed update of the Cultural Affairs Element incorporates comments from the April 22, 1999, City Plan Board workshop that reviewed proposed changes and identified areas in need of clarification or change. These changes include modifications to the data and analysis to reflect changed conditions in arts facilities and venues, inclusion of the West University Avenue area in a proposed arts and entertainment district, and ensuring design competitions for public art displays funded and/or sponsored by the City. Staff has also added language to the goals, objectives and policies promoting public art and sculpture to enliven pedestrian areas and important corridors in the City (see shading).

Respectfully Submitted,



Ralph Hilliard  
Planning Manager

RDS/rds  
attachments



*Draft 7/15/99*

**Cultural Affairs Element**

of the

**City of Gainesville 2000-2010 Comprehensive Plan**



# Cultural Affairs Element

## Data and Analysis

### INTRODUCTION

The cultural “industry” plays a critical role in the economic and social development of Gainesville. Cultural resources are essential to the community’s efforts to attract and retain business. Cultural activities enliven our neighborhoods and strengthen the sense of community which binds us together. They invigorate the downtown area and surround our civic buildings with an expression of the vitality of our cultural life. Participation in the arts improves the quality of education in our schools and brings fulfillment and inspiration to all. We define the scope of “cultural” to include ethnic and historic resources, media and folk arts, as well as the fine and popular arts.

The Cultural Affairs Element is supplemented with the Cultural Plan for Alachua County 1998, a document produced under the aegis of the Gainesville Alachua County Cultural Affairs Board and the City of Gainesville Department of Cultural Affairs and approved by both the City and County Commissions. The planning process itself, with its exchange of information and ideas among arts leaders, academic leaders, community planners, business leaders, community representatives and interested individuals, contributed greatly to the mutual understanding and consensus-building which will ultimately drive future successful efforts. The Cultural Plan recognizes that the arts are vital to the economic prosperity of Gainesville/Alachua County, our community has many valuable cultural arts resources, and the community, its institutions of higher education, businesses and the local arts and arts organizations share a common interest in fostering the arts locally.

### THE VISION

Successful implementation of this Cultural Element and the Cultural Plan will create a unique environment in which the arts and cultural resources attract regional and national attention and enhance the cultural and economic life of the community. We envision:

- A community where the definition of “arts and culture” encompasses historic, ethnic, electronic, and folk arts as well as the fine arts;
- A community where local and regional arts and culture, social, sports, civic, educational and fraternal organizations complement one another, sharing resources, information, and coordinating events;
- A community where local and regional governments and the business community become more involved in funding arts and culture;

Cultural Affairs Element  
Data and Analysis Report

- A community where art has become an integral and appreciated part of everyday life;
- A community that takes pride in its arts and cultural resources and individual artists;
- A community where arts and cultural education and audience development are an on-going commitment involving all parts of the community; and
- A community where all citizens have access to the arts and cultural resources regardless of income, age, proximity, cultural heritage, social environment or ability.

### **THE ROLE OF THE DEPARTMENT OF CULTURAL AFFAIRS**

The mission of the Department of Cultural Affairs (DCA) as the designated Local Arts Agency (LAA) for Alachua County has been to promote cultural activity in Alachua County and develop mechanisms that support and encourage community-based cultural resources. The DCA works cooperatively with the University of Florida, the School Board of Alachua County, the Gainesville Downtown Owners and Tenants Association, the Chamber of Commerce, the Alachua County Visitor and Convention Bureau, and the Alachua County Library District, among others, to provide programs in response to identified needs. It advocates for the arts at the local and state levels, and studies the impact of arts on the local economy.

The DCA administers four grant programs to local arts organizations for both the City and the County, provides professional workshops, technical assistance and artist referral services for the arts community, maintains a Master Calendar of Events to aid cultural organizations in scheduling their events and to promote cultural events to the public, maintains an 11,000-name data base, provides low cost rental space for artists and arts organizations, and co-sponsors over one hundred programs or events each year. The DCA also administers a percent for art program and produces a variety of free or low cost cultural programs which are accessible to underserved constituencies.

The DCA's fourteen-year old ARTSREACH visual arts program provides twelve visual arts exhibits in City Hall, the County Administration building and Gainesville Regional Airport. In addition are fifty-six artist lectures and demonstrations in the ten Alachua County Public Libraries and four area retirement facilities. The program allows community artists greater public exposure and brings the visual arts to persons who might never visit a traditional art gallery

The DCA also administers a public art program under a one percent for art ordinance that has been in effect since 1991. Recent projects include a mural for the Martin Luther King Multi-purpose Center which was completed in 1997 for a total project cost of \$16,000. Art work for the City Hall lobby will be installed in February 1999 at a total project cost of \$24,000. Current projects include Regional Transit System's transfer station and administrative offices (\$20,000), Ironwood Golf Course (\$5,000), Thomas Center B (\$11,000) and a request from the City Commission to replace the scaled solar system on NW 8<sup>th</sup> Avenue (\$10,000). Additional projects

could be generated if the City purchases and renovates the old train depot and the Wright house, and from GRU's renovation of the Murphree water plant.

## INVENTORY AND ANALYSIS

### *Inventory of Cultural Events*

#### City-produced Events

To showcase local talent, educate youth and provide entertainment, the Department of Cultural Affairs produces a variety of annual events (see Appendix A). Several of these events have become major regional festivals. The Hoggetowne Medieval Faire has been held yearly for thirteen years and attracts crowds of nearly 30,000, half from outside of Alachua County. The extensive educational program attracts 8,000-9,000 school children from Alachua County and all the surrounding counties who come on school trips. The Faire has gained a growing reputation with the Ren Faire professionals as a good selling show. This is an essential ingredient if the show is to be successful year after year. In order to allow families and low-income persons to attend, the DCA keeps the admission fee at the cost of a movie. The Faire generates all of its \$100,000 budget.

The two-day Downtown Festival and Art Show has been nationally recognized as one of the top two hundred arts festivals in the nation. This annual event has been held for seventeen years, and now has an attendance of over 100,000. The event, featuring over two-hundred fine artists and crafts persons as well as continuous performances on three stages, grew quickly once it became a City program in 1992 largely due to consistency of staffing.

In 1997, the City developed a position in the DCA to plan events for the Downtown Community Plaza. This resulted in the enormously successful "Let's Go Downtown" series of Friday night concerts which attract weekly audiences of three to five hundred people. In 1998, the second New Year's Eve "Downtown Countdown" attracted several thousand attendees, and even greater crowds are anticipated for the end of the millenium. The City also produces the annual Festival of Lights holiday event, in cooperation with four historic neighborhood associations, which attracts two- to three-thousand attendees. The Plaza also hosts a yearly average of twelve other City cosponsored and community produced events.

The City has focused attention on its older neighborhoods and downtown by co-sponsoring several events in redevelopment areas. Examples include the NW 5th Avenue Festival, Santa Fe Community College's Spring Arts Festival and the Downtown Jazz and Blues Festival. In support of downtown redevelopment, DCA coordinates program development with the Downtown Redevelopment Advisory Board and the Gainesville Downtown Owners and Tenents Association. The newly-developed, monthly downtown Gallery Walk is largely funded by the City. Many City activities, including the Tench Artist Studios, are directed toward establishing and supporting a concentration of artistic activities and businesses in the downtown.

## Cultural Affairs Element Data and Analysis Report

### Other Events

In addition to the annual events, the Department also co-sponsors over 150 cultural events in the Thomas Center per year. This program allows local poets, musicians and actors to perform at the Thomas Center at a minimal cost (\$30 to \$50) and to retain the gate receipts as their fee. It is estimated that this program provides a minimum source of income of \$50,000 for the local arts community.

Many events are produced by other organizations in the city. The thirty-year old Santa Fe Community College Spring Arts Festival attracts attendees from all over the north Florida area. The 5<sup>th</sup> Avenue Arts Festival, produced for twenty years by the private non-profit Cultural Arts Coalition, is the largest African-American Festival in Florida north of Orlando. The Alachua Music Harvest Festival is produced by a for-profit agency and has a growing reputation for bringing nationally known jazz and rock musicians to play at the three-day festival (see Appendix A for summary of annual events in Gainesville).

### *Inventory of Cultural Facilities*

#### City Facilities

The Department manages the Wilhelmina Johnson Resource Center, located in a designated redevelopment area, that has traditionally served as a neighborhood cultural center. This historic fire station houses the Cultural Arts Coalition, the only African American 501(c) 3 organization in the City, and provides space for civic meetings and cultural events. An architectural study, funded through a grant from CDBG, is designed to assist in bringing the building up to current standards and creating more usable space. The DCA will apply to CDBG in March 1999 for construction funds. Permanent staff will be needed to maximize the building's potential to serve the community.

Cultural Affairs also manages the 17,000-square foot historic Thomas Center. The Thomas Center, listed on the National Register of Historic Places, serves as an historic resource for the entire community and as a point of interest for visitors to Alachua County. Permanent informational displays and brochures furnish the casual visitor with an historical overview. Docent tours provide visitors with a more personal history of the building and its original residents. In coordination with the School Board, all third-graders in the county are taken on a docent-led tour of the Thomas Center, the surrounding Northeast Historic District and the Art in Public Places sites through a program funded by the Thomas Center Associates, a not-for-profit support organization.

The Thomas Center houses two galleries: the Main Gallery which has a growing state and regional reputation for originating exhibits which often tour the Southeast; and the Mezzanine Gallery which offers ten shows yearly of the best area artists, including four exhibitions by the School Board of Alachua County showcasing the work done by kindergarten through 12<sup>th</sup> grade students. Various guided tours, children's programs and seminars are also presented under the auspices of the Thomas Center Galleries.

The City-owned Tench Building, which dates from 1887, has been made available, both as studio space for six artists and as non-profit print shop. The Tench Building generates rental revenues to help offset the Department of Cultural Affairs budget. As individual artists are able to develop a market for their works, it is expected that they will relocate to independent locations in the downtown area for their studios. This has already happened with one former Tench tenant.

### Other Facilities

The University of Florida and Santa Fe Community College provide many of the major cultural facilities available to citizens and visitors. The Center for the Performing Arts, a cooperative venture between the University and the Community College, brings national and internationally known performers to our area. The University's Samuel P. Harn Museum of Art has a well deserved national reputation for originating high-quality exhibits. The newly expanded Museum of Natural History, once it completes the planned installations, will be one of the finest facilities of its kind in the state. The private non-profit Hippodrome State Theater is the only professional theater in North Central Florida. In addition, Gainesville boasts two other long-running theaters: the Gainesville Community Playhouse and the Acrostown Repertory Theater.

Appendix B provides an inventory of Performing and Visual Arts Spaces located in the Gainesville Urban Area while Map 1 identifies their location. The inventory identifies the type, size and location of performing arts facilities, visual arts facilities and museums.

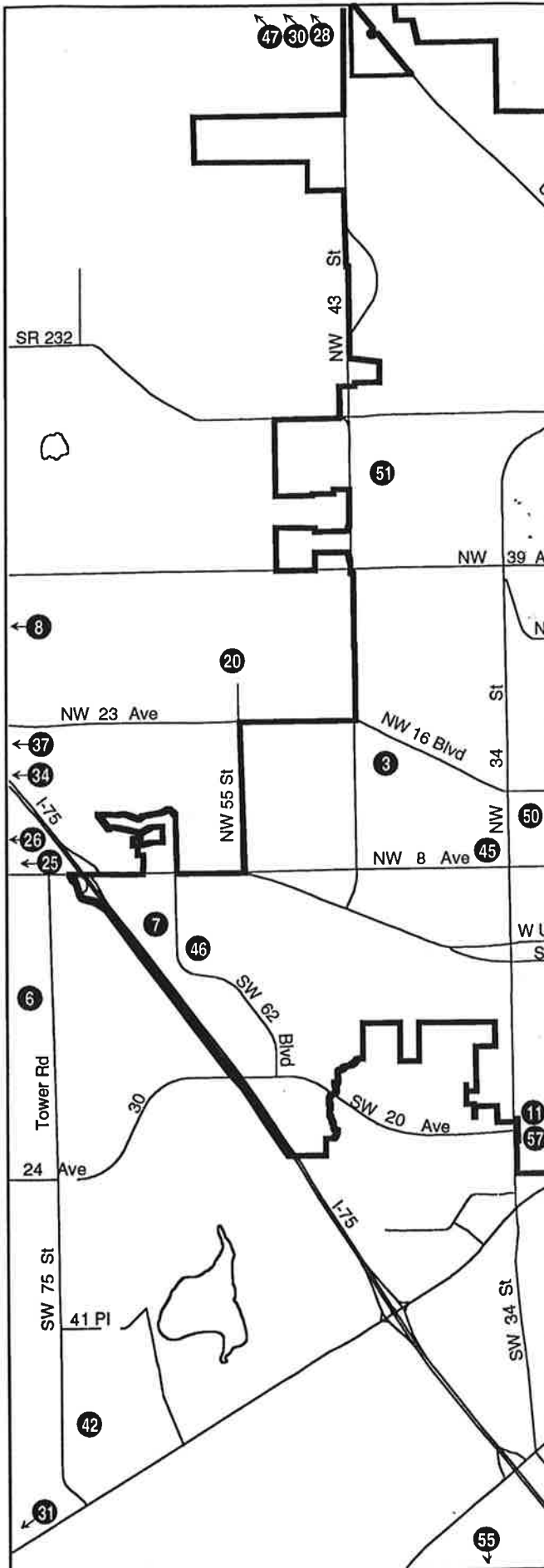
## **ECONOMIC IMPACT OF THE ARTS IN ALACHUA COUNTY**

The cultural industry lies at the center of a circle of economic activities which together have an enormous effect on the community as a whole. To fully assess the economic impact of the arts, it would be necessary to measure each one of the following areas of economic contribution:

- **Direct spending by arts organizations.** The money earned and granted to arts organizations is spent in large part in the local community on salaries, rent, promotion and other costs associated with production.
- **Secondary economic impact.** Those persons who derive their income from the arts, either as employees of arts organizations or as independent artists, spend that income in the local economy on other goods and services.
- **Arts-related businesses.** Over one hundred and twenty local businesses provide services to consumers for a wide variety of music, dance, theater and visual arts instruction, equipment and services.
- **Economic enhancement.** The contribution of the arts to the enhancement of civic amenities available in Gainesville further supports the growth of the community as a factor in attracting new businesses and quality staff to the medical and educational sectors.







# INVENTORY OF CULTURAL SPACES

## City of Gainesville & Environs

### # Performing Arts Facilities

#### Community Facilities

- |  |                                      |
|--|--------------------------------------|
| 1) Acrostown Repertory Theatre                       | 4) Hippodrome State Theatre          |
| 2) Alachua County Library District Mtg Rm. (Rotunda) | 5) India Cultural & Education Center |
| 3) Gainesville Community Playhouse                   | 6) Oak Hall School                   |
|  | 7) Oaks Mall                         |

#### Santa Fe Community College

- 8) Santa Fe Community College Auditorium

#### University of Florida

- |                                    |                                    |
|------------------------------------|------------------------------------|
| 9) Constans Theatre                | 11) Samuel P. Harn Museum          |
| 9) J. Wayne Reitz Union Auditorium | 12) University Memorial Auditorium |
| 9) Reitz Union Ballroom            | 13) Center for the Performing Arts |
| 9) Stephen C. O'Connell Center     | 53) McCarty Auditorium             |
| 10) Medical Science Building       |                                    |

#### City of Gainesville

- |                             |   |
|-----------------------------|---|
| 14) Bivens Arm Amphitheatre | 16) Martin Luther King, Jr. Multipurpose Ctr. |
| 15) Spanish Court           | 17) Wilhelmina Johnson Resource Center        |
| 15) Turtle Court            | 61) Downtown Plaza                            |
| 15) Children's Amphitheatre |   |

#### Alachua County School Board

- |                                      |   |
|--------------------------------------|---|
| 18) A Q Jones Center                 | 35) Glen Springs Elementary School      |
| 19) Abraham Lincoln Middle School    | 36) Hawthorne Jr/Sr High School         |
| 20) Bucholz High School              | 37) Hidden Oak                          |
| 21) Eastside High School             | 38) Howard Bishop Middle School         |
| 22) Gainesville High School          | 39) Idylwild Elementary School          |
| 23) Lanier Center                    | 40) J J Finley Elementary School        |
| 24) Marjorie K Rawlings Elem. School | 41) Joseph Williams Elementary School   |
| 25) Newberry Elementary School       | 42) Kimball Wiles Elementary School     |
| 26) Newberry Jr/Sr High School       | 43) Kirby Smith Board Room              |
| 27) Prairie View Elementary School   | 44) Lake Forest Elementary School       |
| 28) Santa Fe High School             | 45) Littlewood Elementary School        |
| 29) W A Metcalf Elementary School    | 46) Myra Terwilliger Elementary School  |
| 30) Alachua Elementary School        | 47) Spring Hill Middle School           |
| 31) Archer Elementary School         | 48) Stephen Foster Elementary School    |
| 32) Charles W. Duval Elem. School    | 49) Waldo Community School              |
| 33) Chester Shell Elementary School  | 50) Westwood Middle School              |
| 34) Ft Clarke Middle School          | 51) William S. Talbot Elementary School |

### # Visual Arts Facilities

#### Community Facilities

- |                         |                                       |
|-------------------------|---------------------------------------|
| 4) Hippodrome Galleries | 8) Santa Fe Community College Gallery |
| 6) Oak Hall School      |                                       |

#### University of Florida

- |                         |                                  |
|-------------------------|----------------------------------|
| 52) Focus Gallery       | 11) Samuel P. Harn Museum of Art |
| 52) Grinter Galleries   | 52) University Gallery           |
| 9) Reitz Union Ballroom | 54) Weimer Hall Auditorium       |
| 9) Florida Gym          | 62) Architecture Dept. Gallery   |

#### City of Gainesville

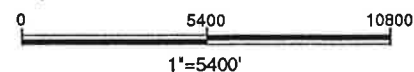
- |                                     |                           |
|-------------------------------------|---------------------------|
| 15) Thomas Center Main Gallery      | 59) City Hall             |
| 15) Thomas Center Mezzanine Gallery | 60) County Administration |
| 58) Airport Gallery                 |                           |

### # Other Museums

- 55) Fred Bear Museum  
 56) Matheson Historical Center  
 57) Museum of Natural History-University of Florida  
 63) North Rim Interpretive Bldg-Paynes Prairie St. Preserve  
 63) Visitor Center-Paynes Prairie St. Preserve

## City of Gainesville Gainesville, Florida

Prepared by the  
Department of Community Development  
September 1999





Cultural Affairs Element  
Data and Analysis Report

- **Downtown revitalization.** Many of the events produced by the Local Arts Agency feature the central city core. The attraction of residents and visitors to the downtown promotes redevelopment by offering an opportunity for downtown businesses to reach new customers.
- **Social services.** Most arts organizations provide education programs and/or benefit performances for special needs populations and school children.

In an effort to develop a measure of the direct economic impact of the non-profit arts industry on Alachua County, the Gainesville/Alachua County Cultural Affairs Board collected budget information from twenty local non-profit arts organizations, the Alachua County Library District, the University of the Florida College of Fine Arts, and the Santa Fe Community College Division of Liberal Arts and Sciences. This 1989 survey measured only direct spending, and was completed prior to the opening of the Harn Museum and the Center for the Performing Arts. An updated survey is planned for completion in 2001.

***Direct spending by arts organizations***

The arts organizations identified for the survey had a combined 1988-89 budget of \$6.4 million. Payroll accounted for \$3.8 million dollars, or 60% of these budgets. Additionally the University of Florida College of Fine Arts and the Santa Fe Community College Division of Liberal Arts and Sciences budgeted \$5.5 million dollars for arts programs. Of this \$4.4 million, 80%, was payroll expenditures. The total budgets of arts organizations and arts related college programs was \$11.9 million.<sup>1</sup>

The secondary economic impact of nearly \$12 million of direct spending for the arts was estimated to be \$18 million. Therefore the combined economic impact of non-profit arts organizations was approximately \$30 million in the local economy in 1988-89.

***Arts employment***

Employment data was also collected. The full-time employment generated by direct spending by non-profit arts organizations and educational programs was 213 full-time positions and 146 part-time positions.<sup>2</sup>

When comparing the pay-roll of twenty non-profit organizations to pay-rolls of other industries in the Gainesville urban area, it becomes apparent that the types of jobs available in the non-profit arts sector are relatively well-paid positions. These jobs include arts-management and library sciences as well as performing artists.<sup>3</sup>

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<sup>1</sup> City of Gainesville, Cultural Affairs Division, 1990.

<sup>2</sup> City of Gainesville, Cultural Affairs Division, 1990.

<sup>3</sup> City of Gainesville, Cultural Affairs Division, 1990; Bureau of Economic and Business Research, Florida Statistical Abstract, 1991.

### *Arts-related businesses*

Equally important are those parts of the arts industry that are less visible than the presenting organizations. Over 120 local businesses provide equipment and services to consumers for music, dance, theater and the visual arts. In addition to these businesses are the hundreds of individuals who produce and/or teach the arts as a primary or secondary occupation.

For-profit businesses such as Sabine Musical Manufacturing Company, Mirror Image Recording Studios and Carmar Productions, to name a few, are dependent on a local source of artists for employees and on the strength of the arts community to create opportunities for such businesses to be started and expand. These local businesses now have national and international reputations. Another industry that is growing is the independent film production industry. The prospective film studio planned for the NW 39<sup>th</sup> Ave. and I-75 area would draw on local talent for staff. Alachua County's "camera ready" designation indicates its ability to provide the necessary talent and commercial resources to assist major film-makers when working on location in this area.

### *Funding sources*

Over the last decade direct federal funding of the arts has been cut dramatically. This action has caused arts organizations to look to local government and the local community for a much larger proportion of their budgets. Local government has met this challenge in several ways. The City of Gainesville annually provides \$145,000 to local arts organizations through direct grants. A county-wide revenue source, the Tourist Development Tax, was established to provide funding to local organizations which promote tourism in Alachua County. The Center for the Performing Arts receives \$200,000 annually from that revenue stream and, since 1998, local arts organizations have received \$65,000. The County awards another \$100,000 from their General Fund to the arts.

In addition to these direct funding strategies, the City of Gainesville Department of Cultural Affairs applies each year for federal and state grants that are available only to local arts agencies that provide a range of services to arts organizations and the general public. The prominent cultural leadership role of the City emphasizes cultural activities as valuable to local government and the community.

## **ISSUES AND OPPORTUNITIES**

The following issues and opportunities are derived from several sources. First, the City's Evaluation and Appraisal Report (EAR) from October 1998 specified certain amendments to the Cultural Affairs Element based on changes in condition. Secondly, downtown Gainesville has a concentration of cultural and entertainment activities and businesses which help sustain its

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economy. These resources should be more aggressively promoted and marketed. Finally, the Cultural Plan for Alachua County, 1998 identified issues which are included in this Element.

*Amendments based on Evaluation and Appraisal Report*

Many of the recommended amendments were deletions of several policies which were not effective (soliciting private sponsorship), unwanted (creating Artists' Directory for minority or disabled artists) or were no longer relevant (NEA-funded program). In addition, the EAR called for amending the plan to determine the feasibility of constructing an auditorium.

The main amendments proposed by the EAR concerned the development of a broad-based tourism development program. The City of Gainesville Department of Cultural Affairs did develop a cultural tourism plan in 1993 which was implemented through a Cultural Development program funded with grants available from the National Endowment for the Arts (NEA). The program provided strategies to better promote cultural events to individuals and groups considering Alachua County as a travel destination and created the first county-wide cultural festival-- A Cross Creek Summer: Arts and Culture in Marjorie Kinnan Rawlings' Florida.

However, one shortcoming of the Cultural Affairs Element identified in the EAR was the lack of coordination between complementary attractions and events within Alachua County to develop a comprehensive tourism program. Gainesville and Alachua County provide tourists with a diverse offering of high quality attractions. These include the Hippodrome State Theater, Paynes Prairie State Preserve, Marjorie Kinnan Rawlings State Historic Site, the University of Florida's Performing Arts Center and museums, as well as UF sporting events. Collectively, the County's attractions promote authentic Florida and should be marketed as a whole.

As part of the tourism development program, the City and county should sponsor an economic study of the impact of cultural, heritage and environmental tourism on Alachua County. The Department and the Gainesville-Alachua County Cultural Affairs Board plan to update and expand the economic impact information that was collected in 1989. This should be just the beginning of a more comprehensive look at the impact that tourism has and can have.

*Promotion of Arts and Entertainment District*

Over ninety cities throughout the United States have planned or implemented cultural districts in their communities in an effort to facilitate or aid downtown revitalization efforts. Cultural districts, which are primarily located in mixed-use areas, have a high concentration of cultural facilities serving as attractors. The impact of cultural districts has been noticeable, as the arts have attracted residents and tourists who support adjacent businesses and an educated workforce which is a key for businesses willing to relocate.<sup>4</sup>

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<sup>4</sup> Hillary Anne Frost-Kumpf, *Cultural Districts: The Arts as a Strategy for Revitalizing our Cities*. (Americans for the Arts, 1998): 7.

## Cultural Affairs Element Data and Analysis Report

Americans for the Arts has found cultural districts vary among cities but tend to be divided into five categories including cultural compounds,<sup>5</sup> major arts institution focus,<sup>6</sup> arts and entertainment focus,<sup>7</sup> downtown focus,<sup>8</sup> and cultural production focus.<sup>9</sup>

Based on the above definitions, a cultural district in Downtown Gainesville would fit an arts and entertainment or downtown focus. As of January 1999, there were approximately twenty-seven restaurants, nineteen nightclubs, several galleries, a library, a historical museum with proposed botanical garden, two theaters catering to live performances, and one cinema. Gainesville's music scene is particularly vibrant with approximately sixteen venues providing an opportunity for performances. This vibrancy has fostered the development of a nationally recognized music scene, which has launched recording contracts for such groups as Sister Hazel and House of Dreams with RCA and Less than Jake with Capitol. Map 2 displays the locations of venues for live music, gallery spaces, and theater spots in Downtown Gainesville.

The City's Community Redevelopment Agency has undertaken a promotional effort through production of a video and has published a brochure on the cultural, commercial, and entertainment offerings of downtown. The City also sponsors and promotes events occurring in the Downtown such as the Downtown Festival and Art Shows, Gallery Walk, and the concerts on the Community Plaza.

What is missing is a coordinated marketing program that would promote events and activities occurring simultaneously so downtown can be viewed as a single destination with many attractions.

*Art in Public Places Ordinance* - Cities such as Seattle, Cedar Rapids and Miami have integrated Public Art into community planning. Based on the idea that large public works projects are a frequent part of our daily experience but are usually dreary or even oppressive, these cities have developed master design plans that recognize artists as thoughtful contributors to the design of the environment. Artists can have a positive impact on the look and feel of a streetscape, park, roadway, wastewater treatment facility, city gateway, or bus stop. By thoughtful viewing of the city, understanding the relationships between parts and the whole and integrating the visual vernacular common to all art, artists make concrete contributions to the visual perspective of the

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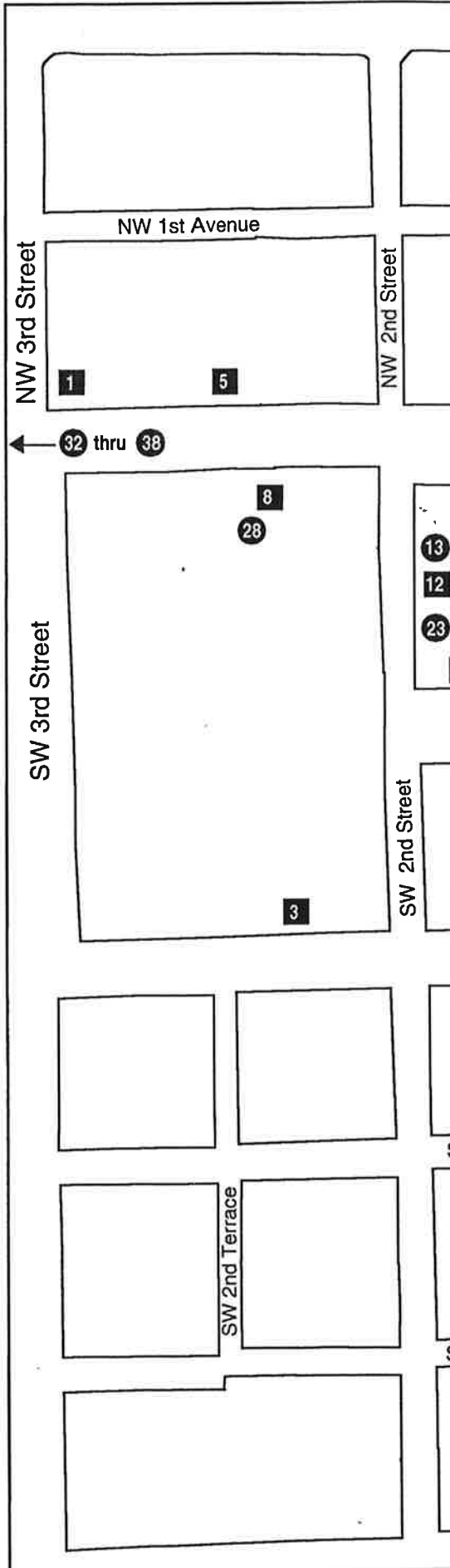
<sup>5</sup> Cultural compounds usually comprise major museums, large performing halls, theaters and auditoriums as well as schools, colleges, libraries, planetariums, and zoos. Locally, the University of Florida's complex on SW 34th Street best represents the type.

<sup>6</sup> This type is anchored by major arts institutions such as large concert halls and playhouses, libraries and museums and may include entertainment facilities such as restaurants, nightclubs and cinemas. They are typically located in the central business district.

<sup>7</sup> Similar to districts which are typified by major arts institutions but attract younger audiences and have a "bohemian feel." Small theaters, private art galleries, nightclubs and cinemas are the primary anchors.

<sup>8</sup> In this type, "culture" is broadly defined to include major arts institutions, popular attractions, restaurants, movie theaters, nightclubs and tourist sites.

<sup>9</sup> Production spaces such as artist, dance and music studios, as well as media production centers, are the primary cultural facilities in these districts.



# DOWNTOWN CULTURAL ATTRACTIONS

## ● Downtown Visual Arts Galleries, Studios, & Exhibit Spaces

### Public

- 1) Alachua County Admin. Building
- 2) Alachua County Library
- 3) City Hall
- 4) Hippodrome Gallery
- 5) Matheson Historical Society
- 6) Tench Building Art Studios
- 7) Thelma Boltin Center
- 8) Rosa B. Williams Center
- 9) Thomas Center

### Private

- |  |                                   |
|--|-----------------------------------|
| 10) Amelias                            | 25) Steve's Cafe Americain        |
| 11) Art on the Avenue                  | 26) Sun Center                    |
| 12) Brasserie                          | 27) Sweetwater Print Co-operative |
| 13) Courthouse Dell                    | 28) The High Note                 |
| 14) Downtown Athletic Club             | 29) Docs                          |
| 15) Eleanor Blair Studio               | 30) Gainsville Opticians          |
| 16) Emillanos                          | 31) Magnolias                     |
| 17) Full Circle                        | 32) Leonardo's 706                |
| 18) Harold's Fine Frames & Art Gallery | 33) Artworks Gallery              |
| 19) Media Image Gallery                | 34) Stratus Clothing              |
| 20) Orange Blossom Studios             | 35) Wild Irls Books               |
| 21) Pura Vida                          | 36) Our Place Cafe                |
| 22) Savannah Grande                    | 37) Civic Media Center            |
| 23) Sol Sisters Art Studio             | 38) Leonardo's by the Slice       |
| 24) Sovereign                          |                                   |

## ▲ Theaters

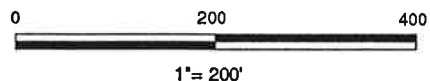
- 1) Hippodrome Theatre
- 2) Acrosstown Repertory Theatre

## ■ Downtown Venues for Live Music

- |                          |                            |
|--------------------------|----------------------------|
| 1) Brick City Music Hall | 9) Lillian's               |
| 2) Community Plaza       | 10) Market Street Pub/Club |
| 3) Covered Dish          | 11) Maude's Coffee Shop    |
| 4) Crazy Burro           | 12) Side Bar               |
| 5) Down Low              | 13) Souhouse               |
| 6) Dirty Nelly's         | 14) Sovereign              |
| 7) Fat Tuesday           | 15) University Club        |
| 8) Florida Theater       |                            |

## City of Gainesville Gainesville, Florida

Prepared by the  
Department of Community Development  
September 1999







## Cultural Affairs Element Data and Analysis Report

environment. A specific long-range master design plan which engages artists in the design of capital improvement projects could integrate goals of the City of Gainesville's Departments of Community Development, Public Works and Cultural Affairs.

### *Identified Needs from the Cultural Plan for Alachua County, 1998*

The Cultural Affairs Element is based on several needs identified in the Cultural Plan. The Plan is the forerunner to this Element, but is somewhat more encompassing as it addressed County-wide arts activities. The Plan identifies local cultural organizations and establishes mechanisms for communication and cooperation among the variety of organizations and interest areas. It identifies steps by which to better integrate the arts with the community as a whole. Furthermore, it identifies several items in need of address such as audience development, agency support, and physical facilities.

#### *Audience Development*

The 1998 Cultural Plan for Alachua County identifies ten goals of which five deal directly with developing and increasing audiences for the arts through education, promotion and marketing, and generating tourism. Audience development is a very important role both for individual arts organizations and the City. Efforts to inform the public about the City's cultural resources and programs need to be ongoing. Reducing barriers of price, logistics, transportation and access will allow those who have felt excluded to participate. A coordinated, county-wide effort to promote cultural tourism, ecotourism and historic tourism has the potential to markedly increase the number of visitors to this area and therefore increase audiences for the arts.

#### *Agency Support*

The second most strongly supported goal of the Cultural Plan is to enlarge the role of the Department of Cultural Affairs. Since the establishment of the Office of Cultural Affairs in 1979, the City's role has evolved dramatically. Since 1985 the Department of Cultural Affairs has functioned as the designated Local Arts Agency (LAA) for Alachua County. The National Endowment for the Arts (NEA) and the Florida Department of State encourage the development of a network of designated LAAs. This designation impacts the Local Arts Agency's eligibility to qualify for grants and increases the success rate of local arts organizations to qualify for grants. Both the Florida Department of State and the National Endowment for the Arts require coordination of cultural activities at the local level.

#### *Physical Facilities*

A third identified need is the maintenance of physical facilities for cultural activities. These facilities include a large number of public spaces operated by many units of local government. In addition to the public spaces, a number of privately-owned spaces are also available to arts organizations. The Cultural Plan identifies construction of a 300-400 person auditorium to handle

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professional theatrical performances as the City's most important need for cultural facilities. In 1995, the City assessed accessibility conditions at all of its facilities, including art facilities. As a result, minimal improvements were made to Thomas Center Building "A" and the Wilhelmina Johnson Resource Center. The failure of Alachua County voters to pass the Recreation Initiative hinders efforts to make major improvements to existing physical facilities.

## **Cultural Affairs Element Goals, Objectives, and Policies**

### **GOAL 1      EXPAND THE ROLE OF THE CITY TO MEET THE NEED FOR SERVICES, COORDINATION, LEADERSHIP AND FUNDING FOR THE CULTURAL GROWTH OF THE COMMUNITY.**

#### **Objective 1.1**

**The City shall identify and promote a broad base of financial support for the arts.**

#### **Policies**

1.1.1            The City shall maintain a funding commitment of ~~\$75,000~~ \$145,000 at a minimum annually to the arts through a general government grants program.

~~1.1.2            By 1996, the City shall apply to the National Endowment for the Arts (NEA) for a Local Incentive Grant using the Tourist Development Tax as the source for the local matching funds.~~

1.1.3~~2~~        ~~By 1998, The City shall continue investigating methods to increase arts funding, such as additional dedicated funding sources, or a United Arts Fund.~~

~~1.1.4            The City shall encourage increased community support for the arts by promoting cultural tourism.~~

#### **Objective . 1.2**

**The City shall enhance its Local Arts Agency (LAA) services to individual artists and small arts organizations, with specific focus on minorities and disabled**

#### **Policies**

1.2.1            The City shall hold at least two workshops yearly to address issues of concern, such as: access, professionalism, fiscal accountability, marketing, audience development, grants writing, and others.

~~1.2.2            By 1995, the City shall increase the visibility of minority and disabled artists by identifying them in the Artists Directory.~~

- 1.2.2 The City shall serve as a resource center for grant applicants, providing reference materials and technical assistance to organizations and individuals.

### **Objective 1.3**

**The City shall increase its visibility as the LAA and recognition of its role in the arts community.**

#### **Policies**

- 1.3.1 The LAA shall ~~expand its master calendar to show events~~ continue to promote events in the North Central Florida Region through annual publication of a master calendar. (Combined with Policy 2.1.4)
- 1.3.2 The LAA shall produce and update brochures explaining its services and programs
- 1.3.3 The LAA shall produce an annual forum to recognize members of the business community for their support of the arts.

### **Objective 1.4**

**The City shall identify the range of facilities needed for presentation of the arts, and the physical improvements necessary to existing facilities to provide comfortable access for all and the locational needs for cultural activities which will encourage and maintain community spirit.**

#### **Policies**

- ~~1.4.1 By January 1995, the City shall conduct a study of facility needs.~~
- 1.4.1 The City shall sponsor cultural events in the downtown central city core and other redevelopment areas in order to foster reinvestment in these communities.
- 1.4.2 ~~By 1996,~~ Every five years, the City shall continue to review the physical conditions and accessibility of existing arts facilities and other city owned properties for their potential to meet identified facility needs.
- ~~1.4.3 The City should investigate purchasing or constructing an auditorium for the performing arts.~~

**Objective 1.5**

**Develop a tourism plan by 2001 that promotes cultural, heritage and ecotourism in Alachua County through a coordinated county-wide effort.**

- 1.5.1 Identify types of cultural events, ecological resources, museums, parks and historical sites which can attract tourism to Gainesville and Alachua County.
- 1.5.2 Establish a tourism task force to advise the City Commission on tourism issues and development of the tourism plan.
- 1.5.3 Develop and implement a yearly marketing plan to promote local cultural, heritage and natural entities and attract new local and out of town audiences.
- 1.5.4 The LAA shall continue to work with arts organizations and the hospitality industry to develop effective promotion of events and activities. (Moved from 2.1.2)

**~~GOAL 2 THE LAA SHALL SUPPORT THE DEVELOPMENT OF A REGIONAL AUDIENCE FAMILIAR WITH A BROAD SPECTRUM OF ART FORMS, STYLES AND CULTURAL EXPRESSIONS.~~**

**~~Objective 2.1~~**

**~~The LAA shall cooperate with other interested agencies to develop a coordinated, county wide effort to promote cultural tourism in Gainesville/Alachua County.~~**

**~~Policies~~**

- 2.1.1 ~~By 1995, the LAA shall develop a cultural tourism plan in cooperation with other arts and tourism entities, which will identify the types of cultural events and activities which are most likely to be effective in attracting tourism to Gainesville/Alachua County. The cultural tourism plan shall be updated every five years.~~
- 2.1.2 ~~The LAA shall work with arts organizations and the hospitality industry to develop effective promotion of events and activities. (Moved to 1.5.4)~~
- 2.1.3 ~~The City shall work to secure public funding for cultural tourism development based upon the cultural tourism plan. (Included in Objective 1.5)~~

~~2.1.4~~ ~~By 1995, the City shall work with the Convention and Visitors Bureau and North Central Florida Regional Planning Council to develop and disseminate a regional cultural calendar. (Combined with Policy 1.3.1)~~

**GOAL 23 THE CITY SHALL FOSTER THE GROWTH OF A COMMUNITY WHERE THE ARTS ARE INCORPORATED AS A PART OF DAILY LIFE FOR ALL CITIZENS AND BECOME A PROMINENT ELEMENT FOR CREATING PEDESTRIAN ORIENTED STREETSAPES AND PUBLIC SPACES**

**Objective 2.1**

**The City shall maximize access to the arts.**

**Policies**

- 2.1.1 The City shall continue to study price, transportation, and handicapped access in order to identify ways to reduce barriers to community participation in the arts.
- 2.1.2 The City shall effectively communicate information about arts offerings by ~~increasing emphasis on~~ continuing to emphasize outreach to all areas within the city.

**Objective 2.2**

**The City shall encourage public & private display of art.**

**Policies**

~~3.2.1~~ ~~The City shall continue the ARTSREACH program. (Combined with Policy 3.2.4)~~

2.2.1 The City shall support the inclusion of artistic concerns in public art projects, through its Art in Public Places ordinance which dedicates at least 1% of the cost of new, renovated, and/or expanded buildings, structures, and infrastructure to art in public buildings.

2.2.2 The City shall fund public art and sculpture along its important thoroughfares and public spaces, identify appropriate locations for its placement, and sponsor design competitions to ensure public input into the process.

~~2.2.3 The City shall support the inclusion of artistic concerns in public art projects, through its Art in Public Places ordinance which dedicates at least 1% of the cost of public buildings to arts projects for new, and expanded facilities.~~

2.2.3 The City shall encourage the use of prominent venues for the display and presentation of locally produced art through ARTSREACH and other programs. (Combined with Policy 3.2.1)

2.2.4 The City shall annually recognize private businesses which host regular art exhibits.

### **Objective 2.3**

**The City shall enhance and support opportunities for artistic training and preparation across all creative and performing art forms and at all levels.**

#### **Policies**

2.3.1 The City shall cooperate with the School Board of Alachua County to enhance arts education through advocacy of the arts and support of extra curricular arts.

2.3.2 The City shall continue to support programs which stimulate artistic creativity and/or develop creative artists, ~~such as ARTSREACH.~~

~~3.3.3 The City shall work with the Community Education Program to encourage continuing arts education for local artists.~~

### **Objective 2.4**

**Promote and designate Downtown Gainesville as an arts and entertainment district.**

#### **Policies**

~~2.4.1 Improve the Downtown Plaza by January 2002 to allow expanded possibilities for performance. Such facilities shall include dressing rooms, improved stage floor, and enhanced lighting and audio equipment.~~

~~2.4.2 By 2001, increase the use of the Downtown Community Plaza by expanding the number of performances over the present.~~

~~2.4.3 By 2001, increase the visibility of Downtown Gainesville as an arts and entertainment destination by installing decorative hanging panels along~~

University Avenue and Main Street. Selection of the panels should be through design competition to ensure maximum public input into the design process.

2.4.4 By 2001 identify funding sources to publish a calendar of events within the downtown arts and entertainment district and disseminate in local newspapers, within informational kiosks, and on websites and other appropriate means of advertisement.

2.4.5 Consider amending the Gainesville City Code of Ordinances to provide the opportunity for musicians to perform on sidewalks in order to enliven sections of Downtown Gainesville.

2.4.6 By 2001 establish informational kiosks in Downtown Gainesville.

2.4.7 Identify appropriate locations in Downtown Gainesville for pedestrian-oriented public art.



**Appendix A**

**Annual Events**



**Appendix A**  
Annual Outdoor Events

Event	Date	Event	Date
African American Music Festival	June	Marjorie Kinnan Rawlings Celebration	August
African Harvest Festival	Fall	Martin Luther King, Jr. Celebration	January
Alachua County Fair	October/November	Melrose Grape Festival	September
Alachua Dickens Festival	December	*Memory Walk	October
Alachua Music Harvest	October	Micanopy Fall Harvest Festival	October/November
Archer Cultural Arts Festival	Spring	Morningside Farm & Forest Festival	April/May
Archer Yulee Day	June	Musical Affair	November
Art in Thornebrook Village	Fall	Newberry Cultural Arts Superfest	May
Awolowo Memorial Festival	June	Newberry Watermelon Festival	June
Dixieland Music Festival	May and October	New Year's Celebration	December
Downtown Festival & Art Show	November	Paynes Prairie Historic Walk Through Time	Spring
Downtown Jazz & Blues Festival	November	Poosum Creek Fall Festival	September
Earth Day	April	Salute to America Memorial Day Celebration	May
Fanfares & Fireworks	July	SFCC Spring Arts Festival	April
Fifth Avenue Arts Festival	Mid-May	Summer Shakespeare Festival	July
*Gainesville Gator Criterium Bike Race	March	Sunfest	Aug.
Gainesville Spring Pilgrimage	Mid March	T. Gilbert Pearson Day – Archer	November
Gay Pride Festival	June	*Tri-Gator Sprint Triathlon	March
*Great Gainesville Road Race	March	Waldo Antique & Craft Fair	Spring
Hawthorne Annual Christmas Festival	December	Waldo Railroad Days	April
High Springs Old Time Christmas	December	*WalkAmerica	March
High Springs Pioneer Days	May	Windsor Zucchini Festival	Spring
Hippodrome Halloween Benefit	October	Winter Solstice Festival	December
Historic Holidays/Festival of Lights	December		
Hoggetowne Medieval Faire	February		
Homecoming	Fall		
Juneteenth Celebration	June		
Kanapaha Botanical Gardens Intl Fair	October		
Kanapaha Spring Garden Festival	March		
Let's Go Downtown Performing Arts Series	Year round		
*Love, Life, Legs AIDS Walk	February		
*Making Strides Against Cancer	October	* Not a cultural event, but received City Support Services	



## **Appendix B**

### **Inventory of Cultural Spaces**



## Appendix B Inventory of Cultural Facilities

Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
<b>PERFORMING FACILITIES</b>				
<b>Community Facilities:</b>				
Acrosstown Repertory Theatre Baird Center 619 S Main Street Gainesville, FL 32601 375-1321	99	40 x 28		
Alachua County Library District Meeting Room (Rotunda) 401 East University Avenue Gainesville, FL 32601 Linda Boyles or Phyllis Filer 334-3900				
Gainesville Community Playhouse 4039 NW 16th Blvd Gainesville, FL 32605 376-4949	100	40 x 28		
Hippodrome State Theatre Second Stage 25 SE 2nd Place Gainesville, FL 32601 Mary Hausch 373-5968	86	40 x 18		
India Cultural & Educational Center 1115 SW 13 <sup>th</sup> Street Gainesville, FL 32608 379-2911				
Oak Hall School Theatre 8009 SW 14th Avenue Gainesville, FL 32608	400	40 x 30		1
Oaks Mall 6500 Newberry Road Gainesville, FL 32607				
Santa Fe Community College Auditorium 3000 NW 83rd Street PO Box 1530 Gainesville, FL 32602 Sylvia Atwood 395-5521	350	50 x 75		

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 Appendix B

Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
<b>University of Florida:</b>				
Constans Theatre J Wayne Reitz Union Room 330 University of Florida Gainesville, FL 32611 Lohse Beeland 392-1655	450	50 x 40		
Florida Gym J Wayne Reitz Union Room 330 University of Florida Gainesville, FL 32611 Lohse Beeland 392-1655	3000	Portable		
J Wayne Reitz Auditorium J Wayne Reitz Union 2nd floor University of Florida Gainesville, FL 32611 392-1645	350	12 x 30		
Medical Science Building Medical Center University of Florida Gainesville, FL 32611 Jim Saworka 392-1256	528	20 x 20		
Reitz Union J Wayne Reitz Union Ballroom University of Florida Gainesville, FL 32611 Lohse Beeland 392-1645	750	Portable		
Samuel P Harn Museum University of Florida Gainesville, FL 32611-2088	200	22 x 10		
Stephen O'Connell Center J Wayne Reitz Union Room 330 University of Florida Lohse Beeland 392-5500	12,000	Portable		



Cultural Affairs Element  
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 Appendix B

Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
University Memorial Auditorium J Wayne Reitz Union Room 330 University of Florida Gainesville, FL 32611 Lohse Beeland 392-2346	850	40 x 30		
University of Florida Center for the Performing Arts Gainesville, FL 32614 Paul Newman 392-5466	1800	50 x 50		
<b>City of Gainesville</b>				
Bivens Arm Amphitheatre 3650 S Main Street Gainesville, FL 32601 Steve Phillips 334-5067	50	20 x 20		
Downtown Plaza 200 East University Avenue Gainesville, FL 334-5064		50 x 25		
Spanish Court - Thomas Center 302 NE 6th Avenue, PO Box 490 Gainesville, FL 32602 Coni Gesualdi 334-5064	150	12 x 12		
Turtle Court - Thomas Center 302 NE 6th Avenue, PO Box 490 Gainesville, FL 32602 Coni Gesualdi 334-5064	80	12 x 12		
Children's Amphitheatre Thomas Center 302 NE 6th Avenue, PO Box 490 Gainesville, FL 32602 Coni Gesualdi 334-5064	80	20 x 20		
Martin Luther King, Jr. Multipurpose Center 1028 NE 14 <sup>th</sup> Street Gainesville, FL 32601 334-2304	600	45 x 25		

Cultural Affairs Element  
 Inventory of Cultural Facilities  
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Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
Wilhelmina Johnson Resource Center 321 NW 10th Street Gainesville, FL 32601 Coni Gesualdi 334-5064	40	12 x 12		
<b>Alachua County School Board:</b>				
A Q Jones Center 1108 NW 7th Avenue Gainesville, FL 32601 336-2840	300	Stage		
Abraham Lincoln Middle School 1001 SE 12th Street Gainesville, FL 32601 Ginger Chiles, Principal 336-2711	750	Stage		
Buchholz High School 5510 NW 27th Avenue Gainesville, FL 32601 Mae Isaar, Principal 336-2702	708	Stage		
Eastside High School 1201 SE 45th Terrace Gainesville, FL 32601 Dr. Robert Schenck, Principal 336-2704	708	Stage		
Gainesville High School 1900 NW 13th Street Gainesville, L 32601 Dr. Dan Boyd, Principal 336-2707	940	Stage		
Lanier Center 312 NW 16th Avenue Gainesville, FL 32601 -336-2841	200+	Stage		
Marjorie K Rawlings Elementary School 3500 NE 15th Street Gainesville, FL 32601 Liz Parker, Principal 336-2715	200+	Stage		
Newberry Elementary School Newberry, FL 32669 Dr. Dianne Lagotic, Principal 472-2144	200+	Stage		

Cultural Affairs Element  
 Inventory of Cultural Facilities  
 Appendix B

Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
Newberry Jr/Sr High School Highway 26 Newberry, FL 32669 Harry Conner, Principal 472-2174	600	Stage		
Prairie View Elementary School 1801 SE 32nd Place Gainesville, FL 32601 Dr Lougene Hill, Principal 336-2714	200+	Stage		
Santa Fe High School Alachua, FL 32615 Jeff Jones, Principal 462-1125	500	Stage		
W A Metcalfe Elementary School 1905 NE 12th Street Gainesville, FL 32601 Dean Niederkoher, Principal 336-2713	200+	Stage		
Alachua Elementary School Alachua, FL 32615 Pansy Post, Principal 462-1841	200+	Stage		
Archer Elementary School SW Archer Road Archer, FL 32618 Jahala Sterling, Principal 495-2111	200+	Stage		
Charles W Duval Elementary School 2106 NE 8th Avenue Gainesville, FL 32601 Dewitt Lewis, Principal 336-2703	200+	Stage		
Chester Shell Elementary School PO Box Drawer 70 Hawthorne, FL 32640 481-2444	150-175	Cafeteria		
Fort Clarke Middle School 9301 NW 23rd Avenue Gainesville, FL 32606 Bill Cliett, Principal 332-8050	715	Stage		
Glen Springs Elementary School 2826 NW 31st Avenue Gainesville, FL 32605 Patsy Kinney, Principal 336-2708	200+	Stage		

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Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
Hawthorne Jr/Sr High School Hawthorne, FL 32640 Dr Lamar Simmons 481-2417	600	Stage		
Hidden Oak 9205 NW 23rd Avenue Gainesville, FL 32606 Dr Doris Richardson, Principal 332-6300	200+	Stage		
Howard W Bishop Middle School 1901 NE 9th Street Gainesville, FL 32609 336-2701	260	Teaching Auditor. Cafeteria Stage		
Idylwild Elementary School 4601 SW 20th Terrace Gainesville, FL 32601 Dr Robert Craig, Principal 336-2709	200+	Stage		
J J Finley Elementary School 1912 NW 5th Avenue Gainesville, FL 32603 Dr Christine Hirsch, Principal 336-2705	454	Stage		
Joseph Williams Elementary School 1245 SE 7th Avenue Gainesville, FL 32601 336-2719	200+	Stage		
Kimball Wiles Elementary School 4601 SW 75th Street Gainesville, FL 32608 372-7058	200+	Stage		
Kirby Smith Board Room 620 E University Avenue Gainesville, FL 32601 336-3553	126	Stage		
Lake Forest Elementary School 427 SE 43rd Street Gainesville, FL 32601 Marvin Nelson, Principal 336-2710	200+	Stage		
Littlewood Elementary School 812 NE 34th Street Gainesville, FL 32601 Georgeann Mullally 336-2712	200+	Stage		

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Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
Myra Terwilliger Elementary School 301 NW 62nd Street Gainesville, FL 336-2736				
Spring Hill Middle School PO Box 907 High Springs, FL 32643 454-2701	500	Cafe.		
Stephen Foster Elementary School 3800 NW 6th Street Gainesville, FL 32601 Debra Frank, Principal 336-2706	300	Stage		
Waldo Community School PO Box 190 Waldo, FL 32694 468-1451	230-240	Cafe.		
Westwood Middle School 3215 NW 15th Avenue Gainesville, FL 336-2718				
William S Talbot Elementary School 5001 NW 43rd Street Gainesville, FL 32606 336-2716	200-300	Cafe.		
<b>VISUAL ARTS FACILITIES:</b>				
<b>Community Facilities:</b>				
Hippodrome Galleries 25 SE 2nd Place Gainesville, FL 32601 Shirley Lassiter 373-5968			900 sq ft	4-5
Oak Hall School Student Center 8009 SW 14th Avenue Gainesville, FL 32608 Mike Maher, Principal 332-3609			4500 sq ft \$200/one time	1

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Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
Santa Fe Community College Art Gallery 3000 NW 83rd Street Gainesville, FL 32609 Nan Ward 395-5621			180 ft	
<b>University of Florida:</b>				
Focus Gallery Fine Arts Building-Room 302 University of Florida Gainesville, FL 32611 392-0211			50 ft	1
McCarty Auditorium McCarty Hall University of Florida Gainesville, FL 32611				
Reitz Union Ballroom J Wayne Reitz Union-Room 330 University of Florida Gainesville, FL 32611 Lohse Beeland 392-0375			250-300 ft	3
Samuel P Harn Museum of Art SW 34th Street and Hull Road Gainesville, FL 32614 Agnes Blessing or Lassie Patterson 392-9826 University Gallery				
Fine Arts Building University of Florida Gainesville, FL 32611 James Wyman 392-0201 Weimer Hall Auditorium				

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Facility	# of Seats	Stage size (feet)	Exhibit Space (running ft.)	# of Exhibit Spaces
<b>City of Gainesville Department of Cultural Affairs:</b>				
Main Art Gallery - Thomas Center 302 NE 6th Avenue, PO Box 490 Gainesville, FL 32602 Amy Dickerson 334-5064			100 ft	1
Mezzanine Art Gallery Thomas Center 302 NE 6th Avenue, PO Box 490 Gainesville, FL 32602 Amy Dickerson 334-5064			100 ft	1
<b>OTHER MUSEUMS:</b>				
Fred Bear Museum 4600 SW 41st Blvd Gainesville, FL 32608 376-2411				
Matheson Historical Center 513 East University Avenue Gainesville, FL 32601 Lisa Auel 378-2280				





**1. Petition 101CPA-99 PB**

City Plan Board. Update the Cultural Affairs Element of the City of Gainesville 1991—2001 Comprehensive Plan for the proposed 2000—2010 Comprehensive Plan.

Ms. Connie Gesualdi was recognized. Ms. Gesualdi explained that the board had reviewed the proposed element at an earlier workshop. She discussed changes made in the maps accompanying the Element per the board's request. Ms. Gesualdi offered to answer any questions from the board.

There was discussion of the maps and locations listed as gallery sites.

Dr. Fried asked if there was a dollar breakdown for the funding sources listed in the element. He suggested that the monies be listed in a table.

Mr. Guy asked if there were Levels of Service (LOS) for the Cultural Affairs Element as there were for other elements. He also asked if there was a method of comparing Gainesville's cultural facilities to other cities based upon dollars.

Ms. Gesualdi indicated that she wished to provide an economic impact document, but given time and budget restraints was, unable to do so. She discussed how such information might be obtained. She also discussed the number of grants obtained for the City.

Mr. Polshek suggested a comparison of the cultural affairs budget of Athens, Georgia.

Ms. Gesualdi noted that there were other items such as private donations that made an impact on the issue.

At the request of the Chair, Ms. Gesualdi discussed a Master Design Plan for the arts at public locations.

Mr. Tom Saunders was recognized. Mr. Saunders discussed an aspect of the Urban Design Element that dealt with public art.

Dr. Fried noted that art displayed in public buildings only reached a limited number of people. He asked if the County Tourism Center on I-75 had received literature on the arts in Gainesville.

Ms. Gesualdi replied that they had received brochures listing arts facilities in town.

Ms. Dowling pointed out errors on the locations of some sites on the maps presented with the element.

Mr. Polshek suggested that the Cultural Attractions listed on Map 2 be made separate lists of public and private facilities rather than having a key to designate each site's status.

There was discussion of County and City arts facilities.

There was discussion of the information kiosks proposed for the downtown areas as alternatives to posting of flyers.

Chair Guy suggested proposals for kiosks be part of a master plan and include the area toward the University

Ms. Gesualdi indicated that the issue of kiosks was under discussion.

Dr. Fried asked if there was a list of the major arts organizations.

Ms. Gesualdi indicated that the information was on the Cultural Affairs data base.

Dr. Fried suggested that a list of organizations be placed in the Element.

Mr. Polshek suggested that a list of organizations might change frequently. He asked if the Cultural Affairs Department had sponsored any design competitions.

Ms. Gesualdi discussed the various organizations providing such competitions.

Mr. Polshek discussed the maps provided and suggested that the board request a provision that the maps be revised every six months.

Mr. Hilliard stated that the Goals, Objectives and policies of the Element itself was the only document being adopted by the board. He explained that the maps were considered data and analysis and could be updated regularly.

Dr. Fried suggested that a statement be placed on the map indicating where updated information could be found.

Mr. Hilliard agreed that a statement could be added to the maps.

There was no public comment on the petition.

<u>Motion By:</u> Ms. Dowling	<u>Seconded By:</u> Dr. Fried
<u>Moved to:</u> Approve Petition 101CPA-99 PB.	<u>Upon Vote:</u> Motion Carried 6-0 Yeas: Carter, Guy, Fried, Dowling, Polshek, Myers