



A Cultural Plan for the City of Gainesville & Alachua County, Florida

Presentation to
Gainesville City Commission
July 16, 2015

Mataraza Consulting, LLC





Planning Questions

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1. What cultural and creative activities currently exist in the county?
2. What is missing, wanted, and needed?
3. How can the arts further impact the economic growth of the region and propel its priorities?
4. What venues, facilities, and infrastructure are required and how will they be sustained?



Four Strategic Priorities

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Priority 1 Nurture and Increase Creative Vitality

Priority 2 Increase Creative Opportunities for All Residents Everywhere

Priority 3 Boost the County's Reputation as an Even More Attractive Place to Live, Work, and Visit

Priority 4 Increase Parks, Recreation, and Cultural Affairs Department's Stewardship



4





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Cultural
Affairs
Elements



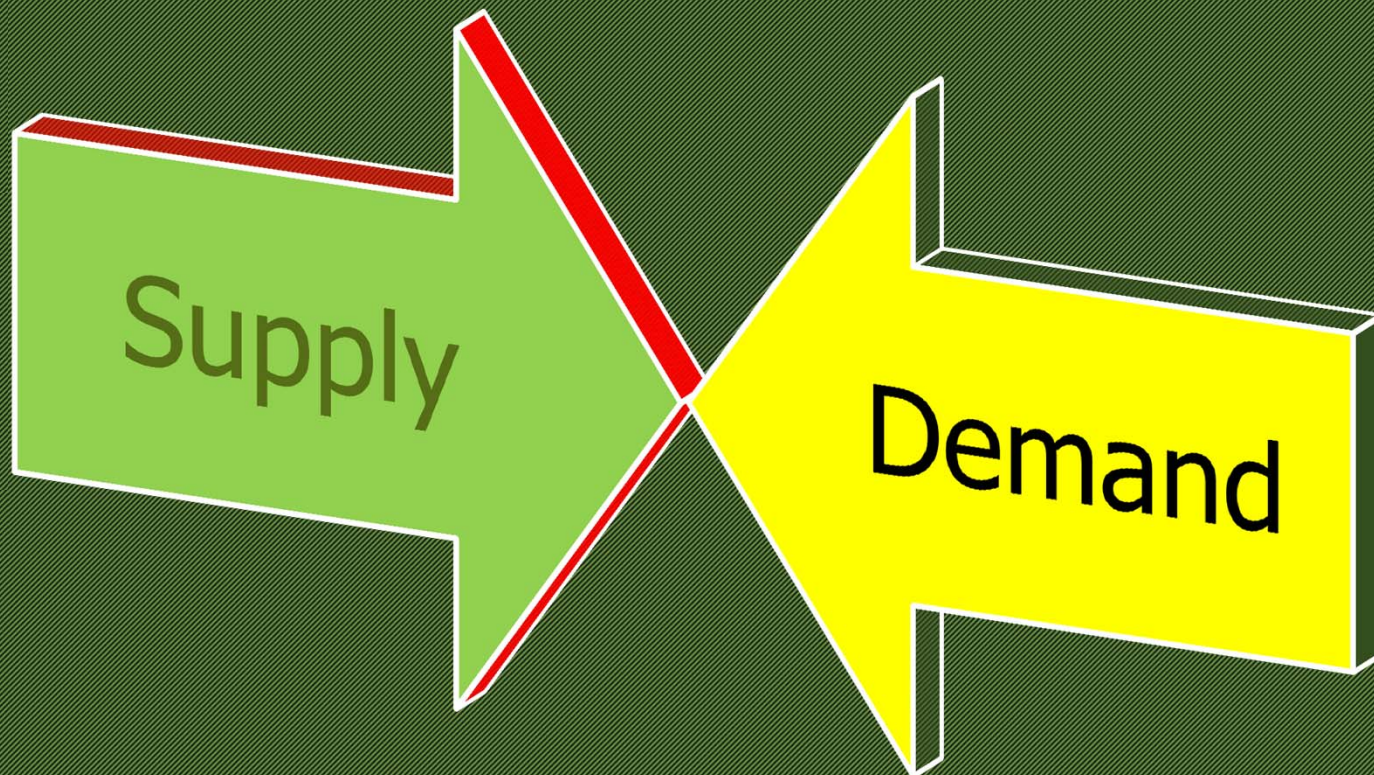
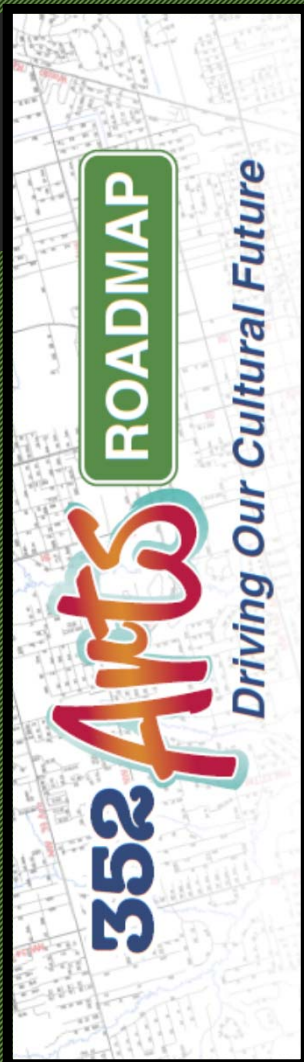
Planning Project Timeline

6



Planning Focus

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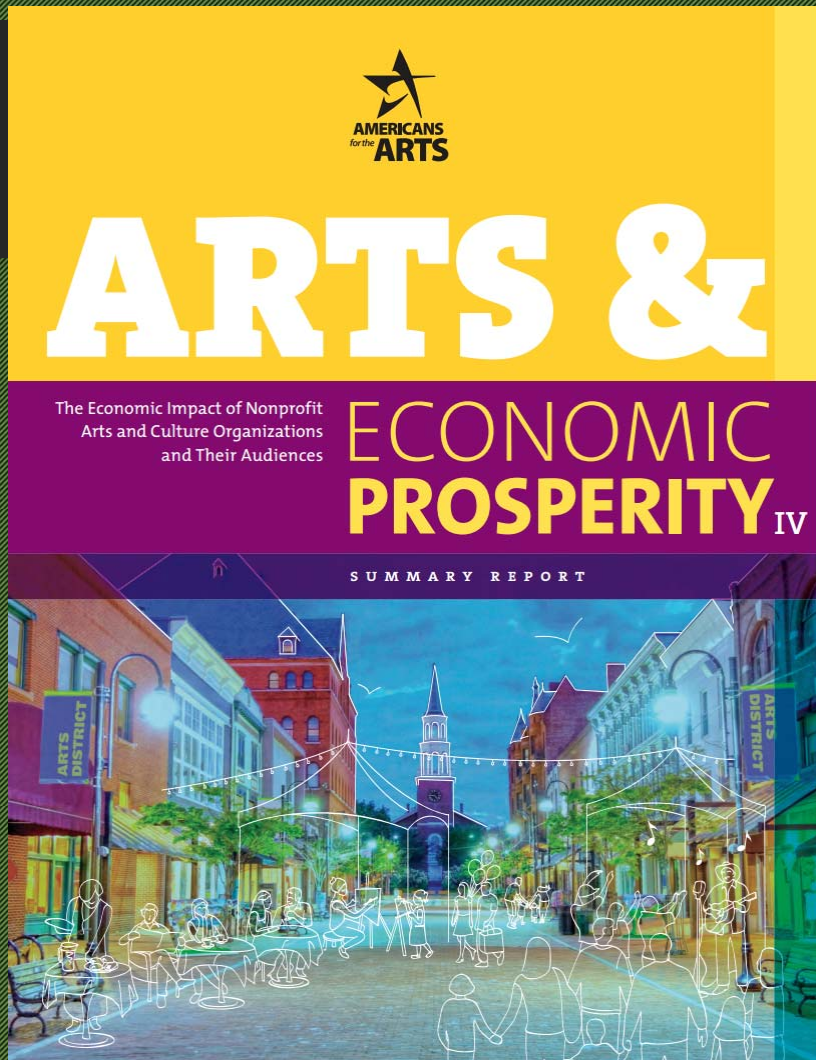
352 Arts ROADMAP
Driving Our Cultural Future

8



Supply

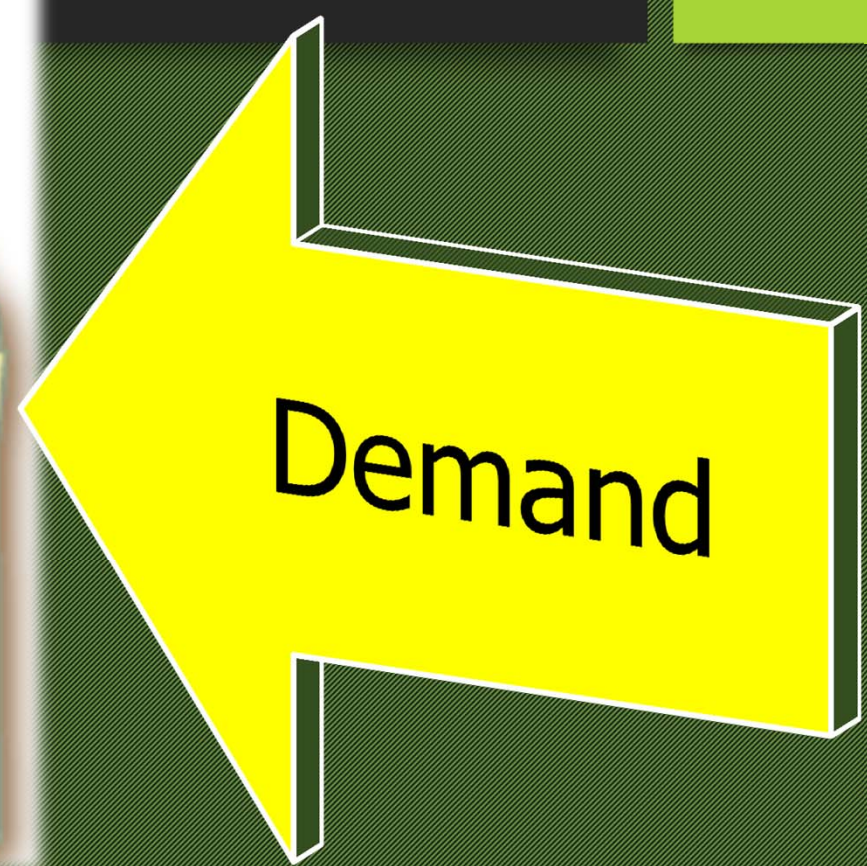
- 106 arts, cultural, heritage entities
- 2,480 Creative industries & Businesses
- 54 locations National Register of Historic Places, including 4 towns
- World class cultural facilities:
 - UF Samuel P Harn Museum of Art
 - UF FL Museum of Natural History
 - UF Curtis M. Philips Center for the Performing Arts
 - Santa Fe College
- 61 venues
- Depot Park
- 1,000 artists



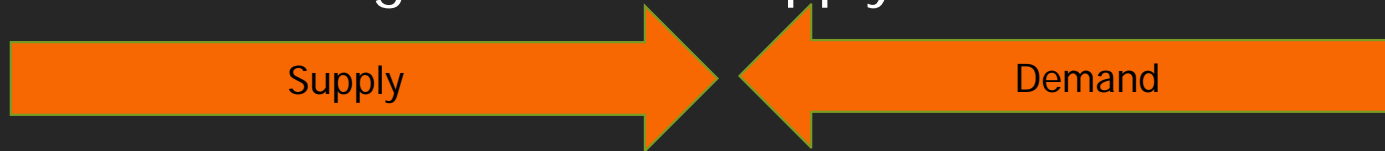
- Alachua County Arts Economic Impact \$ 85.5 million
- County Audiences = 2 million per year
- Direct/indirect support 2,344 fulltime equivalent jobs
- \$7.3 in government revenue

352 Arts ROADMAP

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Data Gathering: Measure Supply & Demand



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1. Artists Assessment

- Inventory via survey
- Focus Groups

2. Arts, culture history & heritage NP organizations assessment:

- Inventory via survey
- Focus Groups

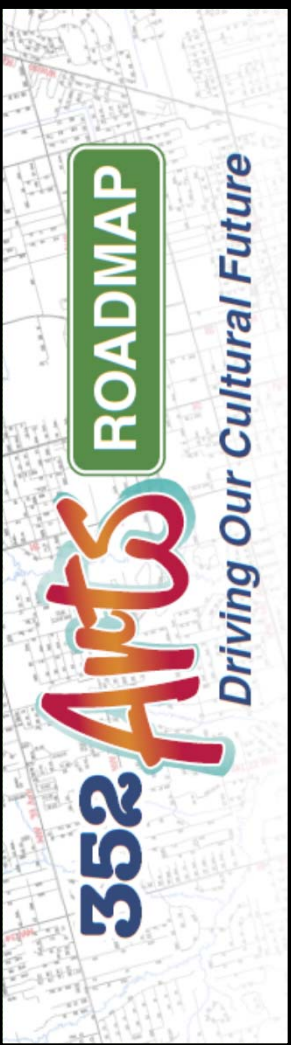
3. NP Organizations (nonarts):

- Inventory via survey

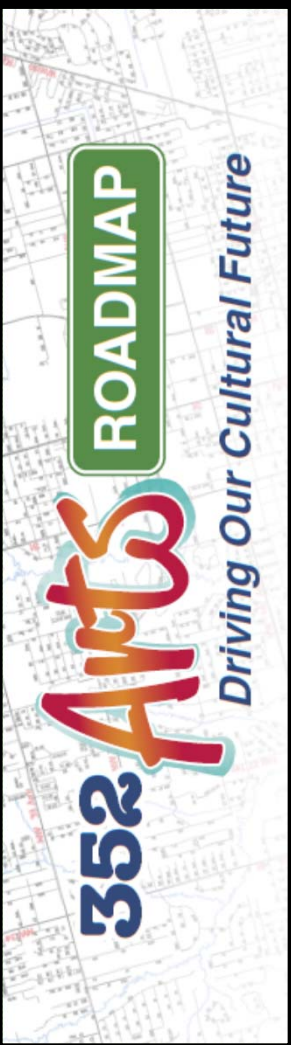
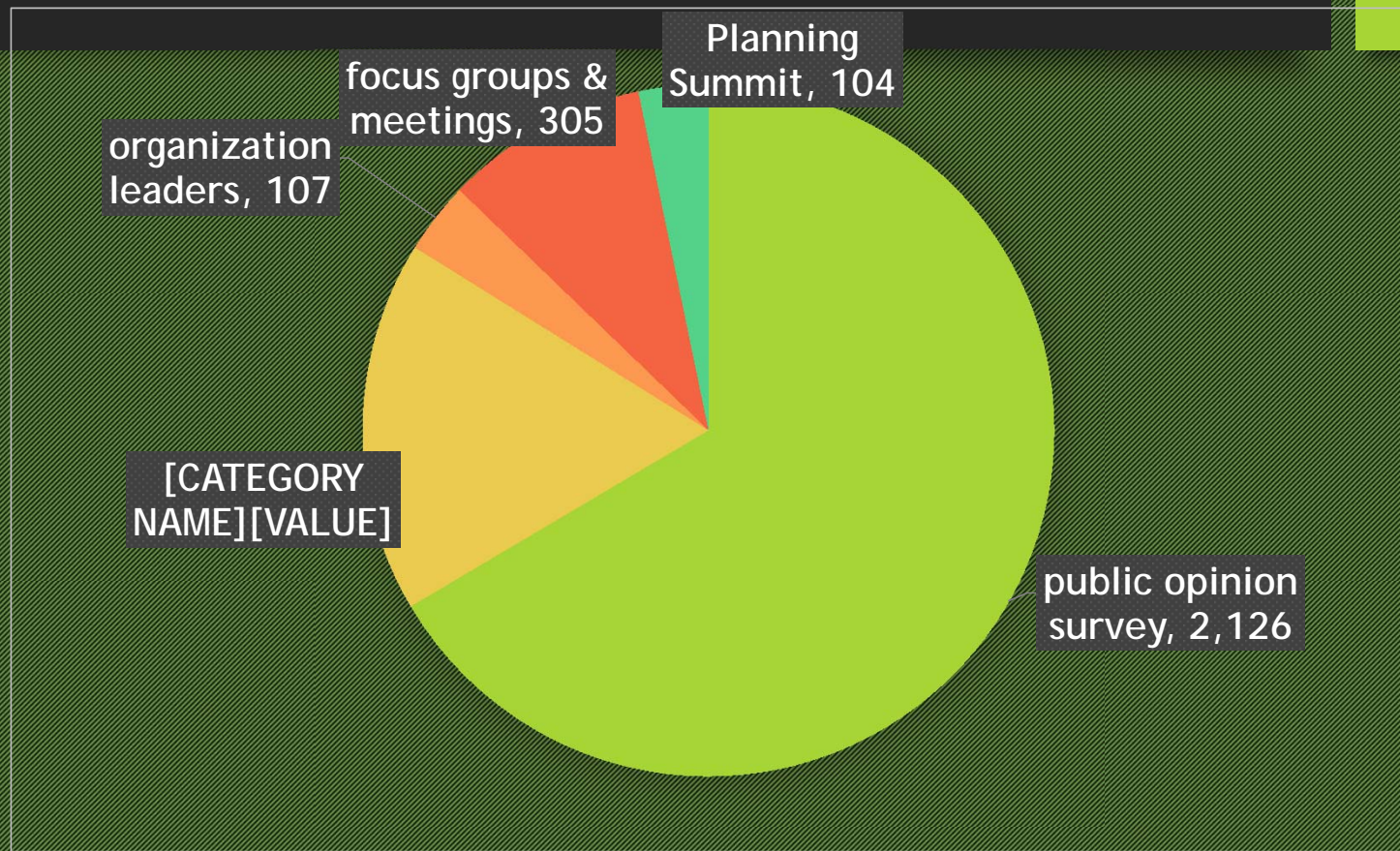
1. Public Opinion **One Percent Response**

(residents)

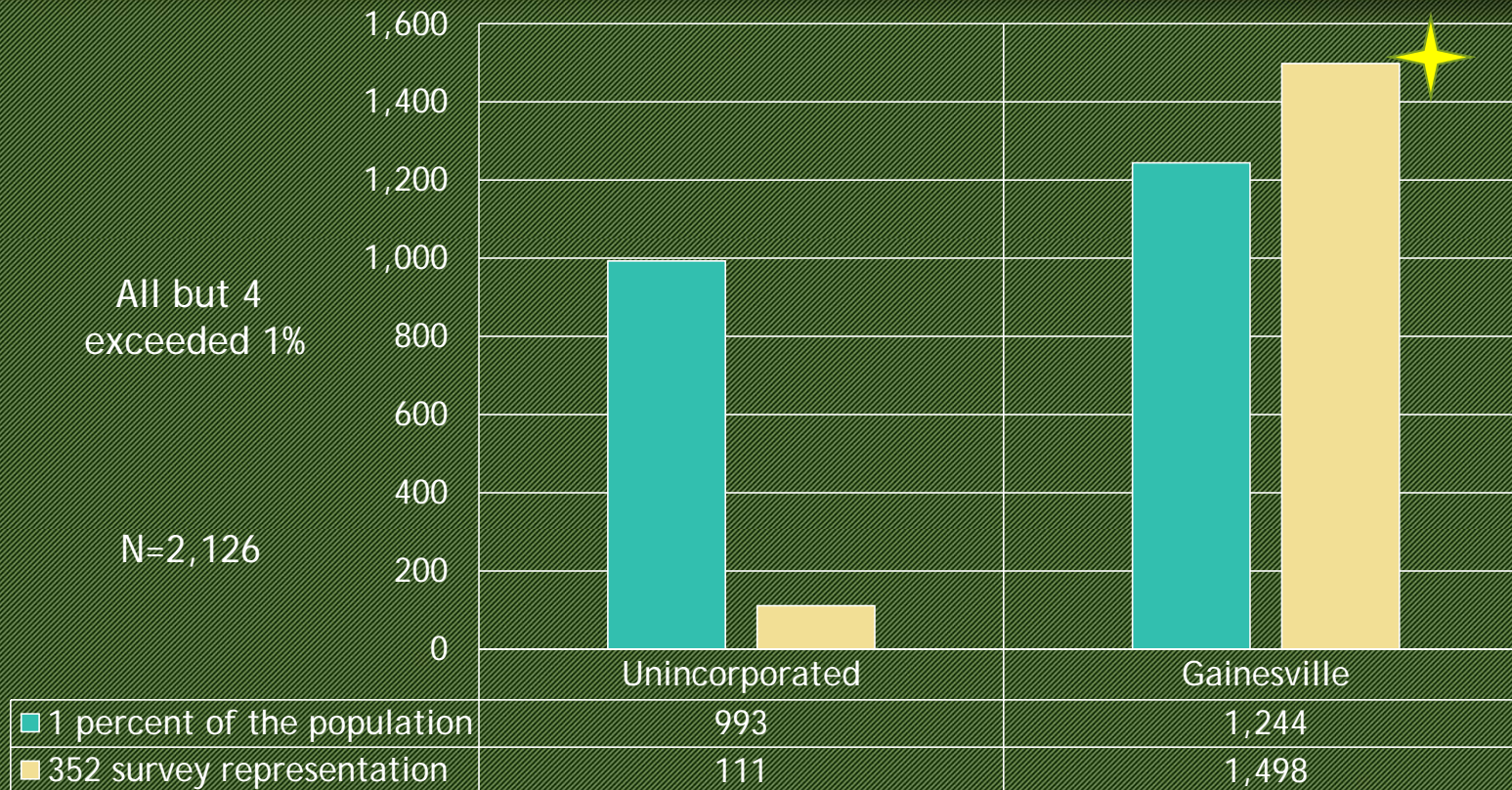
- Forums
- Public events
- Already scheduled meetings
- Public Opinion Surveys
- Site specific distribution
- Media



Overall Participation - 3,197

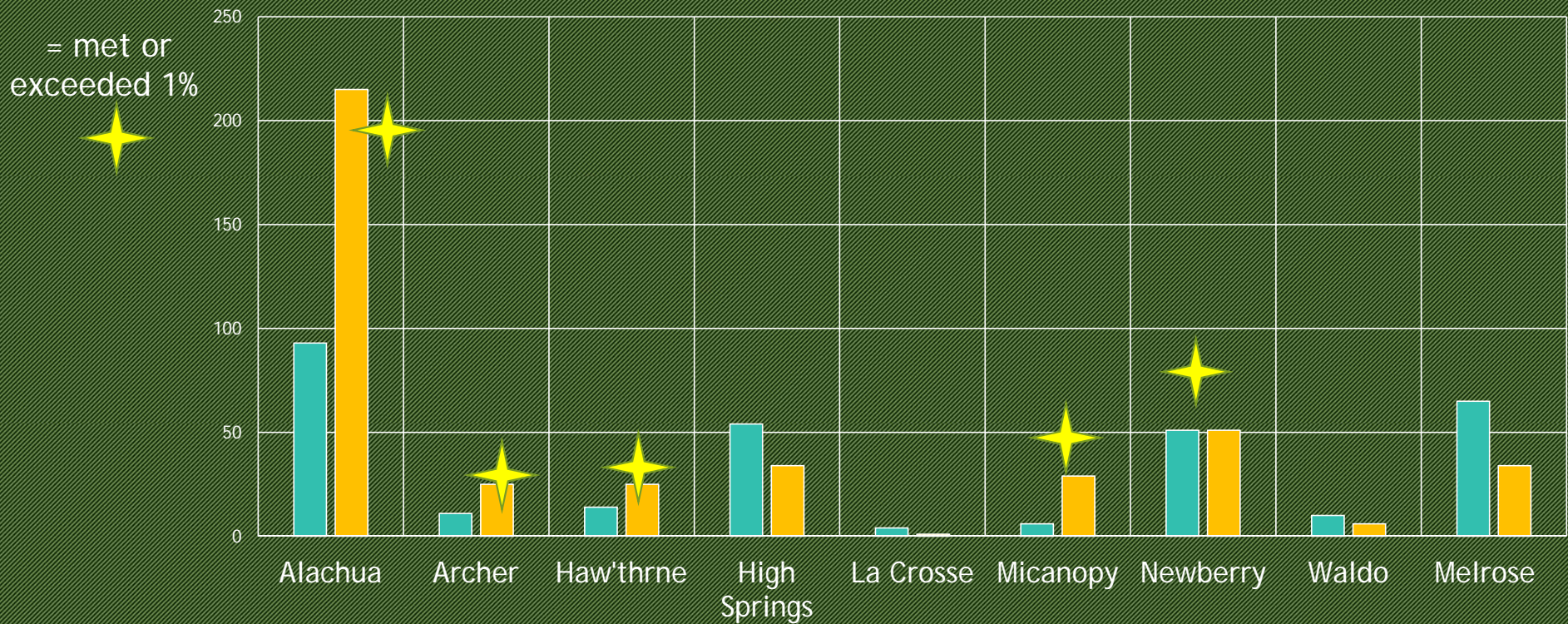


Community by Community Results



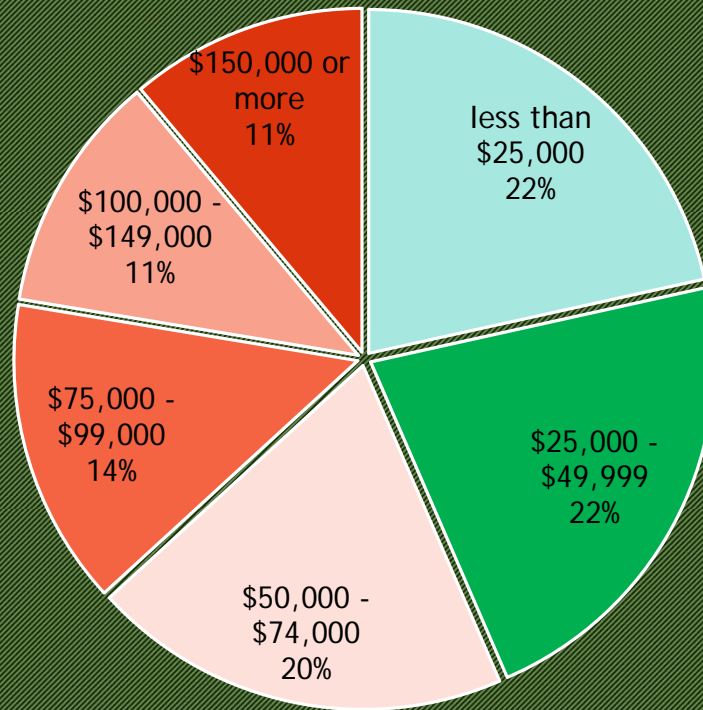
Community by Community Public Opinion Inputs

14

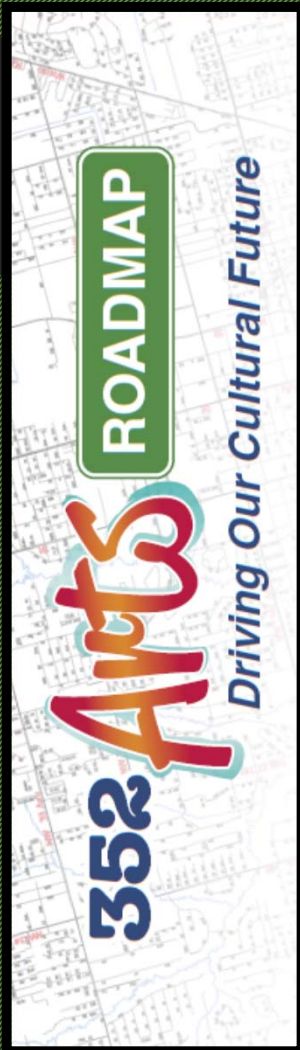


Public Opinion Household Income

15



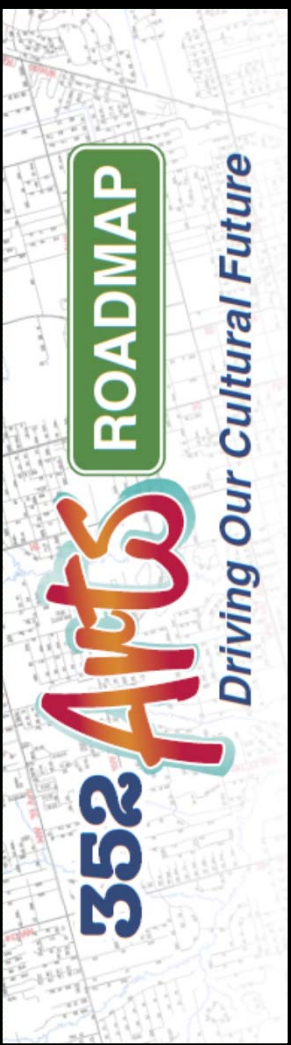
N=1,644



In a few words, what is the one thing you think Alachua County is most known for?

Gainesville Paynes Prairie Community Green Trees High
Taxes Culture Shands Arts Environment
Gators Education University of
Florida Activities Nature College
Town Football Parks Springs Liberal Sports Music

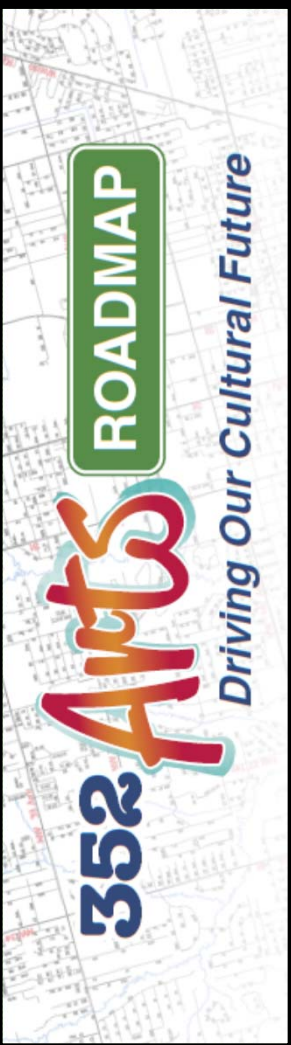
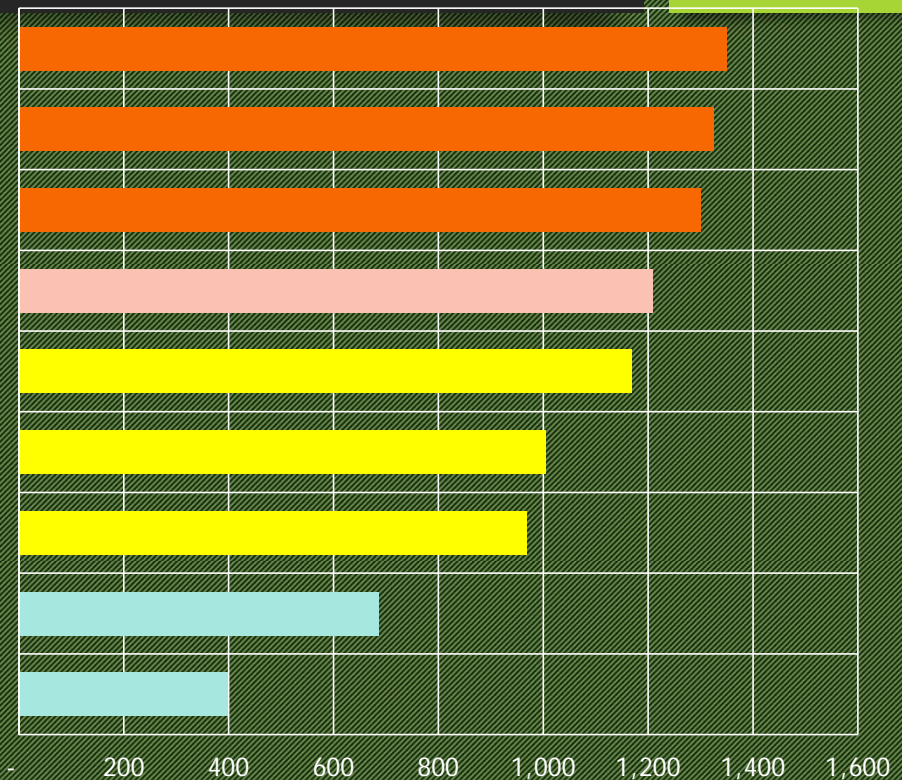
N=1,891



Check all activities in Alachua County in which you have participated in the past 12 months

- Visited a farmer or green market
- Attended a ticketed live performance
- Visited an art gallery or museum
- Attended a free live performance
- Attended a non sports event at a college
- Visited historic site or heritage area
- Purchased something from a regional artist
- Made art or performed art myself
- Attended a k-12 in school arts program

N=1,885



Organizations' most needed services

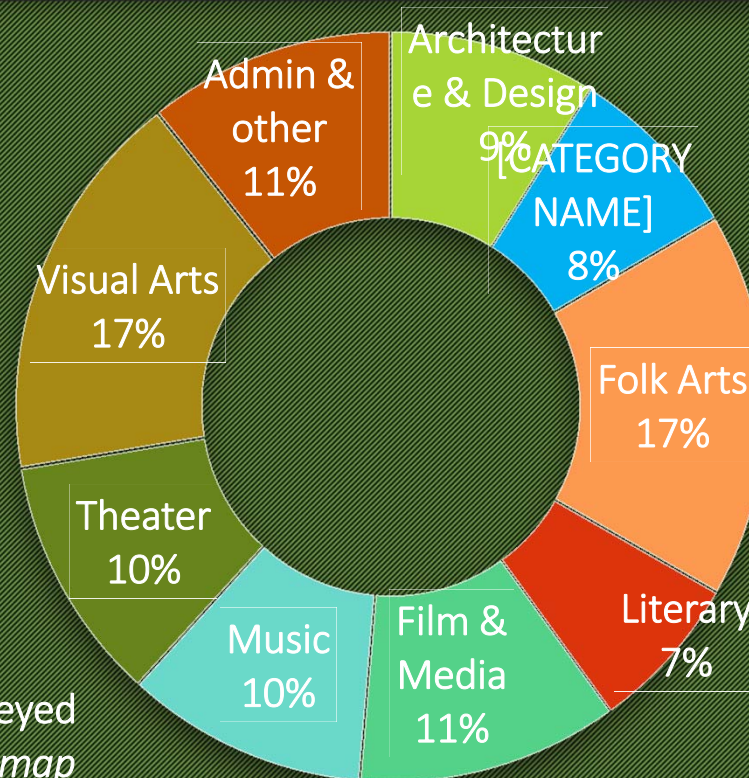
18

1. Networking opportunities and strategies to build audiences - 64%
2. Uber website with data bases, directories, research, skills banks, connections to social media, grant writers et.al - 58%
3. Fund development - online giving - capitalization strategy - 42%

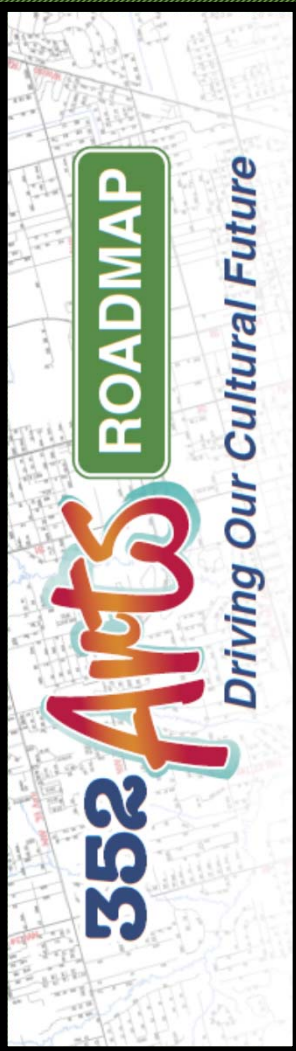


Artist Types

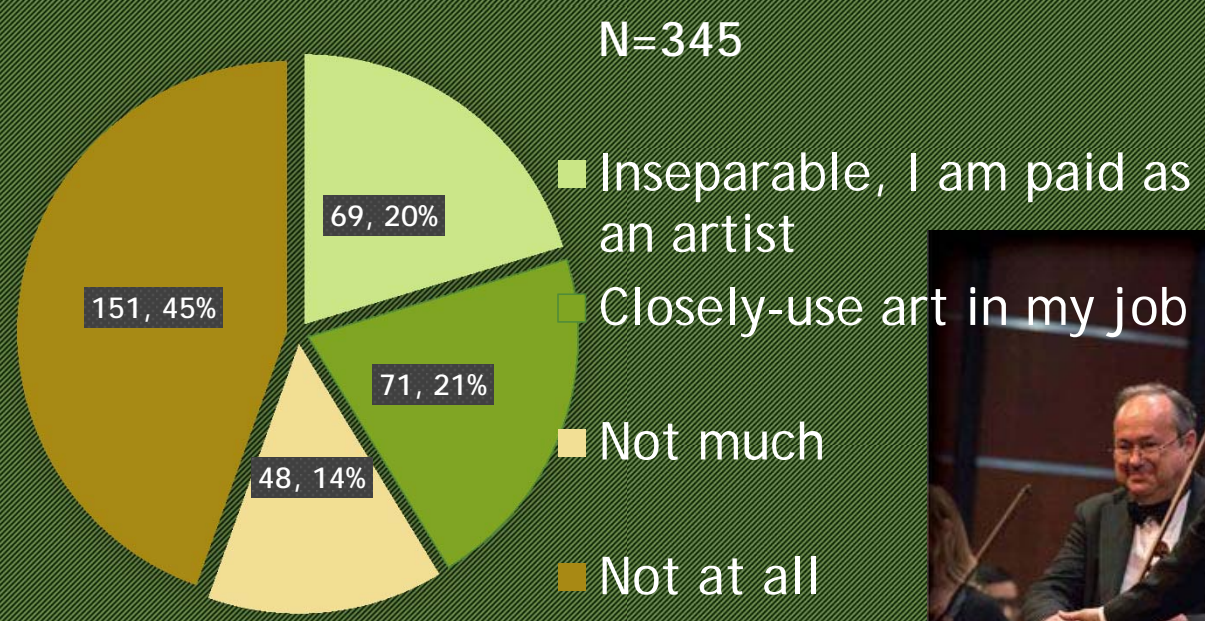
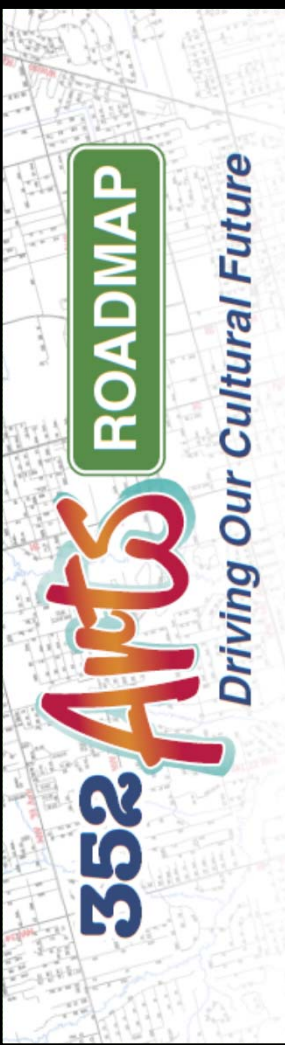
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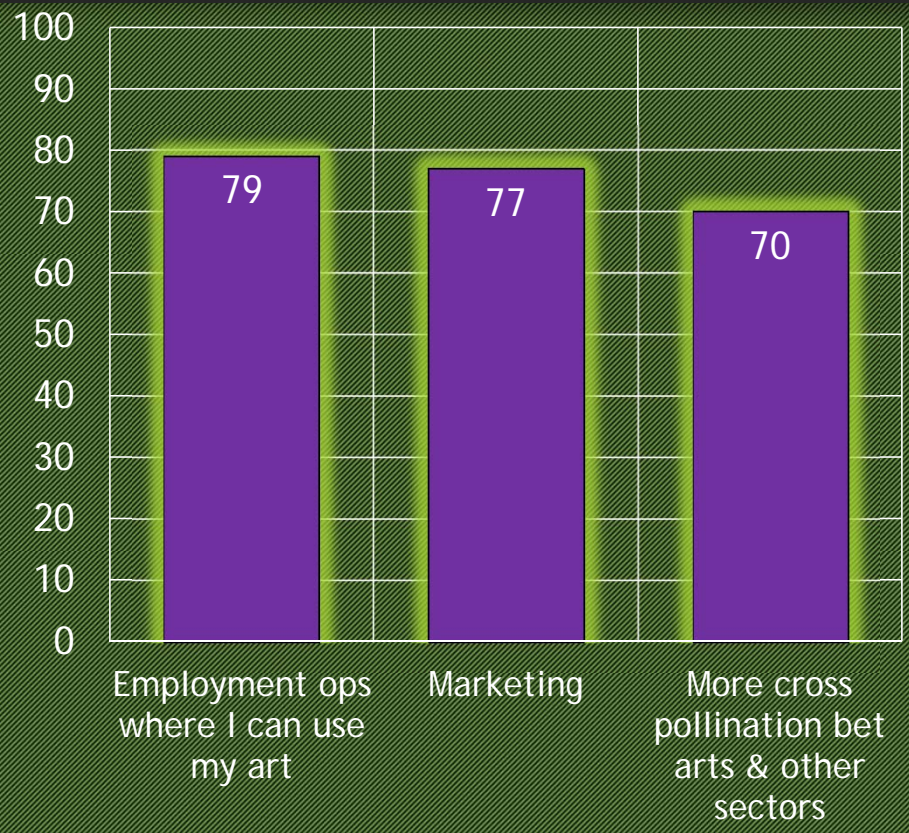
555 Artists Surveyed in 352ArtsRoadmap



How closely related is your artistic work to your employment?



Of the following, which one is most important?



Artists
N=264

352 Arts
ROADMAP
Driving Our Cultural Future





VISION

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Culture will be central to our environmental, economic, and social well-being.

We envision a future in which there are more opportunities than ever before to create, participate in, learn from, and enjoy art, history, and cultural expression countywide.



CORE VALUES

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- Excellence, professionalism, and collaboration
- Exceptional audience experience
- Artists and the creative process
- Cultural heritage
- The power of the ensemble
- The celebration of the human spirit

Strategic Priorities

Priority 1. Nurture and Increase Creative Vitality	Priority 2. Increase Creative Opportunities for All Residents Everywhere	Priority 3. Boost Our Reputation as an Even More Attractive Place to Live, Work, and Visit	Priority 4. Increase Cultural Affairs Stewardship 25
<ol style="list-style-type: none"> 1. Strengthen, enable, and empower artists & arts, cultural, and heritage, organizations, increasing their reach and relevance 2. Strengthen collaboration between higher education, innovation industries, and the cultural sector 3. Leverage the 352 area's creative potential and distinctiveness with more public art and design 	<ol style="list-style-type: none"> 4. Increase affordability of and access to cultural offerings 5. Use the arts to support education and lifelong learning 6. Use the arts to engage and inspire youth 7. Use art and culture to bridge and connect communities and residents 8. Create spaces in communities for cultural and creative 	<ol style="list-style-type: none"> 9. Help define and solidify our regional brand 10. Promote and market cultural amenities regionally, nationally, and internationally to boost our image as a cultural destination, thus increasing tourism 11. Develop a multi-purpose, multidisciplinary arts center that helps make Alachua County a cultural destination 	<ol style="list-style-type: none"> 12. Position PRCA and its Foundation in a leadership role as the county-wide cultural convener, facilitator, coordinator, and advocate for culture 13. Develop a county-wide arts and cultural capitalization strategy that results in greater financial support for the cultural sector 14. Increase municipal commitment and action to boost community vitality through the arts

Priority 1. Nurture and Increase Creative Vitality

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Strengthen, enable, and empower artists & arts, cultural, and heritage organizations, increasing their reach and relevance.





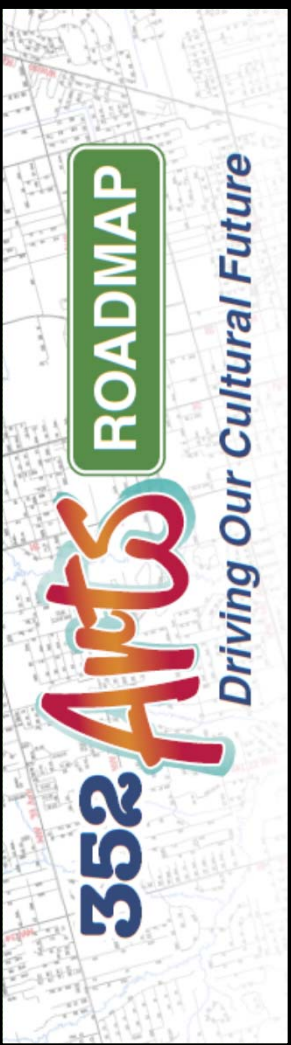
352Arts Directory

There are big plans for the 352Arts Directory to be released in the spring of 2015. Until then, here's a small sample of how it's taking shape:

VISUAL ARTS

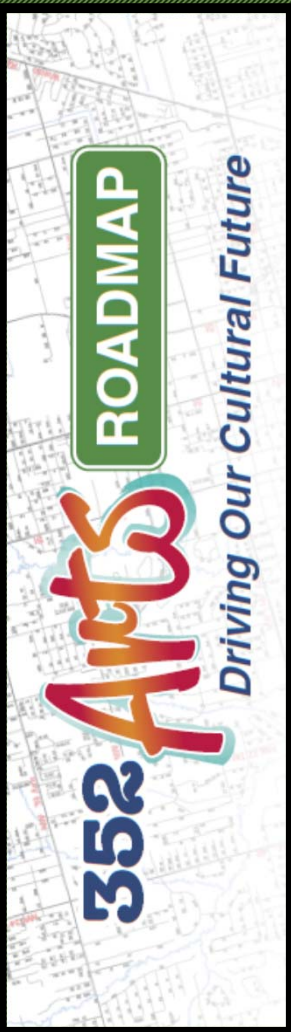
**CULTURAL
RESOURCE**

DANCE



A vertical graphic on the left side of the slide. At the top, a green road sign with the word "ROADMAP" in white. Below it, the word "Arts" in a large, colorful, stylized font. To the right of "Arts" is the tagline "Driving Our Cultural Future" in a smaller, blue font. At the bottom, the number "352" in a large, blue font. The background of the graphic is a map of Gainesville.

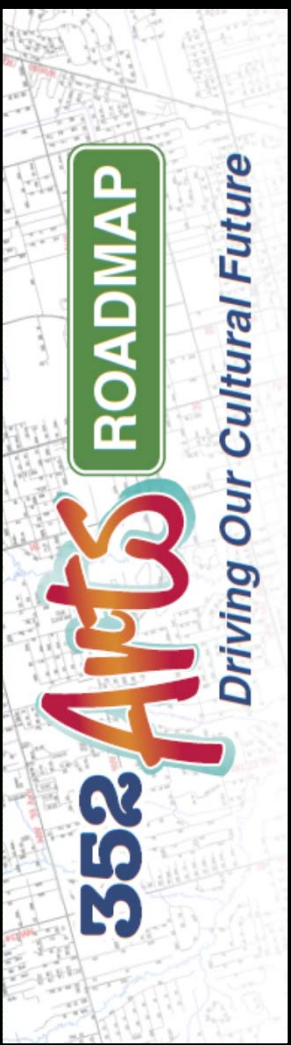




Florida Museum of Natural History at UF

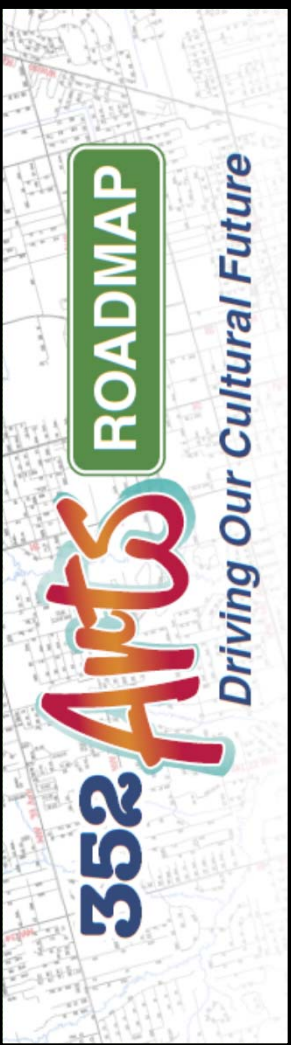
Communications & Networking Opportunities

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PRCA as Countywide Cultural Sector Umbrella

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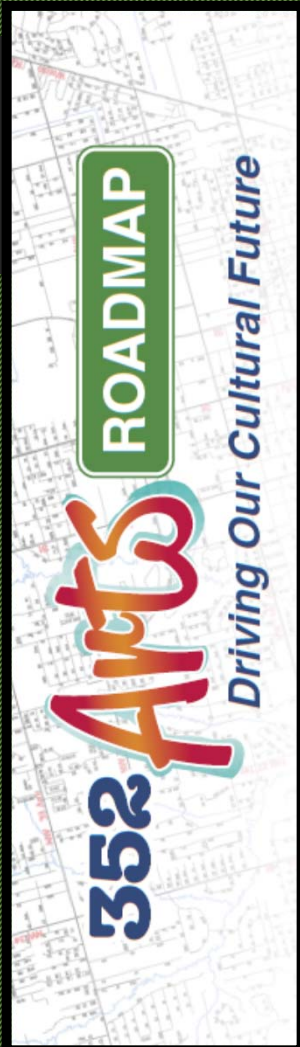
Expand and Promote *352ArtsRoadmap's* Website

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- The logo for 352Arts Roadmap is located on the left side of the slide. It features a stylized map background. At the top, the word 'ROADMAP' is written in white capital letters inside a green rounded rectangle. Below this, the word 'Arts' is written in a large, colorful, cursive font with a blue outline. At the bottom, the number '352' is written in a bold, blue, sans-serif font. To the right of the 'Arts' text, the tagline 'Driving Our Cultural Future' is written in a smaller, blue, sans-serif font.
- Calendar of events and offerings
 - Password-protected scheduling calendar
 - Comprehensive database of all artists and arts, cultural, history, and heritage programmers and venues
 - Funding opportunities
 - **Arts education materials: curriculum, programs, school information**
 - Arts research
 - **An Arts Co-op where organizations can rent light and sound systems, tents, etc., at reasonable rates;**
 - **A “Craigslit” for local arts-friendly businesses, accountants, equipment, supplies, designers, bookkeepers, lawyers, and more**

Encourage Professional Development for Organizations & Artists

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Connect the Cultural Sector with Other Area Networks

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- After-school providers
- Gainesville Emerging Leaders
- Associations of public school music, theater, dance, and visual arts teachers
- CIED at Santa Fe
- Gainesville Area Chamber of Commerce
- Innovation Gainesville
- Open Streets Gainesville
- United Way Funded Agencies that offer creative programs
- University of Florida internship managers.





Sustainable UF Intern Program | Fall 2014

352 Arts
ROADMAP
Driving Our Cultural Future

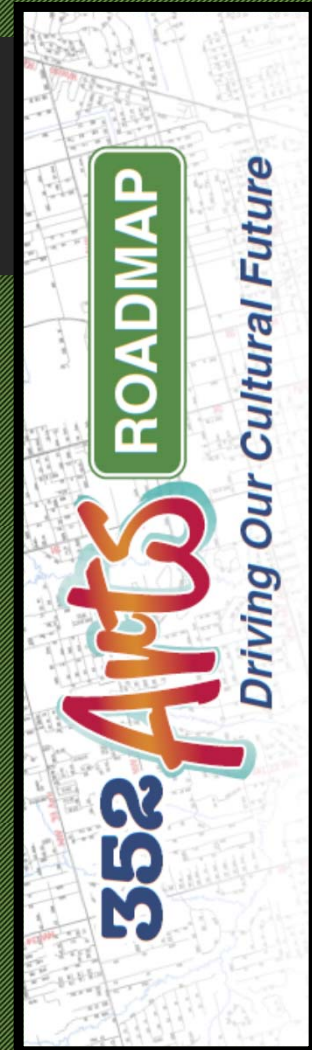
352Walls/The Gainesville Urban Art Project

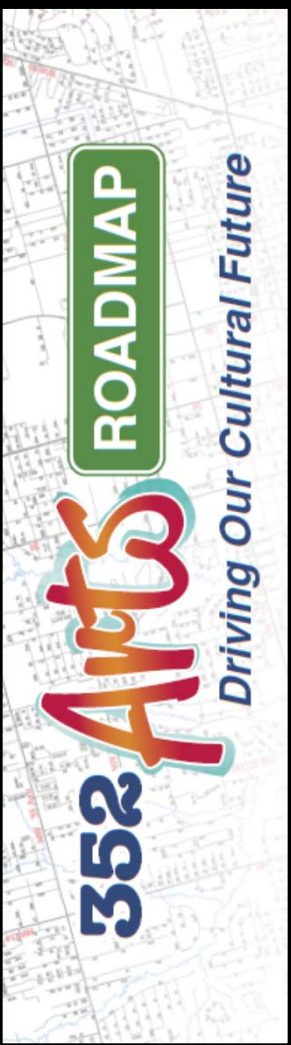
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2. Increase Creative Opportunities for All Residents Everywhere

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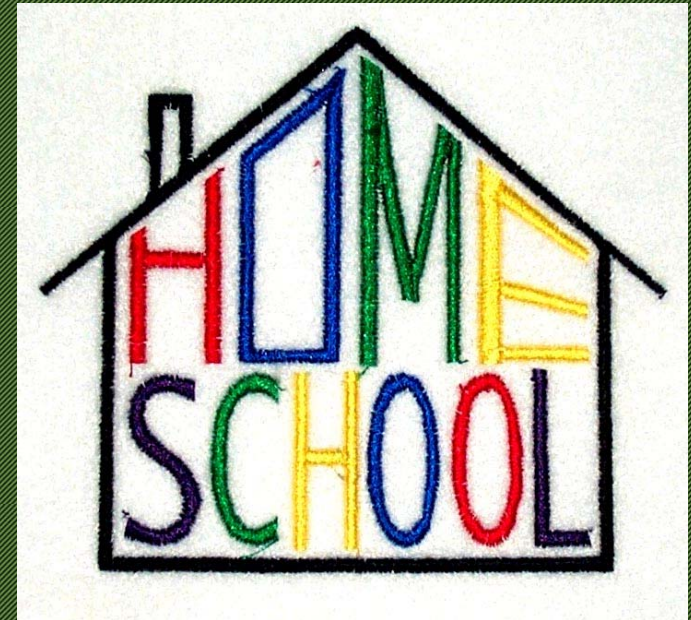
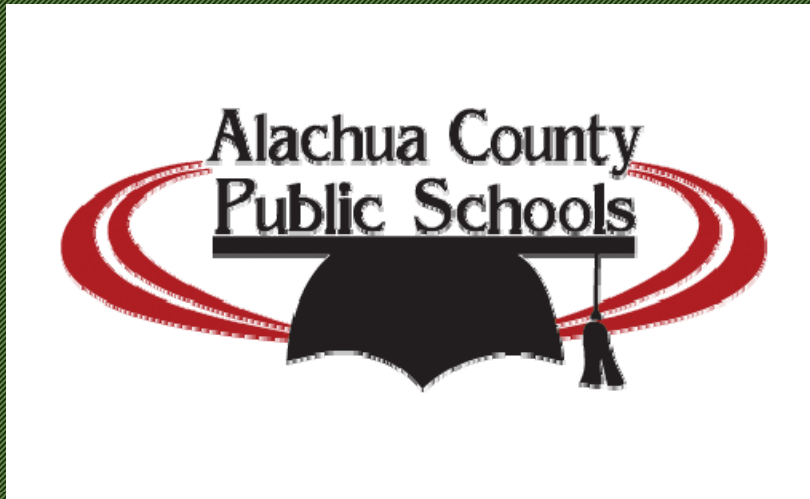
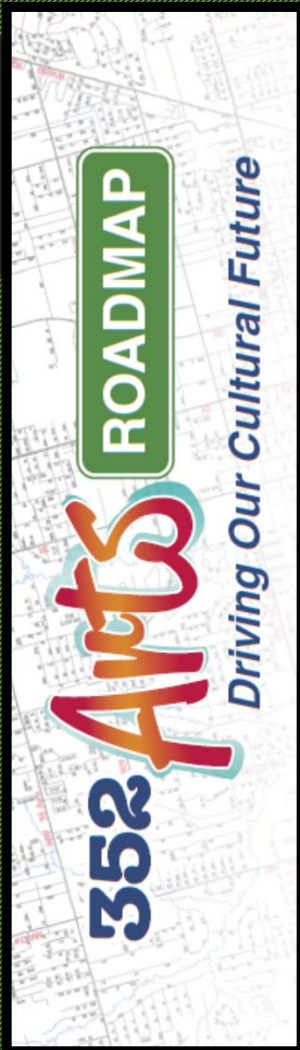




352 Arts
ROADMAP
Driving Our Cultural Future



All public and private schools will be connected to the *352ArtsRoadmap* website



352 Arts
ROADMAP
Driving Our Cultural Future

ACTIVE STREETS

FEBRUARY 22, 2015

JOIN US FOR A DAY OF FOOD, FUN, FAMILY-FRIENDLY ACTIVITIES AND MORE!

11 AM - 3 PM

UNIVERSITY AVE. FROM W. 6TH ST. TO NE BLVD.

ACTIVESTREETSALLIANCE.ORG

ACTIVE STREETS ORGANIZING HOSTS:

GCAT Gainesville Citizens for Active Transportation

ACTIVE STREETS ALLIANCE

SPONSORING HOSTS:

FDOT CITY OF GAINESVILLE FLORIDA

Poster: avittdesign@gmail.com, Photos: Greg Allen & Nicole Adeo

Agencies

Search By Name:

OR Within miles of zip code

Results Page: [1](#) [2](#) [3](#) > [Last](#) ›



[A Musical Offering, Inc.](#)

8620 NW 13th Street Lot 53
Gainesville, FL
32653



[A PLUS \(Advanced Pre-Collegiate Leadership Seminars\)](#)

PO Box 1053
Williston, FL
32696



[AARP Foundation Tax-Aide](#)

2222 NW 20th Ter
Gainesville, FL
32605



[ACORN Clinic](#)

23320 N. State Road 235
Brooker, FL
32622

Click to Filter Agencies

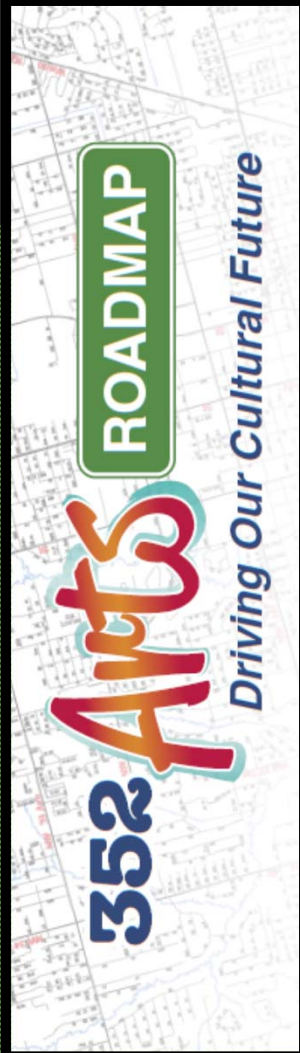
[Partner Agency](#)

Organization Services

- [Abuse](#)
- [Animals](#)
- [Arts](#)
- [Disabilities](#)
- [Education](#)
- [Environment](#)
- [Finance](#)
- [Food](#)
- [Health](#)
- [Homelessness & Housing](#)
- [Human Rights](#)
- [Seniors](#)
- [Thrift](#)
- [Veterans](#)
- [Women](#)
- [Youth](#)

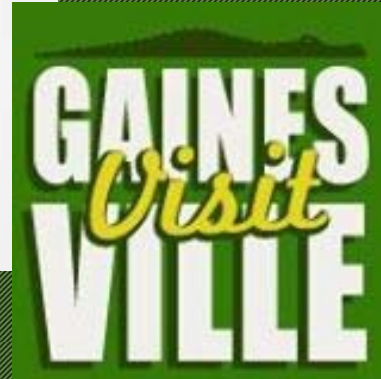
3. Boost Our Reputation as an Even More Attractive Place to Live, Work, and Visit

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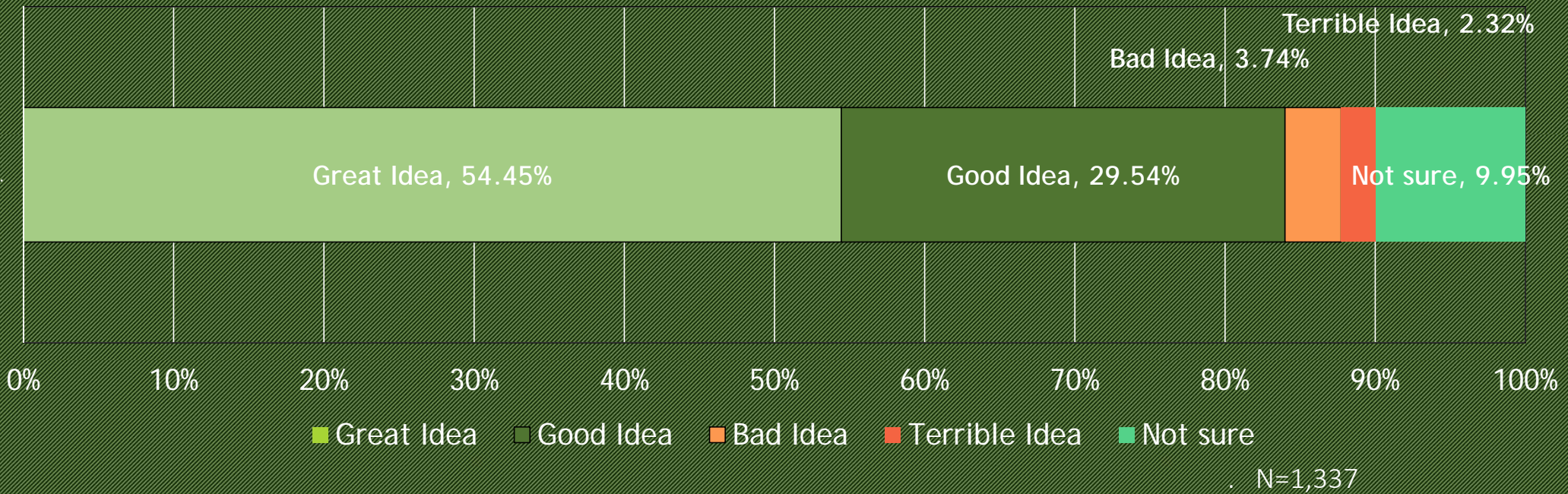
352Arts will link with tourism information resources nationally and internationally

43



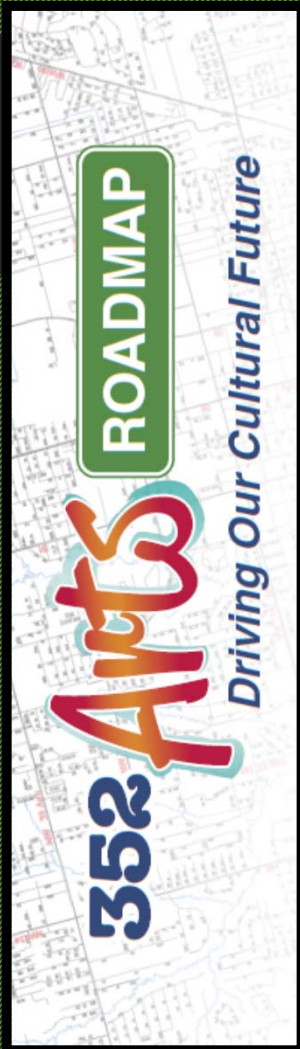
An outdoor amphitheater/arts center has been included in the PRCA Vision 2020 Master Plan. Overall, please rate this idea.

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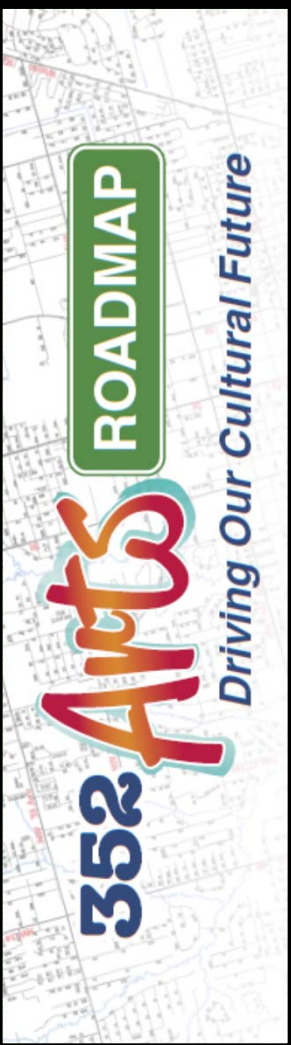
4. Increase PRCA's Cultural Stewardship

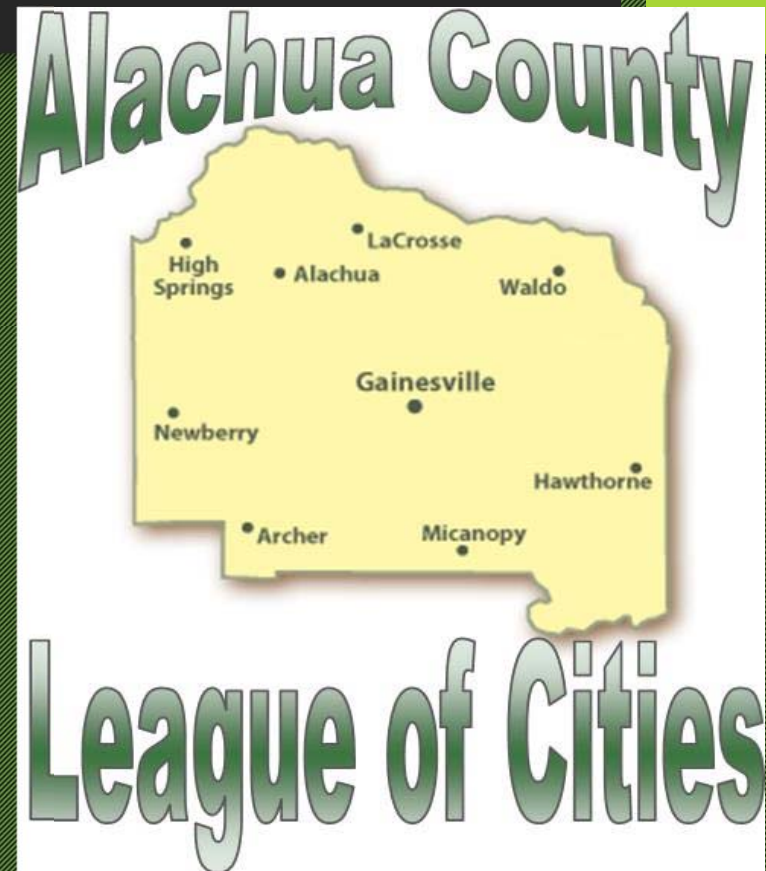
45



Expand the steering committee into the *352Arts & Cultural Council* to help expedite actions in this plan

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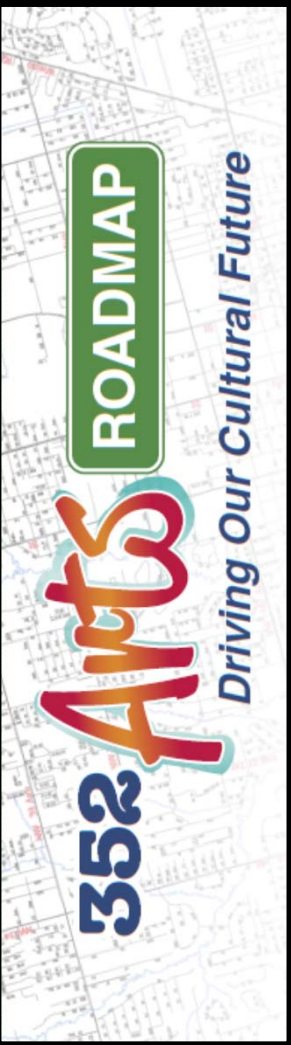




KEY STEPS FOR CULTURAL DEVELOPMENT REVITALIZATION		2015	2016	2017
1	PRCA and its Foundation are repositioned and staffed to address plan priorities.		48	
2	352Arts & Cultural Council created.			
3	352Arts website is designed and expanded.			
4	352Arts Signature events and initiatives to attract tourists are designed and planned in 2015 and launched in 2016.			
5	Cultural network is built: All cultural, creative, historic, and ethnic resources are included in the website directory.			
6	Key partnerships essential to plan implementation are developed. These include: <ul style="list-style-type: none"> - Leaders, movers, and shapers in each municipality - Gainesville Area Chamber of Commerce and the Innovation Hub - Alachua County Public Schools - University of Florida - Santa Fe College 			
7	Services to strengthen and support the cultural sector are shaped and launched.			
8	A regional brand is created together with the Gainesville Area Chamber of Commerce and Alachua County Tourism Development Council.			
9	Municipal cultural hubs are formalized and activated.			
10	Capitalization strategy is determined and launched.			
11	352 region-wide cultural destination strategies are determined and launched.			

Resources Needed

Lead Agency	Cost
<p>City of Gainesville Parks, Recreation and Cultural Affairs - Contractual/Consultants will be needed with expertise in web development, community relations, education, outreach, and <i>352ArtsRoadmap</i> implementation.</p>	<p>\$75,000 Needed Annually (currently this amount is included in PRCA Vision 2020 Master Plan Project Priority List for 10 years, total \$750,000).</p>
<p>Alachua County Visitor & Convention Bureau Bed Tax Funding for Tourism Marketing and Grant Administration</p>	<p>\$110,000 is annually appropriated to PRCA from the County to cover salaries and benefits for (1) Tourism Marketing Technician and (1) Grants Administrator to support the role as the Alachua County Local Arts Agency.</p>
<p>Grants, Sponsors, and Foundation Funding</p>	<p>Staff and the new Gainesville Arts & Parks Foundation will seek additional funding for specific programs and project support.</p>



Thank you! Your Questions

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