

Street Performance Pilot Program

Introduction

This document provides a proposal for the financial aspects and general information about a street performance program in the city of Gainesville, FL. This document only contains information about components that could be included in the program. More research into elements that may be added should be assessed by the commissioners and the general public.

Project Purpose

This proposal seeks funds for the development of a street performance program for the city of Gainesville. The street performance program hopes to finance street performers and other local bands to display their artistic abilities in areas around the city to increase the cultural appeal of the community. Within the city's diverse and intellectual atmosphere, often times the little things matter. Simply by hearing the music such performers as one walks by is enough to lift the spirits of anyone.

This proposal hopes to illuminate the rich culture of Gainesville, by financing artists and performers to, at different locations and times of day, execute their talent. It hopes to bring forth vibrancy to our settings and boost the overall enjoyment of the people in their everyday lives. What this proposal attempts to achieve, allows for our local artists to grow exponentially in their creative and public ability. Local businesses around the respective location of the performer(s) may benefit from the excess attraction as well. Although live music can be seen at many locations around the city, the authenticity of street performances is not always seen.

Research

After speaking with the Minneapolis Downtown Improvement District and the City of Austin's Music and Entertainment Division, that have both implemented a similar program, it was evident that there are many benefits to such a project.

Each instituted a pilot program for a few months and the Minneapolis DID also worked with local art organizations to establish the credibility of the artists performing. They publicized the program through social media and signage upon the wagons they provided for the performers. Nonmusical performances such as mime, clowning, and spoken word were included as well with the pilot program. The wage was set at 50 dollars per hour for an individual, 60 dollars for a duo, and 90 dollars for a trio. Artists also performed at special events such as holidays and local festivals. The DID believed that with the performers, the people walking by seemed "more comfortable and causal". They worked with their Security Director to establish areas that were prone to crime and noticed that with performances in such places, there was less of an incentive to commit a crime.

The City of Austin's Music and Entertainment Division had a similar program where they utilized an application process to assess the legitimacy of the performers. Within their six-month pilot program, there were 206 performances with a 150 dollars per hour wage set by the city. They also met the ordinances in place about busking and worked with their police to inform them about the program. The coordinators of both projects believe that the programs were worth the effort and funds.

With this increased development we see around our city it's important that we support the culture of Gainesville.. We have the ability to provide a Gainesville rich with diversity and culture, and create individualized experiences filled with music and performances for all.

Services

The primary service of the program is to finance street performers and artists to perform around the city at designated places and times. A pilot program is encouraged to establish the advantages and disadvantages of the project for four to six months. The locations of the performers are encouraged to be in populated areas such as downtown, midtown and Depot Park. In each area the artists will be placed, a notice should be sent to the surrounding businesses to inform them of the project. With Minneapolis seeing a decrease in crime in areas where performances were held, it is also recommend to pilot the program at "the slab" on NE 8th Ave in the Duval neighborhood

A wage may be set and performers legitimized though an application process that showcases credibility such as a social media platform or website. It is also encouraged that signage for the artists are provided, so that local authorities do not interfere. The operation of the program may be conducted by the Parks, Recreations and Cultural Affairs department and collaborations with local art organizations.

The application process and program as a whole should be promoted on social media and the City's website. The performers should not be limited to solely musical artists. After the pilot program, a survey or study should be conducted to assess public and business opinion and to establish the project's future.

Financing

There are many manners to fund the program in the long term. Working with arts organizations or private donors, might result in donations to fund the project. Communicating with the local businesses that are in the area of the designations of the performers, might also, if they approve of the program, lead to donations. These avenues should be explored if the pilot program is successful and is planned to be continued.

This proposal seeks funds for the street performance program from the general fund for FY2020 budget. \$25,000 is requested for the development and financing of the performances.

The funds will go towards the pilot program initially in order to finance the wages of the performances and equipment.

Conclusion

With the addition of the street performance program, the cultural vibrancy and overall nature of the streets of Gainesville will be far brighter. The enjoyable atmosphere will improve the days and nights of pedestrians and enrich the artistic appeal of the city. \$25,000 is requested for the pilot program to finance the wages and other necessities needed to complete the project.