

An abstract painting of a red house with a striped awning, situated on a wooden pier or dock. The scene is rendered in a painterly style with visible brushstrokes and a vibrant color palette of reds, blues, greens, and yellows. The house is in the upper left, and the pier extends towards the right. The background is a mix of yellow and light green, suggesting a bright, sunny day.

# 352 ARTS

## **R O A D M A P**

A CULTURAL PLAN FOR  
THE CITY OF GAINESVILLE  
AND ALACHUA COUNTY

## THE VISION

Culture will be central to our environmental, economic, and social well-being. We envision a future in which there are more opportunities to create, participate in, learn from, and enjoy art, history and cultural expression county-wide.

## CORE VALUES

- 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

## CULTURAL PLANS: FROM IDEAS TO ACTION

Culture reflects our character, identity and heartbeat. Forged by its rich mix of people and place, it influences every facet of our community from our businesses and schools to our social environments and neighborhoods.

Cultural plans are roadmaps, providing common direction that more rapidly transforms ideas into action. The more inclusive a community is in creating its plan and embracing its diverse population, the more dynamic and successful the plan's implementation will be.

We are distinguished by our willingness and commitment to focus collective energy and resources in ways that ensure all creative expression thrives and is accessible to all residents.



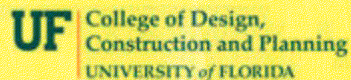
Parks, Recreation and Cultural Affairs  
A CAPRA Accredited Agency



Sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on Arts and Culture.



Front cover image: *Red Boat House 1* by Ron Haase, photo by Randy Batista. Additional photos: City of Gainesville Parks, Recreation and Cultural Affairs Department; courtesy Visit Gainesville; Kan Li; Suzanna Mars; Artwalk Gainesville; Randy Batista; Gary Paul; Gainesville Orchestra; Dance Alive, Ani Collier; Santa Fe College; Gainesville Civic Chorus; University of Florida Performing Arts



# A CULTURAL PLAN FOR THE 352 AREA: DYNAMIC, RELEVANT AND ACCESSIBLE

## CREATED BY AND FOR OUR COMMUNITY

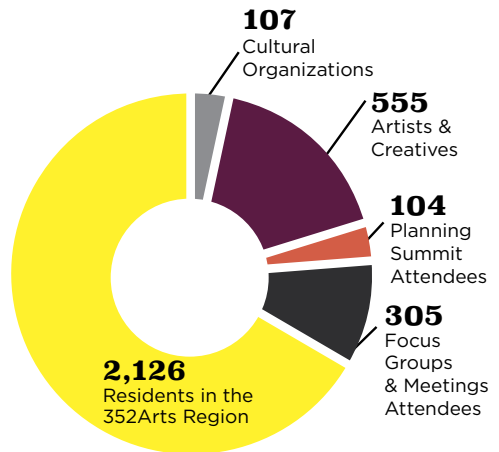
The City of Gainesville Parks, Recreation and Cultural Affairs Department (PRCA), Alachua County and State of Florida, with the guidance of Mataraza Consulting, committed their leadership, energy and financial resources to lead the 352ArtsRoadmap planning process.

Over the next ten years, plan leadership will coordinate, guide, organize, measure, and report progress. Together with the continued involvement of key stakeholders and our community, they will be responsible for the cultural plan's success.

Our 352ArtsRoadmap includes a wellspring of new ideas and recommendations that build on efforts already underway. It provides a platform from which future initiatives, small and large, will naturally emerge from growing interest and momentum.

**It is clear our arts and cultural resources are an economic driver for our local and regional economy and make our community an inviting place, attracting and keeping top talent here.”**

—Susan Davenport, Interim President/CEO, Gainesville Area Chamber of Commerce



Nearly 3,197 area residents have helped shape this plan.



The 352ArtsRoadmap was a year-long process, informed by a wide cross-section of the community.

# THIS PLAN DRIVES OUR PRIORITIES FORWARD

## 1. VITALITY

We will work to nurture creative vitality by helping all creative individuals and entities in the region thrive. As we leverage our community's creative potential, we will increase our visibility through collaboration and empowerment.

## 2. OPPORTUNITY

We will offer more creative opportunities for residents everywhere by ensuring that programs, activities and events are accessible, affordable and relevant. To bridge the gap between communities and to connect arts with education, we will encourage all cultural providers to be more determined to connect with audiences of all ages and bring offerings to residents where they live.

## 3. DESTINATION

We will leverage our cultural assets to increase interest in our community as a destination for the arts. By promoting our urban spaces, historic downtowns, diverse cultural heritage, community celebrations and events, year-round festivals and great venues, we will establish that our community is one where technology and creative expression can meet and thrive—where the creative class can visit and live.

## 4. STEWARDSHIP

We will influence economic vitality, innovation and quality of life through cultural stewardship. To embed culture and creativity in community agendas and public policy, we will raise awareness of the cultural sector's contributing influence and partner with those striving to improve community well-being and quality of life.

**Engagement in the arts promotes creativity, imagination, inspiration and empowerment, and therefore is crucial to our development as human beings.”**

—Owen A. Roberts, Ph.D., Superintendent of Schools,  
Alachua County, Florida





Area artist, Jess Yelvington, and a child share creativity while painting at Artwalk Gainesville.

See the full 352ArtsRoadmap at: [352Arts.org](http://352Arts.org)

## STRATEGIC PRIORITIES + AIMS

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



Our community is a world-class destination for the arts with urban spaces, historic downtowns, diverse cultural heritage, festivals and venues where creativity thrives.

**We define culture as all creative expression: ethnic, ecological, historic, literary, fine, folk, and popular arts, the humanities, sciences, and technology, and all the wonderful creativity in between.”**

—352ArtsRoadmap

# A PLAN TO STRENGTHEN CULTURE & CREATIVITY

## TO THE CITIZENS OF 352ARTS REGION:

The 352ArtsRoadmap is a plan that will continually strengthen culture and creativity, and increase their impact on our region's livability and prosperity.

A year in the making, from June 2014 to July 2015, this plan builds on the City of Gainesville Parks, Recreation and Cultural Affairs Department Vision 2020 Master Plan. The 352ArtsRoadmap addresses City and County priorities for community livability and quality of life.

Guided by this document, and in partnership with those who share a commitment to the vitality of our region, Alachua County will become

more widely known as a community that is creative by nature, where art, beauty, inspiration and ideas are experienced, shared and celebrated.

Let's create a vibrant future together. This is our plan for Alachua County and our boarder communities. Each of us plays a role that will enliven neighborhoods, boost creativity, strengthen our economy, and enhance education. Working together, we will ensure that our community will become a must-visit destination in north central Florida.

We thank all who have contributed to this process. Now comes the best part, when we roll up our sleeves, work together and give this plan life.

**Marilyn L. Tubb**, Honorary Chairperson, 352ArtsRoadmap, Steering Committee  
**Robert "Hutch" Hutchinson**, Commissioner, Alachua County, Steering Committee Co-Chair  
**Lauren Poe**, Former Commissioner, City of Gainesville, Steering Committee Co-Chair

**ONE + 3,197 = A DYNAMIC PLAN FOR OUR CULTURAL FUTURE**  
YEAR RESIDENTS

**NOW WE NEED YOU TO PARTICIPATE! VISIT 352ARTS.ORG**



**1** PLAN  
**4** PRIORITIES  
**14** AIMS

**352** *Arts* **ROADMAP**  
*Driving Our Cultural Future*

TO LEARN MORE VISIT  
**352ARTS.ORG**  
YOUR CULTURAL CALENDAR  
AND ARTS DIRECTORY  
OR CALL 352-393-8532