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Title: 352ArtsRoadmap Cultural Plan for City of Gainesville (B)

This is a request for the City Commission to receive an overview of the 352Arts Roadmap and adopt the 352ArtsRoadmap Cultural Plan for the City of Gainesville. **ESTIMATED STAFF PRESENTATION 22 MINUTES**

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7/16/2015	1	City Commission	Approved as Recommended	Pass

352ArtsRoadmap Cultural Plan for City of Gainesville (B)

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The City of Gainesville Parks, Recreation and Cultural Affairs Department (PRCA), in its role as the designated Local Arts Agency for Alachua County, began preliminary discussions about updating the City and County’s 2004 Cultural Plan in the fall of 2013. Funds were secured through grants from the State of Florida, Department of State, Division of Cultural Affairs, and the Florida Council on the Arts and Culture in Tallahassee for this effort. Collaborative partners that participated in the project included Alachua County’s VisitGainesville and the University of Florida’s College of Design Construction and Planning. Mataraza Consulting was retained by PRCA in February 2014 to facilitate the effort; as well as, an arts marketing and coordinating consultant to help with plan management.

PRCA staff and its consultants led a core planning committee focused on initiating an inclusive process to revamp the 2004 Cultural Plan, not only learning more about our community’s cultural supply (artists, creatives, and organizations), but also its cultural demand (what residents like and what residents want). One hundred twenty-two (122) representatives from across the 352 area code region were recruited by PRCA to sit as its Steering Committee, chaired by Marilyn Tubb and co-chaired by former City Commissioner Lauren Poe and Alachua County Commissioner Robert “Hutch” Hutchinson. Over the next year 3,197 voices of stakeholders in the cultural future of our community were heard through numerous community-wide dialogues and focus group sessions, as well as a robust online surveys, and a cultural summit with 104 participants. This process resulted in 4 priorities, 14 aims and 47 actions. In May of this year, the Gainesville/Alachua County Cultural Affairs Board added their endorsement of the Plan.

Diane Mataraza of Mataraza Consulting will present the findings of this study and an overview of the

352ArtsRoadmap Plan.

PRCA has incorporated funds for implementation of the 352ArtsRoadmap initiatives in its Vision2020 Master Plan, which was adopted by the City Commission in November 2012. Should the City Commission elect to adopt the 352ArtsRoadmap Plan, PRCA staff will continue forging collaborative partnerships in order to pursue funding for the Plan's implementation from a variety of sources including state, federal, foundation and private.

The City Commission: 1) hear an overview of the 352 Arts Roadmap Plan; 2) adopt the 352ArtsRoadmap as the Cultural Plan for the City's Parks, Recreation and Cultural Affairs Department, which serves as the Local Arts Agency for Alachua County.