



Cultural Affairs Element Evaluation and Appraisal

Major Issues Assessment

Issue 1: Clarify Activity Center, Mixed-use, and Urban Design Requirements. (N/A)

Issue 2: Establish Policies for the Reduction of Greenhouse Gases within the City.

Analysis of Existing Objectives and Policies (N/A)

Issue 3: Encourage Livable Neighborhoods for People of All Ages. (N/A)

Issue 4: Fund Transportation Choice. (N/A)

Issue 5: Amend Future Land Use Map as Justified by Data and Analysis. (N/A)

Issue 6: Encourage Infill and Redevelopment in Central and East Gainesville. (N/A)

Issue 7: Navigate the New Economy. (N/A)

While the Cultural Affairs Element does not directly pertain to Issue 7, the new economy does impact the cultural arts stability and growth in Gainesville due to the lack of Federal and State funding that has been drastically cut during the last year. This is an unanticipated funding change that is not likely to recover in the immediate future.

Issue 8: Strengthen Natural Resource Protection. (N/A)

Cultural Affairs Element Evaluation and Appraisal

Element Assessment

Key Findings for the Cultural Affairs Element

1. The City of Gainesville has substantially met the goals, objectives, and policies of the Cultural Affairs Element.

Since the last update, the City has incorporated the 2004 Cultural Plan goals and information from Arts and Economic Prosperity III, a national survey of the economic impact of the non-profit arts and cultural organizations and their audiences, conducted by Americans for the Arts in 2007 in which the City participated.

The overarching goals of the Cultural Affairs Element are to expand the role of the City to meet the need for services, coordination, leadership and funding for the cultural growth of the community and foster the growth of a community where the arts are incorporated as a part of daily life for all citizens.

Many of the objectives and policies need to be deleted because the CRA now oversees the Downtown development. The banner permits, and the maintenance of the Plaza are still the responsibility of the Parks, Recreation and Cultural Affairs Department. The City has little control over educational organizations, so Objective 2.3 needs to be deleted. In addition, Cultural Affairs is anticipating combining and restructuring the remaining objectives and policies in a revised element.

Successes

- Creation and implementation of the Public Art Master Plan
- Full funding for the Art in Public Places Trust projects
- Major increase in attendance at Downtown Plaza Free Friday performances: from an average of 120 attendees to over 400 each night.
- National recognition of the Downtown Festival and Art Show and the Hoggetowne Medieval Faire as award winning cultural events for the past 8 years.
- Overwhelming success of a visitor information initiative, Tour by Cell, which allows visitors to historic sites the ability to retrieve information about the site on their cell phone. This is a project funded by Alachua County Tourist Tax dollars.

Shortcomings

- Lack of a professional outdoor gated venue for large performances and other public events has limited the growth, quality and size of City and private offerings for the public.

Impact of Rule Changes on the Cultural Affairs Element

There are no changes to Rule 9J-5, Chapter 163, the State Comprehensive Plan, and the Strategic Regional Policy Plan that impact the Cultural Affairs Element.

Table 2

Evaluation Matrix – Cultural Affairs Element

Objective or Policy [include every one for the Element]	Measurable Target	Objective or Policy Achieved?	Recommended Changes
Objective 1.1 The City shall identify and promote a broad base of financial support for the arts.	Identify and promote financial support for the arts.		Revise and combine with other objectives and policies.
1.1.1 The City shall maintain a funding commitment of \$145,000 at a minimum annually to the arts through a general government grants program.	Maintain a funding commitment of \$145,000 to the arts.	Yes.	None.
1.1.2 The City shall continue investigating methods to increase arts funding, such as additional dedicated funding sources.	Investigate methods to increase arts funding.	Partially. The only new funding source has been the State program of specialty license plates, known as the Arts Tag, which generates \$20 per tag for local grants	None.
Objective 1.2 The City shall enhance its Local Arts Agency (LAA) services to individual artists and small arts organizations.	Enhance its Local Arts Agency (LAA) services to individual artists and small arts organizations.		Revise and combine with other objectives and 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.	Hold at least two workshops yearly.	Yes. Provided at least 4 well attended workshops each year on topics of critical interest to local cultural agencies, including hands-on workshops on electronic media resources	None.
1.2.2 The City shall serve as a resource center for grant applicants, providing reference materials and technical assistance to organizations and individuals.	Serve as a resource center for grant applicants.	Yes.	None.
Objective 1.3 The City shall increase its visibility as the LAA and recognition of its role in the arts community.	Increase its visibility as the Local Arts Agency	Yes. More public involvement with Tourist Development Council and	Delete Objective 1.3 and Policies 1.3.1 through 1.3.3

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Evaluation Matrix -- Cultural Affairs Element

Objective or Policy [include every one for the Element]	Measurable Target	Objective or Policy Achieved?	Recommended Changes
<p>1.3.1 The LAA shall continue to promote events in the North Central Florida Region through annual publication of a master calendar.</p>	<p>Promote events.</p>	<p>Yes, for many years until it was changed to electronic format and incorporated into another calendar to avoid duplication.</p>	<p>Delete Policy 1.3.1</p>
<p>1.3.2 The LAA shall produce and update a brochure explaining its services and programs.</p>	<p>Produce and update a brochure</p>	<p>Yes.</p>	<p>Delete Policy 1.3.2</p>
<p>1.3.3 The LAA shall produce an annual forum to recognize members of the business community for their support of the arts.</p>	<p>Produce an annual forum.</p>	<p>Yes, for many years, until it became outdated. Replaced by televised recognition of community arts leaders.</p>	<p>Delete Policy 1.3.3</p>
<p>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.</p>			<p>Delete Objective 1.4 and Policies 1.4.1 through 1.4.3</p>
<p>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.</p>	<p>Sponsor cultural events in the Downtown.</p>	<p>Yes. The Free Friday concerts have been a constant positive presence from May through October each year.</p>	<p>Revise and combine with other policies.</p>

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Objective or Policy [include every one for the Element]	Measurable Target	Objective or Policy Achieved?	Recommended Changes
<p>1.4.2 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.</p>	<p>Review every 5 years the physical conditions and accessibility of existing arts facilities and other city owned properties</p>	<p>The highly awarded Downtown Festival of the Arts brings nearly 100,000 visitors to downtown over a two day period. The yearly Downtown Countdown New Year's Eve event attracts several thousand revelers to downtown.</p>	<p>Delete Policy 1.4.2</p>
<p>1.4.3 The City should investigate purchasing or constructing an auditorium for the performing arts.</p>	<p>Investigate purchasing or constructing an auditorium.</p>	<p>Yes. This is now under Public Works Department.</p>	<p>Delete Policy 1.4.3</p>
<p>Objective 2.1 The City shall maximize access to the arts.</p>	<p>Control price, provide accessible venues, offer a broad range of offerings, offer free programs</p>	<p>Several studies were done as sites became available. All were abandoned or postponed for various reasons. Yes.</p>	<p>Revise and combine with other policies.</p>
<p>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 for the arts.</p>	<p>Entry fees controlled, many programs free. Sites all accessible</p>	<p>Yes. Handicapped access to Thomas Center was upgraded; strong emphasis on low fee or free programs.</p>	<p>Revise and combine with other policies.</p>
<p>2.1.2 The City shall effectively communicate information about arts offerings by</p>	<p>Master Calendar,</p>	<p>Yes. Including Facebook,</p>	<p>Revise and combine with other policies and</p>

Table 2

Evaluation Matrix – Cultural Affairs Element

Objective or Policy [include every one for the Element] continuing to emphasize outreach to all areas within the city.	Measurable Target electronic media	Objective or Policy Achieved? Twitter and other resources.	Recommended Changes include within the city and county.
Objective 2.2 The City shall encourage public and private display of art.	Implementation of policies 2.2.1 through 2.2.2		
2.2.1 The City shall support public art projects through its Art in Public Places ordinance that dedicates at least 1 percent of the cost of new, renovated and/or expanded public buildings, to art.	Support public art projects through its Art in Public Places ordinance.	Yes. Public Art Coordinator sits on the review panel for all new building projects. One percent of the costs are automatically transferred to the Art in Public Places Trust account.	None.
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.	Fund public art and sculpture along its important thoroughfares and public spaces.	These goals are included in the Public Art Master Plan. There is now art at several major intersections, along a main corridor and at the Airport.	None.
2.2.3 The City shall annually recognize private businesses which host regular art exhibits.	Annually recognize private businesses which host regular art exhibits.	No. There is recognition of supporters of the arts, but not just galleries.	Revise and combine with other policies.
2.2.4 The City shall encourage the use of prominent venues for the display and presentation of locally produced art through ARTSREACH and other programs.	Encourage the use of prominent venues to display locally produce art through ARTSREACH.	Yes. Currently, the City no longer produces ARTSREACH.	Delete Policy 2.2.4
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.		No. The City has no control over educational organizations.	Delete Objective 2.3 and Policies 2.3.1 and 2.3.2

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Evaluation Matrix – Cultural Affairs Element

Objective or Policy [include every one for the Element]	Measurable Target	Objective or Policy Achieved?	Recommended Changes
<p>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 extracurricular arts.</p>	<p>Cooperate with the School Board of Alachua County to enhance arts education.</p>	<p>No</p>	<p>Move to Objective 2.1</p>
<p>2.3.2 The City shall continue to support programs which stimulate artistic creativity and/or develop creative artists</p>	<p>Continue to support programs which stimulate artistic creativity.</p>	<p>Yes. Through grants funding and Recreation's youth programs only.</p>	<p>Move to Objective 2.1</p>
<p>Objective 2.4 The City shall promote and designate as an arts and entertainment district.</p>	<p>Designate and promote an arts and entertainment district</p>	<p>The CRA now oversees the Downtown including the banners, and the Plaza. The kiosks have been built and we no longer publish a calendar of events.</p>	<p>Delete Objective 2.4 and Policies 2.4.1 through 2.4.7</p>
<p>2.4.1 The City shall improve the Downtown Plaza by January 2004, to allow expanded possibilities for performance. Such facilities shall include dressing rooms, improved stage floor and enhanced lighting and audio equipment.</p>	<p>Improve the Downtown Plaza by January 2004.</p>	<p>This was attempted, but only the improved lighting was funded.</p>	<p>Delete Policy 2.4.1</p>
<p>2.4.2 By 2001, the City shall increase the use of the Downtown Plaza by expanding the number of performances over the present.</p>	<p>Increase the use of the Downtown Plaza.</p>	<p>Although the number of performances was not increased, the number of attendees at each performance tripled.</p>	<p>Delete Policy 2.4.2</p>
<p>2.4.3 By 2003, the City shall increase the visibility of Downtown Gainesville as an arts and entertainment destination by installing decorative hanging pole panels along University Avenue and Main Street, creating a sense of Downtown Gainesville as a distinct area. Selection of the panels</p>	<p>Increase the visibility of Downtown Gainesville.</p>	<p>This has been transferred to the CRA.</p>	<p>Delete Policy 2.4.3</p>

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<p>should be through design competition to ensure maximum public input into the design process.</p>			
<p>2.4.4 By 2001, the City shall 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.</p>	<p>Identify funding sources to publish a calendar of events within the Downtown Gainesville.</p>	<p>Yes, until electronic media became more prevalent.</p>	<p>Delete Policy 2.4.4</p>
<p>2.4.5 The City shall consider amending the Gainesville Code of Ordinances to provide the opportunity for musicians to perform on sidewalks in order to enliven sections of Downtown Gainesville.</p>	<p>Amending the Gainesville Code of Ordinances to provide the opportunity for musicians to perform on Downtown sidewalks.</p>	<p>Yes. This was thoroughly researched and not approved for liability reasons.</p>	<p>Delete Policy 2.4.5</p>
<p>2.4.6 By 2001, the City shall establish informational kiosks in Downtown Gainesville.</p>	<p>Establish informational kiosks in Downtown Gainesville.</p>	<p>Yes.</p>	<p>Delete Policy 2.4.6</p>
<p>2.4.7 The City shall identify appropriate locations in Downtown Gainesville for pedestrian oriented public art.</p>	<p>Identify locations in the Downtown for pedestrian oriented public art.</p>	<p>Yes This is included in the Public Art Master Plan.</p>	<p>Delete Policy 2.4.7</p>