



Assessment Report
352ArtsRoadmap
Spring 2015

Assessment Data to Support the Cultural Plan
Mataraza Consulting in Cooperation with Decision Support Partners Inc.

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Introduction

This is a companion report to *352ArtsRoadmap* prepared by Mataraza Consulting with assistance from Decision Support Partners, Inc.

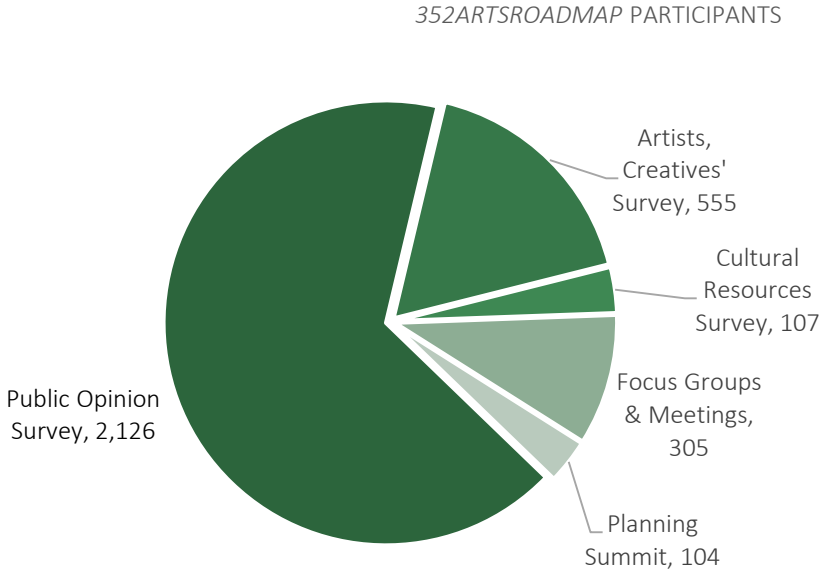
Plan Strategy and Methodology

Preliminary discussions for a cultural plan began early in fall 2013. The Parks, Recreation and Cultural Affairs Department issued an RFP in fall 2013 and funds were secured from the Florida Division of Cultural Affairs in Tallahassee. Mataraza Consulting was retained in February 2014 to facilitate the effort. A local contactor was retained by PRCA to help with plan management.

Assessment and plan objectives set forth in spring 2013 were as follows:

- Affirm and refresh the mission, vision, and values of the City of Gainesville Cultural Affairs Division and Alachua County;
- Engage community leaders, generating excitement, interest, and participation in shaping the City and Alachua region’s strategic cultural development priorities for the next five years;
- Involve and engage artists and arts, culture, history, and heritage providers in shaping cultural development priorities, helping them discover their place and role within these priorities;
- Facilitate a process cultivating broad public and visitor opinion, building awareness and excitement about current resources as well as identifying future desires;

- Explore partnerships and opportunities to propel cultural development priorities;
- Coordinate regional facilities planning; and,
- Strengthen the relationship between the City of Gainesville Parks, Recreation and Cultural Affairs Department and other area arts and cultural providers.



The plan development process included the following 10 components.

1. PRCA enlisted the assistance of a 122-person leadership team representative of the region with business, education, cultural, tourism, government, media, and community leaders representative of each Alachua County municipality. On June 9, 2014, with 85 leaders present in the atrium of the Historic Thomas Center, *352ArtsRoadmap* was launched.
2. The consultant conducted a scan of Alachua County plans, plus existing research that could impact cultural development.
3. Surveying and Data Collection
352ArtsRoadmap aimed to reach one percent of the population. In all, 3,197 participated, exceeding the goal by nearly 20 percent.
 - a. Public opinion surveying ran from August through December 2014. Surveys were available online and in hard copy. Steering Committee members successfully distributed surveys to their constituents. Surveying was also further encouraged by \$1,000 in survey incentives.
 - b. An online artist survey was circulated from August through December 2014, and 555 artists participated in the survey. The Americans for the Arts Local Arts Index provided additional data about the region's 1000+ solo artists
 - c. An online organization survey collected in-depth data and opinion from 107 arts, culture, history, and heritage organizations during the same time frame.
4. Focus groups and community forums, along with smaller meetings, and interviews were conducted around the region from June 2014 to January 2015 with the intent to hear first-hand perceptions about what entertainment, cultural and creative activities exist and are desired. Gatherings included students, educators, artists, cultural organizations, nonprofit leaders, business leaders, the general public from underserved communities, college arts and cultural programmers, government leaders, representatives from ethnically specific communities, and more. In all, an additional 305 individuals were reached with assistance from UF's Department of Urban and Regional Planning Studio and UF marketing interns assisting PRCA.
5. Scans exploring relevant national best practices in placemaking and cultural development further strengthened plan strategies and tactics.
6. A January 20, 2014 Planning Summit, hosted by ElderCare of Alachua County, was held at the County's Senior Recreation Center. One-hundred four (104) leaders from across the region reviewed assessment findings and, most importantly, provided guidance and intelligence on how to best proceed with plan implementation. Through a facilitated process, summit participants fine-tuned draft action steps and voted on priorities. Those results are reflected in the priorities and pacing of this plan.
7. PRCA staff provided capable administrative coordination and project oversight from the project's start. The Cultural Affairs Board was on point and informed throughout the process.
8. The consultant spent a total of 18 days on site from the project start to finish.
9. Infrastructure recommendations will guide PRCA in operationalizing the plan.
10. PRCA will continue to involve sectors from across the area so that the *352ArtsRoadmap* will be the platform from which future cultural development initiatives emerge.

2014 Alachua County Demographic Overview – Source: US CENSUS Data

Population, 2013 estimate	253,309
Population, 2010 (April 1) estimates base	247,335
Population, percent change - April 1, 2010 to July 1, 2014	3.7%
Population, percent change - April 1, 2010 to July 1, 2013	2.4%
Population, 2010	247,336
Persons under 5 years, percent, 2013	5.6%
Persons under 18 years, percent, 2013	18.0%
Persons 65 years and over, percent, 2013	12.0%
Female persons, percent, 2013	51.7%
White alone, percent, 2013 (a)	71.0%
Black or African American alone, percent, 2013 (a)	20.4%
American Indian and Alaska Native alone, percent, 2013 (a)	0.3%
Asian alone, percent, 2013 (a)	5.7%
Two or More Races, percent, 2013	2.5%
Hispanic or Latino, percent, 2013 (b)	8.9%
White alone, not Hispanic or Latino, percent, 2013	63.2%
Living in same house 1 year & over, percent, 2009-2013	74.2%
Foreign born persons, percent, 2009-2013	10.7%
Language other than English spoken at home, pct age 5+, 2009-2013	13.8%
High school graduate or higher, percent of persons age 25+, 2009-2013	91.2%
Bachelor's degree or higher, percent of persons age 25+, 2009-2013	40.5%
Veterans, 2009-2013	17,015
Housing units, 2013	113,159
Homeownership rate, 2009-2013	54.1%
Housing units in multi-unit structures, percent, 2009-2013	37.4%
Median value of owner-occupied housing units, 2009-2013	\$167,900
Households, 2009-2013	96,043
Persons per household, 2009-2013	2.43
Per capita money income in past 12 months (2013 dollars), 2009-2013	\$24,857
Median household income, 2009-2013	\$42,149
Persons below poverty level, percent, 2009-2013	24.9%

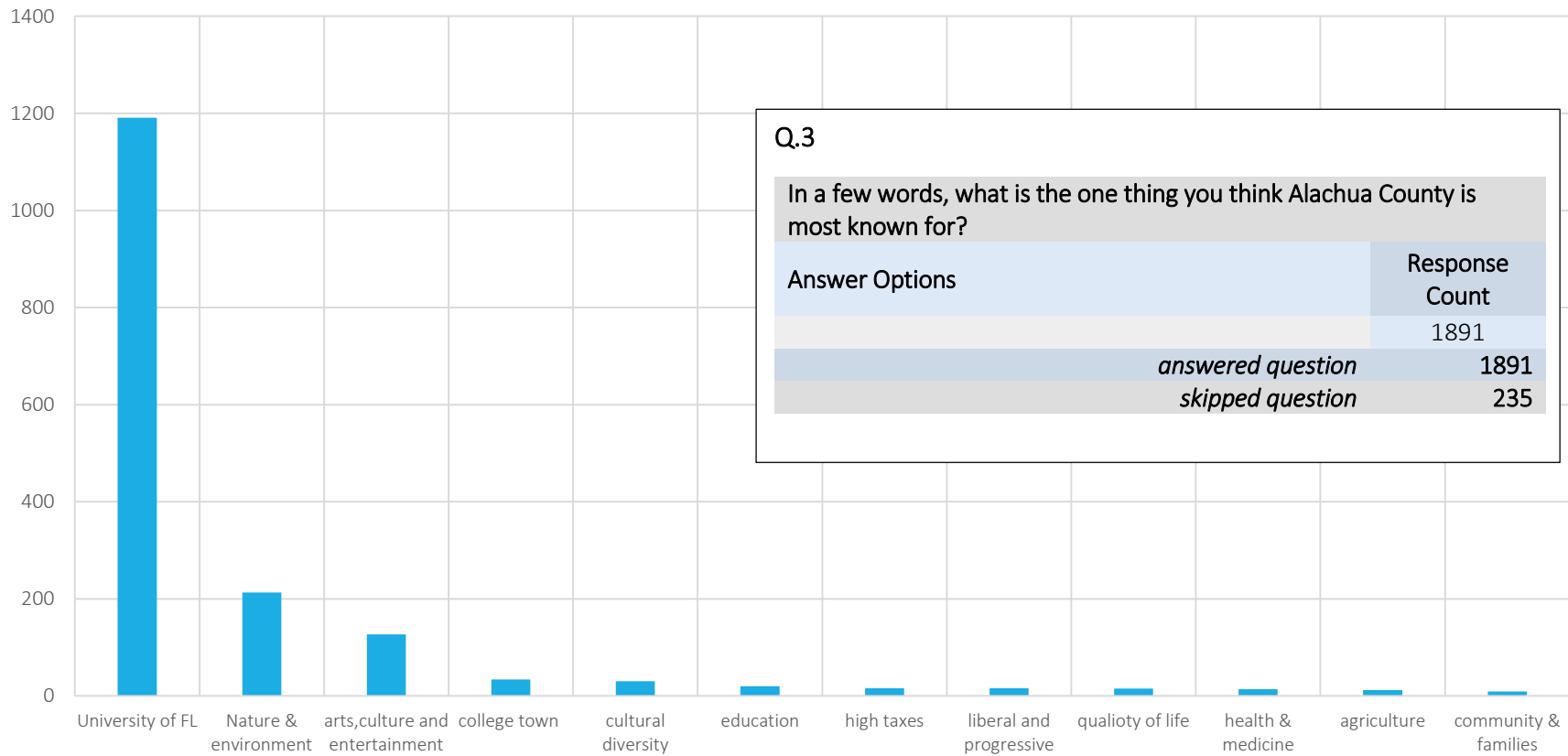
Public Opinion

Q.1 Survey Respondents by Geographic Area: Community

Please tell us in what community you live. (Please check one.)		
Answer Options	Response Percent	Response Count
Alachua	10.1%	215
Unincorporated Alachua	5.2%	111
Archer	1.2%	25
Gainesville	70.5%	1498
Hawthorne	1.2%	25
High Springs	1.6%	34
La Crosse	0.0%	1
Melrose Community	1.6%	34
Micanopy	1.4%	29
Newberry	2.4%	51
Waldo	0.3%	6
I don't live in Alachua County	4.6%	97
	<i>answered question</i>	2126
	<i>skipped question</i>	0

Q.2

If you don't live in Alachua County...		
Answer Options	Response Percent	Response Count
In what Florida county do you live?	59.8%	52
In what other state or country do you live?	17.2%	15
Please tell us your ZIP code:	92.0%	80
	<i>answered question</i>	87
	<i>skipped question</i>	2039



Q.4 What types of entertainment/leisure-time activities do you particularly enjoy?

What types of entertainment/leisure-time activities do you particularly enjoy?	
Answer Options	Response Count
	1859
<i>answered question</i>	1859
<i>skipped question</i>	267

Food Drinking Performing
Arts Shopping Reading Cultural Hiking Football Theater Running
Museums Classical Music Concerts Outdoor
Activities Movies Eating Dance Fishing Sports Farmers
Market Live Music Golf Art Festivals Ballet Art Shows Outside Springs

Q5. How interested are you in entertainment, creative, and cultural activities?

How interested are you in entertainment, creative, and cultural activities?		
Answer Options	Response Percent	Response Count
I like them a lot	85.8%	1636
They're okay	12.1%	230
I don't care much for them	0.7%	13
I don't like them at all	0.5%	9
I'm not really sure	1.0%	19
<i>answered question</i>		1907
<i>skipped question</i>		219

Q.6 How much do you know about entertainment, creative, and cultural activities that take place in Alachua County?

Answer Options	Response Percent	Response Count
I know a lot	38.4%	732
I know a little	47.7%	908
I don't really know much	11.1%	212
I know nothing	1.7%	32
I'm not really sure	1.1%	20
<i>answered question</i>		1904
<i>skipped question</i>		222

Q.7 How easy is it to find out about entertainment, creative, and cultural activities that take place in Alachua County?

How easy is it to find out about entertainment, creative, and cultural activities that take place in Alachua County?		
Answer Options	Response Percent	Response Count
Very Easy	16.9%	322
Pretty Easy	53.2%	1012
Kind of Hard	19.8%	376
Very Hard	1.7%	33
I'm not really sure	8.4%	160
<i>answered question</i>		1903
<i>skipped question</i>		223

Q.8 How do you rate the following aspects of entertainment, creative, and cultural activities that take place in Alachua County?

How do you rate the following aspects of entertainment, creative, and cultural activities that take place in Alachua County?						
Answer Options	Excellent	Good	Adequate	Fair	Poor	Response Count
Quality of offerings	588	872	268	129	28	1885
Affordability of offerings	423	863	396	155	48	1885
Availability of offerings	376	840	421	197	51	1885
<i>answered question</i>						1885
<i>skipped question</i>						241

Q. 9 Please check all activities in Alachua County in which you have participated during the last 12 months.

Please check all activities in Alachua County in which you have participated during the last 12 months.		
Answer Options	Response Percent	Response Count
Made art or performed art myself	37.2%	686
Attended a ticketed (paid) live performance	71.8%	1324
Visited an art gallery or art museum	70.5%	1301
Attended a non-sports event at a college (e.g. concert, play, festival, film, etc.)	63.3%	1168
Purchased something handmade by a regional artist	52.5%	968
Attended a free live performance	65.5%	1209
Attended a fair, community festival or celebration	69.8%	1288
Visited historical site or heritage area	54.4%	1004
Attended or took part in a K-12 in-school arts program	18.4%	339
Visited a farmer's market or green market	73.1%	1349
	<i>answered question</i>	1845
	<i>skipped question</i>	281

Q. 10 Internet use

Have you used the Internet during the last 12 months to look for entertainment, creative, and cultural activities in Alachua County or Central Florida?

Have you used the Internet during the last 12 months to look for entertainment, creative, and cultural activities in Alachua County or Central Florida?		
Answer Options	Response Percent	Response Count
Often	47.6%	884
Occasionally	35.9%	666
Rarely	11.4%	212
Never	4.0%	75
Not sure	1.0%	19
	<i>answered question</i>	1856
	<i>skipped question</i>	270

Q.11

I think entertainment, creative, and cultural activities in Alachua County SHOULD:							
Answer Options	(5) High Priority	(4)	(3) Medium Priority	(2)	(1) Low Priority	Rating Average	Response Count
Contribute to a positive sense of local community	951	304	106	17	9	4.57	1387
Contribute to a positive image and reputation for the county	838	363	152	15	19	4.43	1387
Be affordable for all county residents	850	341	158	23	15	4.43	1387
Be available in more places throughout the county	606	375	294	63	49	4.03	1387
Contribute to the economic vitality of the county	681	397	244	48	17	4.21	1387
Reflect the county's diverse people and cultures	801	369	154	37	26	4.36	1387
Preserve, share, and celebrate local history and heritage	662	382	241	73	29	4.14	1387
Be well-promoted to the region's county residents	909	344	114	11	9	4.54	1387
Be well-promoted to tourists and visitors	705	391	221	47	23	4.23	1387
Be used to attract strong talent to the county and its workforce	790	359	190	30	18	4.35	1387
Be supported in part by tax payer dollars	592	341	288	84	82	3.92	1387
<i>answered question</i>							1387
<i>skipped question</i>							739

Q.12

From the list you just rated, please tell us which ONE is the TOP PRIORITY, in your opinion. (Please check one.)

Answer Options	Response Percent	Response Count
Contribute to a positive sense of local community	24.8%	436
Contribute to a positive image and reputation for the county	10.0%	176
Be affordable for all county residents	15.4%	271
Be available in more places throughout the county	5.9%	104
Contribute to the economic vitality of the county	4.7%	83
Reflect the county's diverse people and cultures	12.1%	213
Preserve, share, and celebrate local history and heritage	5.6%	98
Be well-promoted to the region's county residents	5.5%	97
Be well-promoted to tourists and visitors	2.3%	41
Be used to attract strong talent to the county and its workforce	6.1%	107
Be supported in part by tax payer dollars	7.4%	129
	<i>answered question</i>	1755
	<i>skipped question</i>	371

Q.13 An outdoor amphitheater/arts center has been included in the City of Gainesville Parks, Recreation and Cultural Affairs Vision 2020 Master Plan. Overall, please rate this idea.

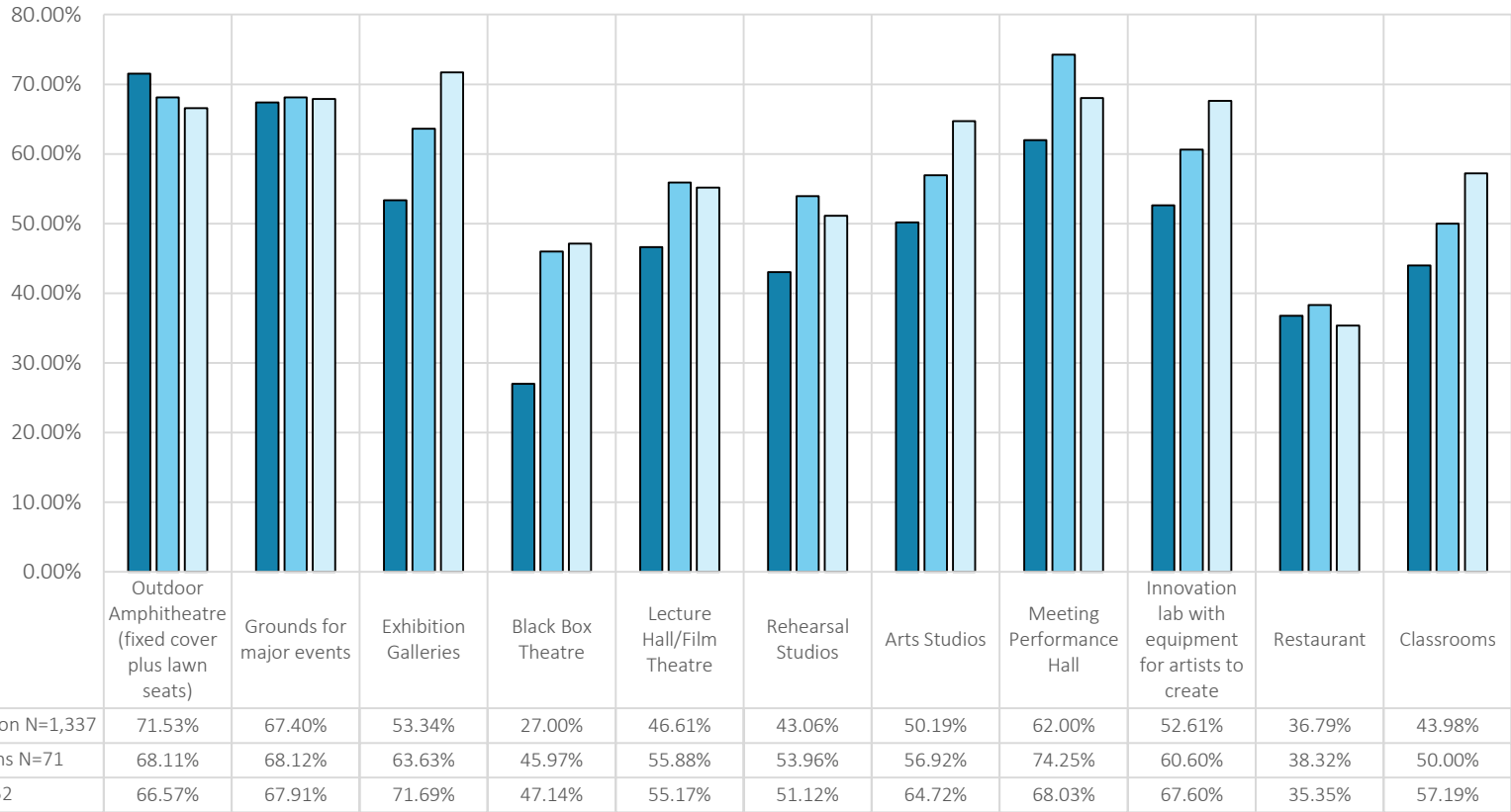
An outdoor amphitheater/arts center has been included in the City of Gainesville Parks, Recreation and Cultural Affairs Vision 2020 Master Plan. Overall, please rate this idea.		
Answer Options	Response Percent	Response Count
Great Idea	54.5%	728
Good Idea	29.5%	395
Bad Idea	3.7%	50
Terrible Idea	2.3%	31
I'm not really sure	9.9%	133
	<i>answered question</i>	1337
	<i>skipped question</i>	789

Q.14

Rate these aspects of a regional multi-purpose, multi-disciplinary arts center with 5 being “high priority” and 1 being “low priority.” If not applicable to you, please rate N/A.

Answer Options	(5) High Priority	(4)	(3) Medium Priority	(2)	(1) Low Priority	N/A	Rating Average	Response Count
Outdoor Amphitheatre (covered fixed plus open lawn seating)	578	374	221	54	88	16	3.99	1331
Grounds for major events	454	437	285	61	64	21	3.89	1322
Meeting/Performance Hall	424	395	298	97	81	26	3.76	1321
Exhibition Galleries	307	397	415	97	80	24	3.58	1320
Innovation lab with equipment for artists to create	337	359	342	138	102	45	3.54	1323
Arts Studios	288	377	374	153	93	40	3.48	1325
Lecture Hall/Film Theatre	235	377	383	160	120	38	3.35	1313
Classrooms	275	302	374	176	135	50	3.32	1312
Rehearsal Studios	236	332	395	174	128	54	3.30	1319
Other	84	60	107	46	43	426	3.28	766
Black Box Theatre	188	305	424	160	142	82	3.19	1301
Restaurant	210	276	320	207	244	64	3.00	1321
							<i>answered question</i>	1344
							<i>skipped question</i>	782

Q.14 Please rate these aspects of a multi-purpose , multi-disciplinary arts center with 5 being "High priority" and 1 being "low priority." If not applicable to you, please rate N/A



Q.15

Answer Options	Response Percent	Response Count
Male	31.9%	557
Female	68.1%	1189
<i>answered question</i>		1746
<i>skipped question</i>		380

Q.16

Your age:		
Answer Options	Response Percent	Response Count
Under 18	2.2%	39
18-24	17.3%	306
25-34	13.0%	230
35-44	12.9%	228
45-54	17.1%	303
55-64	20.5%	363
65-74	13.9%	246
75 or over	3.3%	58
<i>answered question</i>		1773
<i>skipped question</i>		353

Q.17

Your ethnicity:		
Answer Options	Response Percent	Response Count
White/Caucasian (Non-Hispanic)	77.7%	1366
Black/African American	6.8%	119
Hispanic or Latino	6.1%	107
Asian, Pacific Islander, Asian American	4.1%	72
Native American/Alaska Native	0.7%	12
Multi-Ethnic/Multiracial	1.9%	34
Other	2.7%	47
	<i>answered question</i>	1757
	<i>skipped question</i>	369

Q.18

Your highest education level:		
Answer Options	Response Percent	Response Count
Less than high school	1.0%	17
High school	5.7%	101
Some college/technical school	17.9%	316
Associate Degree	10.2%	181
Bachelor's Degree	30.5%	540
Master's Degree	23.1%	408
Doctoral/Professional Degree	11.6%	205
	<i>answered question</i>	1768
	<i>skipped question</i>	358

Q.19

Please tell us if you have children in your household in the following age groups.		
Answer Options	Response Percent	Response Count
Under age 6	8.7%	150
Ages 6-12	11.9%	206
Ages 13-17	11.1%	191
No children in household	74.4%	1284
	<i>answered question</i>	1725
	<i>skipped question</i>	401

Q.20

Please tell us your approximate household income level:		
Answer Options	Response Percent	Response Count
Less than \$25,000	21.5%	354
\$25,000-\$49,999	22.0%	361
\$50,000-\$74,999	19.7%	324
\$75,000-\$99,999	14.4%	237
\$100,000-\$149,999	11.3%	185
\$150,000 or more	11.1%	183
	<i>answered question</i>	1644
	<i>skipped question</i>	482

Q21. Please feel free to share any comments or suggestions regarding this planning process. Thank you!

	Topic	Comment
1.	Access youth	I think that we should spend more time building things that will keep our youth out of trouble. Like a water park, theme park, fun spot. I also think that the city should recognize different associations and sponsor them as they further their adventures. I say that because I've coached teams that have been ranked high in Babe Ruth but have received any recognition for their accomplishments. We carry the city name and we are recognized by other cities except our own city. Let's change that.
2.	Accessibility	Alachua County definitely has some great arts/culture offerings, and I would like to see more that are free to the public, or nearly so while still maintaining quality.
3.	Accessibility	I am disabled and cannot walk far, please put seats on walkways to rest. Good luck and God bless... ;-)
4.	Accessibility	I have trouble rating priorities in your survey. I am a strong supporter of the arts. I want Gainesville to be a culturally diverse and artistically vibrant community. I want residents and visitors to have numerous opportunities to view and participate in a wide variety of artistic experiences
5.	Accessibility	I love the all that Danscompany of Gainesville does in our community- from outreach programs to keeping our youth involved in the arts, amazing work!
6.	Accessibility	I think it is important that excellent art be affordable and available to the county. I think we need to involve our youth the opportunity to develop their artistic aspirations by working with local artists. Also, we should support the local artists.
7.	Accessibility	I think the fact that this is a learning community with great diversity is an asset, but we have to be careful not to alienate the "other" Gainesvilleans, particularly low-income residents. Integration is key. Maybe focus groups with community members can help find ways in which we can do that.
8.	Accessibility	Like the art downtown. Hope this initiative goes in the right direction... more toward the east side of town.
9.	Accessibility	Looking forward to seeing more art from the community!

	Topic	Comment
10.	Accessibility	More bus service or parking.
11.	Accessibility	Nearing retirement I no longer have the Sun delivered but do purchase it on Thurs. for the Scene. I'm grateful for the Senior ticket prices on a lot of events/performances.
12.	Accessibility	Remember to make walkways accessible to wheelchairs.
13.	Adaptive reuse	I think that some of the public (city-owned) buildings should be made available free (except for perhaps cleanup or other usage costs) to local dance groups that are open to the public. I think activities such as these greatly benefit the community in terms of adding to the overall cultural fiber, promoting physical health, bringing the community together in a friendly/wholesome activity, bridging cultural divides, and in their benefit to the participants' overall well-being.
14.	Amenities -	Must have access to Clean restrooms
15.	Amenities - food trucks	Would love food truck options/areas
16.	Annual awards	Perhaps include an annual awards ceremony, this will generate publicity and encourage the community to get involved in knowing what is happening in the arts. I will also be a good way to honor the hardworking artists who often don't get much recognition. I'm South African and love Gainesville because of the art scene.
17.	Artists' support	I have met dancers who come to Gainesville from Tallahassee, Jacksonville and Tampa to dance. Please offer support for the local dance community!
18.	Arts Accessibility	Gainesville is a great place to live because of all the small arts groups here. It makes me so proud to see the amount of community and grant support for all of these different groups. We all benefit from the opportunities to see Danscompany, Gainesville Youth Chorus, Gainesville Community Band, Orchestra, GACA, etc. it really provides reasonable cost activities and opportunities to seniors, youth and all in between.

	Topic	Comment
19.	Arts education	Focusing more on art, culture, and the environment in the classroom is just as important. Keeping students intrigued and hungry for knowledge starting at a young age is curtail for growth, success and happiness. Students also need somewhere to channel their endless energy after school. It would be wonderful to get schools in the county to participate. Love this project.
20.	Arts education	Gainesville already is growing a reputation as a "cultural destination" in Fla. We need to recognize this as a huge plus in attracting better businesses and economy and diversity. But, FIRST, we must invest in and support the arts...esp. in our schools!
21.	Arts education	I know our community needs to support the arts in schools and not for profits thus providing a strengthening of the individuals that participate in the creation and performance of the arts. This provides our community with stronger more focused community members. Thank you for this forum.
22.	Arts education/art making	I would like to see more community education classes for the arts such as drawing, painting, pottery, glassblowing, etc. There is some through Santa Fe. It would be nice if there were more.
23.	Arts education/art making	I would like to see sewing, cooking, wood shop & automotive back in classes.
24.	Arts education/art making	I'd like to see more opportunities for the non-professional arts community to participate in the arts: music, dance, visual and performance arts.
25.	Contact	More murals and mural events. Please visit Thewalldogs.com. I am a member and have tried to bring the event to our region. Also a collaborative event like Cosign. Cosign facilitates revitalization through improved and sponsored signage. Please contact me for more info on either as I would love to help. Doug Hancock 352-359-7059
26.	Cooperation & Coordination	connections between different art sites
27.	Cooperation & Coordination	I don't think we need UF to determine what happens culturally in this city.
28.	Cooperation & Coordination	There are already so many cultural, artistic and performance venues in Alachua County, including the many lovely churches with great acoustics (!) It strikes me that better cooperation & coordination among,

	Topic	Comment
		plus utilization of, the existing facilities would be the way to maximize the resources of Alachua County. I would prefer to see tax dollars, donations, and concerted efforts directed towards the improvement, upkeep and publicizing of these extant structures & organizations.
29.	Cooperation & Coordination	There are plenty of meeting / lecture / etc. spaces. County can partner with existing facilities and save money.
30.	Cooperation & Coordination	Would like to see more inter county coordination since many people travel from surrounding counties to work in Gainesville.
31.	Diversity	A focus on diverse local arts RATHER THAN GENTRIFICATION should be the primary goal!
32.	Ethnicity/representation	Almost 40% of Alachua County's population is Black, and I see almost no representation of Black art forms, music, dance, and theatre anywhere in secular spaces here. Nor do we see many Blacks in the Art spaces that we do use. Please work on improving the integration of all of Alachua County's People's in the Making, Performing and Enjoying of the Arts.
33.	For profit arts enterprise	We need to promote and support the few entrepreneurs that are will to take the risk and start "for profit" companies in the arts. They are shunned in our community. If art is going to thrive people should be encourage to make a profit.
34.	Funding	Alachua County is already the best county I've ever seen for supporting local arts and cultural activities. I think this is due in part to the University of Florida being there.
35.	Funding	Art should be funded by charitable donations or by free market sales. There is no need for taxpayer support.
36.	Funding	Arts and recreation would thrive if given the opportunity and financial backing by our community. Everything should not revolve around UF Athletics
37.	Funding	Don't spend any taxpayers' money!

	Topic	Comment
38.	Funding	I am against any program that increases taxes. When those who try to influence with other people's money, they interfere with the natural growth of specialized facilities by business demand.
39.	Funding	I feel all of the facilities listed in question 13 are already present, and dollars should go toward promotion, payment to artists, and support for making sure all citizens get to experience culture and art.
40.	Funding	I feel the arts are not an appropriate use of tax dollars. It is not a tourism draw for the county. The surrounding areas have far better offerings. If the arts were as popular as claimed they could be financially self-sufficient. With the roads in such bad shape and citizens in so much financial need to spend their money on this is wrong.
41.	Funding	I like having events and such, but we need to prioritize spending. Lots of infrastructure needs.
42.	Funding	Improving local arts support as in Asheville, N.C. or Austin, TX. is essential for cultural growth in Alachua Co.
43.	Funding	It is important to make sure that all of the local arts organizations have the opportunity to be funded by the county. This will ensure that quality programs continue to be offered locally.
44.	Funding	More support from the city and county should go to the arts programs in our public schools, to the Gainesville Orchestra and the Hippodrome arts programs.
45.	Funding	Please DO NOT waste taxpayer's money with choices that only benefit a few, just because someone making the choices likes the idea. I applaud you for this survey.... please use it....Thanks...
46.	Funding	Please support the non-profit dance company, Danscompany of Gainesville. We perform the annual productions of Cinderella and The Wiz along with many community events such as dancing Thriller in the mall, the Downtown Arts Festival, and the Spring Arts Festival. Thank you!
47.	Funding	Prefer arts to be self-supporting, not tax consuming

	Topic	Comment
48.	Funding	Something of this nature should not cost me more in taxes. We have plenty of offerings for inexpensive arts interactions. If this could be funded without raising taxes I think we would benefit many citizens. Cost analysis is the hinge for do it, or not.
49.	Funding	Spending limited resources on new venues seems foolish, especially one that depends on weather. I'd prefer that resources go to supporting the artists and organizations already in place, particularly not-for-profit groups, and gems like the Hippodrome. Building new venues, when we already have several state-of-the-art buildings in place, will divert funds that could be used to increase arts opportunities for our residents. It's the variety and availability of cultural opportunities that make Gainesville a desirable location.
50.	Funding	taxes should not be used for promotional purposes
51.	Funding	We already have most of what you have listed in this survey, why not make the most of those. My tax dollars should go to improving the county not for people's entertainment.
52.	Gainesville Connect	What's happening with Gainesville Connect...started not finished???
53.	Gainesville perceptions	I'm new in town, 4 months, so far I'm really bored here.
54.	Gainesville's future	Looking forward to seeing our city grow!
55.	Honor what's here	I'm happy the city is taking a proactive step to nurture the creative potential of this city. However, Make sure not to steam roll over what is already present in the process
56.	Honor what's here	It seems like a lot of ideas you had in this survey already exist in our community, so why do we need to build/spend more? I love the arts, but let's take full advantage of what we already have first before duplicating services
57.	Honor what's here	No need for new venues. Support existing.

	Topic	Comment
58.	Include & engage artists	As an experienced artist, I still need as much opportunities to promote my art, and commune with other artists as a young "upcoming" artist. I am still growing and am still vital
59.	Include & engage artists	There are very talented and professionally trained artists and producers who should be a part of this conversation. They can easily be drowned out by those with more money. Please make an open opportunity to discuss these ideas (town hall meeting, online discussion forum, etc.)
60.	Include & engage artists	Very exciting project! I'd love to see a place where local artists can commune with one another easily!
61.	Marketing & PR	I get my info from Scene Magazine - so unless folks get the newspaper, I don't think they are aware of the many cultural arts available to them. Perhaps all of the radio and local TV stations should have an EVENTS broadcast daily. With weekly updates.
62.	Marketing & PR	I greatly value the performances and outreach done by the Dancecompany of Gainesville
63.	Marketing & PR	I have played in bands and most of my priorities would be towards promoting national acts to come to Gainesville.
64.	Marketing & PR	I have the hardest time finding and organizing all websites for events in the area. I am trying to maintain a list of links to all parks, colleges, theaters etc. one stop "shopping" would be a big help.
65.	Marketing & PR	I think that a monthly, local arts magazine will help with dispersing information about local art and music events. Keep in mind this paper MUST be dispersed/placed in areas around campus, to inform people of local events. Ignoring the 40,000+ campus population is essential to develop a thriving art scene, in my humble opinion.
66.	Marketing & PR	It is not easy to find information about local events if one is blocked from the Gainesville Sun online (they only allow so many visits).
67.	Marketing & PR	Keep us aware
68.	Marketing & PR	Make art available! Promote it as best you can. Thanks 352 Arts

	Topic	Comment
69.	Marketing & PR	One page for all activities in the area. Both non-profit and for-profit.
70.	Marketing & PR	The amount of artistic and cultural activities available in Gainesville is impressive - however, they're often underpublicized by outside media in favor of football games. This community prides itself on nurturing those who want to express themselves, and is proud to lay claim to anyone with a history in Gainesville, but many of those people don't seem to remain too attached to the region. There is a strong group of people who are attuned to and supportive of the arts, but I believe more effort should be given to widespread recognition and support of those currently creating art, all over the county.
71.	Marketing & PR	The reason I have been under informed about cultural events is that I didn't subscribe to Gainesville's sorry rag of a newspaper. I just did, expressly for this purpose!
72.	Marketing & PR	There is no one location to find out upcoming cultural events in the area; I often learn of events with too little notice to take advantage of them.
73.	Marketing & PR	We need a better one-stop website for arts activities in Alachua County. The G'ville Sun website is horrendous.
74.	Marketing & PR	We need a creativity map of Gainesville so that we can track where what is and who is doing what in this City. This creativity map I have in mind will also be linked to teaching at our different institutions. Please support me to get this off the ground. Dr. Kole Odutola, (PhD media studies) Poet/Performer
75.	Marketing & PR	You should advertise more in Good Life Community Magazine as they have a What On and it reaches everyone.
76.	Marketing & PR	Better advertisement of local events.
77.	Marketing & PR	I think the arts offering here are AMAZING. I do not know how they're promoted county wide...I use the Sun's THE SCENE weekly to find what I want to do. Also the program brochure from UF for the Phillips is like a bible for me. I love the art scene here. I did not use, but thought the Doris center where artists could go to work (if they didn't have their own studios) & where classes were held was a great idea. I was sad

	Topic	Comment
		when it closed. I think this new series at the Thomas will be nice. For me, having the Shakerag concerts here & not in Melrose is great. It is probably not great for residents of Melrose.
78.	Marketing & PR	Also, it is very difficult to find out about cultural offerings. There needs to be a centralized social media or website that broadcasts all of the local activities that is easy to find. Gainesville has a unique population because of the university. However, there are limited activities that appeal to the young professional community. The focus is often on students and families. As the innovation hub attracts more young professionals to Gainesville, we need more activities that will be interesting and exciting to this age group.
79.	Marketing & PR	As a professional visual artist and teacher I would like Alachua Co to be better promoted as an arts destination to help support artists through sales of our work, which is quite poor as a whole at present. Also would love to have more venues in which to offer art workshops and classes to the public. Thank you for conducting this survey!
80.	Marketing & PR	Gainesville should embrace the local flora and fauna and try to incorporate the local nature into its local identity. Gainesville should try as well to develop its identity independently from the Florida Gators brand, which may be important economically, but hurts the cultural advancement of the city.
81.	Marketing & PR	Gainesville Sun is the main source of information for us. It has extensive coverage of local arts and entertainment. It'll be good to have a consolidated website.
82.	Marketing & PR	I also think there needs to be a website/app/Facebook page that lists EVERY creative event going on in the county. The events that actually get publicity are at the Philips center and not always affordable or interesting to me. We have some real talent here it is just not funded, organized or promoted well enough.
83.	Marketing & PR	I believe the strength of the arts community is based on diversity of all types of art: dance, music, visual, etc. Let's see beyond football or basketball at UF. People choose to move and live in Alachua county for the richness of the cultural arts. Not for the potential of a winning Gator football season.
84.	Marketing & PR	I think this web page has a ton of potential and am excited to see if it lives up to my expectations for finding events around the area to attend.

	Topic	Comment
85.	n/a	n/a
86.	n/a	n/a
87.	n/a	none
88.	Our community	Gainesville has the image of UF and technology but should not lose its older image of rural southern charm which represents the county and surrounding communities also. This is hard when so much of its population is transitory because of students and academics. But to lose history and sense of place makes it just like every other Florida city: "Chicago with palm trees" or "San Diego East". We do not need to be "something else" but what it is: a southern college town in Florida that accepts all outsiders without forgetting what it came from. Do not lose history or place for "progress" and the generic modernity.
89.	Our community	LOVE Alachua County! Would never consider living anywhere else.
90.	Our community	Love our community :-)
91.	Overall cultural development	Gainesville/ Alachua County lags other comparable cities in commercial and cultural development (like Austin, TX. Auburn, Alabama, etc.) With vibrant arts, music scenes. You need to get your heads out of the sand and look around at what other communities have accomplished. This area is dated, downtown is dead in the water, It takes real commercial development and growth to support an art community
92.	Programming	Attract national acts and trendy acts. Also attract traveling opera and dance troupes and famous chefs.
93.	Programming	Would like to find more availability of dancing to live music.
94.	Programming	As the spouse of a theatre professor and director, I'm naturally most interested in performance, and I'm very happy to have heard about this site!
95.	programming - animals	We are missing the boat by not having space for canine experts to bring more education in as well as having a facility for dog shows and trials.

	Topic	Comment
96.	Programming - county wide	In Hawthorne we have an 'open palate' for cultural arts in downtown. At Little Orange Creek Nature Park we have ample room for meetings, concerts, etc. Just need funding \$\$\$
97.	programming - county wide	Would Like to see more theater in Western Alachua County
98.	Programming - crafts	Would love more craft fair/festivals
99.	Programming - dance	As I mentioned in my opening statement, I'd like to see more Ballet. In 2002--2005 the schedule included Miami City Ballet, etc. Please consider scheduling more professional dance programs.
100.	Programming - dance	Contra dancing at the Thelma Boltin Center is what draws me and my spending for such as meals and lodging in Alachua County. Being somewhat involved with making those dances happen, I am fairly close to the supporting finances. Hall rental from the City of Gainesville is a large and significant portion of our budget. Reducing our facility costs is of paramount concern IF we are to remain viable at the current entry fee we charge to participate in these dances as a dancer. Raising our entry fee is a possibility which will affect some and make it less likely that we can increase attendance at our dances.
101.	Programming - dance	Danscompany is a good place to start for the performing arts, they have been a leader in making dance available for all income levels.
102.	Programming - dance	Danscompany is an example of an art program that brings many visitors to the county during Cinderella and the Wiz shows. Even people from overseas have known to come to watch the performances. The program embraces all ethnicities and cultural background.
103.	Programming - dance	Danscompany of Gainesville is a prime example of a nonprofit that prides itself on learning to give back to our community. We are able to survive on based on our grants and on the partnerships we acquire locally.
104.	Programming - dance	Danscompany of Gainesville is a very important artistic force in this community. They bring diverse, high quality dance performances to the community at numerous festivals, community events, public performances, and professional performances. Danscompany of Gainesville not only enriches the community by providing high- quality entertainment, but also gives community members the opportunity

	Topic	Comment
		to participate in putting on semi-professional performances. Please keep them in mind when considering the artistic future of Alachua County.
105.	Programming - dance	Danscompany of Gainesville is absolutely amazing
106.	Programming - dance	Danscompany of Gainesville is great!
107.	Programming - dance	Danscompany of Gainesville provides quality dance instruction. Group performances are next to professional.
108.	Programming - dance	enjoy local dance events
109.	Programming - dance	Gainesville is a growing community! It is full of great entertainment and Art programs! I especially love going to see the Danscompany of Gainesville perform!
110.	Programming - dance	I enjoy being able to see Danscompany of Gainesville at events like Cinderella and the Wiz
111.	Programming - dance	I enjoy performances by the Danscompany of Gainesville the most
112.	Programming - dance	I enjoy the diversity of the events offered. I hope to see them continue and expand.
113.	Programming - dance	I especially enjoy and appreciate the many offering of the Danscompany of Gainesville...
114.	Programming - dance	I feel this survey is very important. Danscompany of Gainesville is a great example of serving the community...my biggest concern is not good marketing when amazing artists visits our area...if you are interested in the arts in Gainesville you really have to do your homework
115.	Programming - dance	I love the Danscompany of Gainesville and GCP
116.	Programming - dance	I love the Danscompany of Gainesville. All of their shows at the mall and other community events. Also how they have kids from Rawlings and Duval elementary participate in The Wiz.

	Topic	Comment
117.	Programming - dance	I really admire Danscompany of Gainesville's initiatives in our community. Very important for our youth and our county at large.
118.	Programming - dance	I support Danscompany of Gainesville and Lubee Bat conservatory
119.	Programming - dance	Keep money going into the Arts. Love dance:)
120.	Programming - dance	Love the Danscompany of Gainesville
121.	Programming - dance	My children have greatly benefited from participation in Danscompany of Gainesville and Cameron Dancercenter.
122.	Programming - dance	Spent some time on Sunday watching Thriller dance performed by the Danscompany, Great show! Planning on spending a few hours at Lubee with my family. It's more entertaining than watching UF football, and less expensive too.
123.	Programming - dance	The Danscompany of Gainesville has played a positive role in my daughter's life. It's important to give young people opportunities to participate in the Arts.
124.	Programming - dance	THE DANSCOMPANY OF GAINESVILLE IS AMAZING!! They should do more free to the public type of things around the community.
125.	Programming - dance	Very impressed with local organizations (dance, music) and what they do for the community. For example, Danscompany gives children a chance to dance that might not have that opportunity. This is Alachua County!
126.	Programming - dance	We love the Danscompany productions
127.	Programming - dance	We support and encourage performances by Cameron Dancercenter, Danscompany of Gainesville. They do a tremendous amount of community service for local schools, and events. They enjoy spreading their talents throughout the community. Promote local children dance companies in the community, as a positive well rounded sport for girls and boys and dance through the journey of life.

	Topic	Comment
128.	Programming - diversity	Bring more interactive arts to the city- more murals, mosaics, etc. throughout the town and parks. More nature trails and have sculptures along the destination paths! More installation pieces to help showcase the uniqueness and creativity of our very talented town. Become a destination! Also consider more music festivals besides The Fest that are centrally located to the town. Reopen some in-town springs!
129.	Programming - downtown	I really enjoy the downtown concerts and wish that we had more things downtown that catered to an older crowd. I think we have made a lot of progress in that direction in recent years and I'm pleased with the progress that is being made.
130.	Programming - families	Not really enough fun family things to do in the offered survey. Also there should be more information as to what some items would include. They were too vague.
131.	Programming - families	Wish there were more programs designed for families perhaps in conjunction with university for music and theatre access and education.
132.	Programming - festivals	I forgot to say we also go to fairs and festivals regularly.
133.	Programming - general	do more stuff
134.	Programming - general	It would be great to have the downtown ice rink again. Also would love to see more productions of the family theatre at the Thomas center. How about a Santa downtown? Etc.
135.	Programming - general	More ART! :)
136.	Programming - general	Need to have more events.
137.	Programming - Hoggetowne	Consider extending the Hoggetowne Medieval Faire to a third weekend.
138.	Programming - innovation	Is love to be involved in the process. I have a lot of contacts in the entertainment arts and culture industry. It's my line of work. We can put Alachua on the world map with a little innovation.

	Topic	Comment
139.	programming - local talent	We enjoy performances featuring our local youth as well (Danscompany, ACYO, Local theatre) would like to see more promotion of talented youth in our area!
140.	Programming - location	It would be nice to have more activities/events outside of Gainesville and UF.
141.	Programming - location	It would be nice to see arts and cultural events, programs, classes, etc. in the areas surrounding Gainesville (High Springs, Alachua, Newberry, etc.).
142.	Programming - location	More "green" activities and areas. More on South side near Micanopy.
143.	Programming - music	Gainesville has a professional orchestra that places the community in a shrinking number of culturally rich places to live. A community that supports professional musicians benefits economically as well as culturally.
144.	Programming - music	More live music! (Other than free Friday concert series)
145.	Programming - music	More musical events (all genres) to take place in Gainesville would be awesome.
146.	Programming - music	Never forget Classical Music.
147.	Programming - music	This county needs more music!
148.	Programming - outdoors	include outdoor space for architectural models, landscape art, drum circles, seasonal rituals/celebration, stargazing sculpture
149.	programming - outdoors	provide some arts classes.lectures.etc.to outdoor man
150.	Programming - pop-up	Pop-up art, theatre, music, etc. areas on one day around town could be fun
151.	programming - public art	Public art needs to be part of the city's landscape in visible urban settings, not hidden in city buildings.

	Topic	Comment
152.	Programming - science.geeky	More science entertainment (set up telescopes somewhere for instance), lectures, geeky stuff.
153.	Programming - Thomas Center	The Thomas Center open theater area needs to be renovated and the managing team needs to keep out of artists interpretations of plays. Recently they won't get any decent artists because of their perception of art is not theirs
154.	Programming - UF	Gainesville is a great cultural center. One problem is that much of the arts events (i.e., painting, etc.) are centered at UF, not in the community. Thank goodness for art festivals.
155.	Programming - UF	It would be great to see more events offered to the public and not just a first come first served with a priority placed on UF students. For example the event with Billy Joel and the event with Dr. Neil Degrasse Tyson.
156.	Programming - UF	Pressure should be applied to UF to have a college radio station run by college students. The college radio does not exist in Gainesville. That is very sad. I'm a huge NPR listener. There is room for both, however. Shocking that UF does not provide this.
157.	Programming - visual art	More murals and mural events. Please visit Thewalldogs.com. I am a member and have tried to bring the event to our region. Also a collaborative event like Cosign. Cosign facilitates revitalization through improved and sponsored signage. Please contact me for more info on either as I would love to help. Doug Hancock 352-359-7059
158.	Programming - Writing	My life centers on creative writing, especially memoir. I feel the need for bringing together the writers and information about the many writers groups in the area together.
159.	Programming - WUFT	My interest in the arts is strongly focused on music, especially classical music and some of the less-commercial forms of folk (Americana, blues, bluegrass, etc.) I'm not terribly interested in nor impressed by self-important visual artists, nor by "folk art" schlock at fall festivals. The grievous loss of classical music on WUFT-FM was a major cultural setback for Alachua County. Restoring classical music and non-commercial popular-music FM would be my first priority, followed by help with promoting such under-supported recitals and concerts.

	Topic	Comment
160.	Programming - year round	Would like to see more local events during football season for the visitors, you have to travel out of town to visit a cultural event.
161.	Programming diversity	It seems as though the art circles remain the same and there isn't much of a variance in offerings. As far as I can tell, the offerings are extremely expensive and not available for young adults or children. I would like to see more offerings of midday shows or art/science activities for kids that are affordable. I would also like to see more offered in the entertainment for younger adults, more hip and fun shows instead of our only option being a bar or nightclub.
162.	Salary & benefit parity	Artists need health insurance. Artist, musician, actor, etc., these professions have v. hi uninsured rate. Healthyartists.org
163.	Seniors	More activities for senior adults.
164.	Staffing comments	TAYLOR IS AWESOME
165.	Support emerging artists	Reaching out to NEW local artist. Helping give those individuals public exposure as well as those already vested in the art world of success... paying it FORWARD should always be in the focus...
166.	Supporting arts & the plan	Best of luck with moving these wonderful ideas and initiatives forward...
167.	Supporting arts & the plan	Glad you asked community feedback. Thank you
168.	Supporting arts & the plan	great idea good luck
169.	Supporting arts & the plan	Great idea. Gainesville is one of the best. Check out Greenville, SC. Schedules. They remind me of our Arts program.
170.	Supporting arts & the plan	Great ideas, let's make it happen!
171.	Supporting arts & the plan	Great survey!

	Topic	Comment
172.	Supporting arts & the plan	Great survey. Thanks for the opportunity.
173.	Supporting arts & the plan	I am THRILLED that this is taking place! The arts have always been a major factor in Gainesville being a great feeling/diverse place to live.
174.	Supporting arts & the plan	I appreciate the focus to generate a comprehensive plan for the City and County. All social and print media must present all events of all types to the public BEFORE and not AFTER they occur, esp. @ UF & SFC.
175.	Supporting arts & the plan	I hope my responses are helpful to your goals.
176.	Supporting arts & the plan	In an overall comparison of the cultural arts program with other nearby counties, I think it's great.
177.	Supporting arts & the plan	It's good you are considering the arts
178.	Supporting arts & the plan	Keep the Arts alive please
179.	Supporting arts & the plan	My husband and I are excited about this new initiative. As musicians we fully support all cultural activities, especially those involving community musicians.
180.	Supporting arts & the plan	Planning to retire in Gainesville in 3-5 years, so I follow local events, visit several times a year and am interested in future plans. Thanks for allowing me to participate in such a worthwhile venture.
181.	Supporting arts & the plan	Pleased that planning is taking place
182.	Supporting arts & the plan	Thank you
183.	Supporting arts & the plan	Thank you
184.	Supporting arts & the plan	thank you for doing this
185.	Supporting arts & the plan	Thank you for the opportunity to participate in the survey.

	Topic	Comment
186.	Supporting arts & the plan	Thanks for asking!
187.	Supporting arts & the plan	Thanks for doing this!
188.	Supporting arts & the plan	Thanks for working on this important aspect of life in Alachua County.
189.	Supporting arts & the plan	The reason so many creative people live in the Gainesville area is because it is an affordable, livable place to be an artist. If it gets overdeveloped or too schmaltzy, the creative people you are so ardently depending on for your "positive community image" will be forced out and your "creative" community will implode. Keep Gainesville weird, and cheap, and for locals, with things that local, creative people need, and we will continue to enrich the community we love. Cater to tourists and football fans and we will be just another South Florida town with bad, watered-down culture and art. Creative people need to be free to take risks and make art that not everyone will find "safe" or "tame". Embrace the fringes and weirdoes, not just the arts festivals.
190.	Supporting arts & the plan	This has been a well-orchestrated planning process.
191.	Supporting arts & the plan	This is fabulous
192.	Supporting the plan & staff	WE have high praise for DAVID BALLARD, RUSSELL ETLING and the City of Gainesville PRCA and the job they do for Gainesville's local artists, musicians, etc. KEEP THEM IN PLACE.
193.	Survey Critique	It was hard to answer the questions with "should".
194.	Survey Critique	On the survey - the ethnicity questions were (1) insulting, (2) incomplete and (3) should have offered a "refuse to answer" choice. But thanks for not calling it "race"
195.	Survey Critique	Poor questionnaire
196.	Survey Critique	This survey didn't seem very good :(

	Topic	Comment
197.	Survey Critique	This survey's questions don't make much sense, they seem directed towards a predetermined initiative. What I want to say: get more diverse in the arts, tired of seeing all the same people and styles. There is a great underground arts movement in Gainesville. Tap into it. Get edgy and take a risk. Do something controversial that will make an impact and start a real arts conversation. Then we can talk about spending tax payer dollars to build venues.
198.	Survey Critique	This was a great survey.
199.	Value of arts	The arts are an important thread that ties our community together.
200.	Venues – accessible & affordable	A chain of multipurpose arts facilities, collocated with other county sports parks and/or recreation centers would be an incredible addition to Alachua County.
201.	Venues - accessible. Affordable	A large inexpensive venue for community performances not associated with UF or SF is badly needed.
202.	Venues - accessible. Affordable	A performance space for local groups like Danscompany of Gainesville to give additional performances would be an incredible asset for Alachua County.
203.	Venues - accessible. Affordable	Affordable dance venues for participatory events. Check out Interlachen's band shell...a white elephant because of its location and seating, restrooms, accessibility, and food service all being inadequate. Yes, it is vitally important that tax payer \$\$ are used to support all the arts.
204.	Venues - accessible. Affordable	Affordable dance venues on all sides of town
205.	Venues - accessible. Affordable	Affordable space for dancers to rent for classes and dances. Current city owned dance venues are too expensive for most dance groups to rent. The Boltin Center for instance used to be affordable but is now too expensive for any but huge groups and individuals with special rent packages.

	Topic	Comment
206.	Venues - accessible. Affordable	Alachua County needs a community Performing Arts facility that is not affiliated with an academic/educational institution.
207.	Venues - accessible. Affordable	Any facility should have ample parking and be in a safe, well lighted area. The county is attracting more and more retired people and this is a priority for them.
208.	Venues - accessible. Affordable	As an owner of a dance studio it's always nice to find places to perform that are affordable so you can keep ticket prices down and therefore more accessible to the community.
209.	Venues - accessible. Affordable	I do think we have a lack of affordable meeting and event space. The Hilton and Reitz ballrooms are largest, but either expensive or not easily accessible for event functions.
210.	Venues - accessible. Affordable	Local groups, such as Gainesville Community Band, cannot afford rent of CPA. This is a travesty.
211.	Venues - accessible. Affordable	My wish- a venue besides bars to hear good blues music. I don't think we need new facilities- there are many places to participate in all manner of art events in this city. The auditorium at UF is frequently only 20% occupied when I attend events there. Galleries are available it seems to me- at UF, Harn, Thomas Center & other places. There are multiple theatre venues in the city & the Hipp has films regularly & I don't believe they're frequently sold out. I think that the cost is probably a problem for some residents of the area. I use rush tickets a lot at UF.
212.	Venues - accessible. Affordable	Please consider providing space for community dance performances. The existing spaces are reserved for college students and courses
213.	Venues - accessible. Affordable	There needs to be affordable spaces for arts where all community members are welcome to participate--- dance areas are offered by other communities at a nominal rate to encourage public participation.
214.	Venues - accessible. Affordable	We need a performance center a little larger than Thomas Center holds but more accessible than SF or UF both in scheduling and cost - especially for piano performances with an excellent grand piano, but with lighting, possible video screens.

	Topic	Comment
215.	Venues - accessible. Affordable	We need appropriate and AFFORDABLE dance venues for participatory dance.
216.	Venues - accessible. Affordable	We need more affordable and larger dance space.
217.	Venues - accessible. Affordable	Your tv ad led me to believe this site had information about museums, etc. What I have noticed about cultural sites in Gainesville: not enough parking. too often overrun with children (emphasis on overrun)
218.	Venues - amphitheater	I love the idea of an amphitheater.
219.	Venues - Amphitheatre	Love the idea of an Amphitheater
220.	Venues - Amphitheatre	Amphitheater, gallery space, classroom on same grounds.
221.	Venues - Amphitheatre	An Amphitheatre like the one in St Augustine is needed here and a conference center
222.	Venues - Amphitheatre	Bo Diddly plaza already serves as an excellent space for public performance, and its location promotes business downtown and a healthy mingling of a diversity of people. I would be sad to see a new outdoor theater draw people away from Bo Diddly. We need places for public art to be displayed. Hopefully this space will be used for that purpose. The city needs to fund this effort and make it possible for artists to display their work. Why are there no park benches in our community? If we want to promote a neighborly, engaged, connected, largely pedestrian community we cannot be so afraid of homeless people that we deny ourselves benches! Benches are important places to rest and they promote a sense of community and spontaneous encounters.
223.	Venues - Amphitheatre	Board member of The Danscompany of Gainesville. Appreciate the survey and the desire to make the arts even better here and more affordable to everyone. Love the idea of an Amphitheater
224.	Venues - Amphitheatre	Build the amphitheater!!

	Topic	Comment
225.	Venues - Amphitheatre	can't evaluate amphitheater/arts center idea effectively without knowing possible location
226.	Venues - Amphitheatre	Gainesville does not draw the kind of music I would like to see. The Thomas Center choices do not appeal and other venues are too small and do not draw many high-profile performers. However, I would not want to see an amphitheater/arts center draw venue away from the Hippodrome.
227.	Venues - Amphitheatre	Gainesville/Alachua County does not need another public performance space. There are already plenty! Let's put the money toward keeping our current arts/cultural activities thriving. Building any more performance spaces is an absolute WASTE of tax payer dollars.
228.	Venues - Amphitheatre	Given Gainesville's weather - hot, buggy, thunderstorms, in the summer, an outdoor amphitheater is a BAD idea. An indoor performance area available for music, theater, and dance for groups that can't afford to rent the current spaces would be a great addition to the community and make many more events available to a wider economic range of citizens.
229.	Venues - Amphitheatre	How will you keep my demographic information confidential? I thought 352arts.org was a project of the TDP and the City of Gainesville. Are these survey responses subject to some exemption from Florida public records law? Gainesville needs a downtown music venue to attract more nationally touring musicians. Think Orange Peel in Asheville for a model.
230.	Venues - Amphitheatre	I am on a board to present to the local community a charitable benefit concert. We are finding that the venues for this are limited to large churches or the University of Florida, the latter being cost prohibited. Gainesville needs a large facility to use for these large events and a reasonable cost.
231.	Venues - Amphitheatre	I believe the county should support organization already operating in the artists communities in town. These organizations are well established in the community they just need funding to reach the general community. Tons of great local art just no real support. An amphitheater is great but if an organization has to spend 1000 dollars for police and rental less art will be seen.
232.	Venues - Amphitheatre	I commend Alachua County and the City of Gainesville's Parks and Recreation Department and the Division of Cultural Affairs for showing their commitment to the Arts in this county by engaging the residents in the

	Topic	Comment
		planning process. I would also like more information on the proposal for an amphitheater in Alachua County, including pros and cons.
233.	Venues - Amphitheatre	I like the amphitheater idea. This worked really well in Jacksonville, from a resident's perspective. The amphitheaters drew prestigious performers like symphony orchestras and while the seats were sold, many residents (especially the less affluent) could bring a blanket and enjoy the music for free or cheap.
234.	Venues - Amphitheatre	I think many things on the wish (planning) list are already covered by other facilities. An Amphitheater would be nice as would an outdoor area for large events. I don't support classrooms, we have underutilized classrooms in Alachua Co. I think there should be more partnerships to share space for performance and the like instead of building more facilities.
235.	Venues - Amphitheatre	I think the outdoor amphitheater is a great idea. Movies on the lawn serviced by food trucks? Free summer concerts? A space to finally bring some big names in music. The Bo Diddly plaza is nice but not cutting it in these regards. And feels more like a campground than an outdoor venue.
236.	Venues - Amphitheatre	I would like to see an amphitheater built at the fairground similar to the Tampa fairgrounds amphitheater or St. Augustine's for large concert events or place the amphitheater in the City of Alachua on the Legacy Property. Let Alachua county become a venue on circuits for touring bands.
237.	Venues - Amphitheatre	If an amphitheater is planned I'd like more information. I'm curious as to how it differs from the one we already have downtown, perhaps I cursory search online will elucidate this for me. My hopes are very high for the park facility being built on south Main, I hope it is very inclusive, and that South Main experiences enough of a revitalization that the park does not become predominated by homeless and residents of tent city. That would be a shame.
238.	Venues - Amphitheatre	I'm a bit leery of an outdoor venue given the weather concerns of this region. But the idea of a well-planned cultural, performance and arts venue for the county is an excellent idea. An outdoor amphitheater I'm not sure is the best way to go. My company develops performing arts faculties so I am speaking from direct experience.
239.	Venues - Amphitheatre	I'm not sure what an amphitheater would add to the community. We have places for artists to exhibit art; we have the Hipp that people can rent; we have all the things on the last list, just in various places

	Topic	Comment
		throughout the community Therefore, I'm missing the point. ("Covered" seems to be the only upgrade to the community)
240.	Venues - Amphitheatre	I'm unsure if we need an amphitheater since the Bo Diddly Plaza is used and well attended; would depend upon location and cost. I'm very happy you are putting forth this effort and look forward to what follows.
241.	Venues - Amphitheatre	It would be helpful to have one "go to" calendar of events for the county that everyone knows to use and is heavily publicized; radio, print, social media, etc. with catchy logo and jingle. After answering the last questions I felt that we already have many venues between the two colleges and downtown. It was not mentioned how many people you are trying to attract for the amphitheater. Since moving here the biggest complaint I've heard about people not wanting to come here is the poor traffic flow and parking, especially it not being free and the roam towing. I would rather see better access and usage of downtown. There is a sense of pride in the community for UF and the hospital. We have a good start. Remember, just because you build it doesn't mean they will come.
242.	Venues - Amphitheatre	LOVE the idea of an outdoor amphitheater, however I feel like things on campus are under-utilized. I would go to a concert at Flavet Field or attend a class at UF or Santa Fe if offered to public. I think the biggest need is inviting quality artists to perform (concerts!!!). The Fest is not my cup of tea...
243.	Venues - Amphitheatre	Love the idea of Melrose being the "Gateway" into the Arts & Culture of Central Florida. How could we do that? Perhaps the Amphitheater &/or the events grounds, or the artists' studios could be built in Melrose (along with a B'n'B, or motel. Wouldn't it be wonderful to have an Artist's Camp or Retreat in Melrose. Like Penland, it could also offers artists' residencies, community collaboration programs, galleries, and area information center.
244.	Venues - Amphitheatre	Outdoor amphitheater seating up to 3k people severely needed!
245.	Venues - Amphitheatre	The outdoor amphitheater sounds interesting but I'd be afraid that it may turn into another homeless/vagrant hangout. Unfortunately I don't really attend any events at Bo Diddley for this reason.

	Topic	Comment
246.	Venues - Amphitheatre	The question on an amphitheater: not enough information to form an opinion! Where would it be placed? Would it replace Bo Diddly plaza for concerts? Contribute to suburban sprawl and take folks away from downtown Gainesville?
247.	Venues - Amphitheatre	While responding, I couldn't help think, "don't we already have an amphitheater?" It contributes greatly to our community; it serves its purpose well. Other questions that came to mind: Would a new one bring new jobs and economic growth, support a new industry within our county? Would it be large enough to support major acts or events like Art Basel? And is it, in accomplishing these, at odds with building a sense of community? I can see justifying the tax dollars were it used as a venue to introduce citizens to new art forms through classes and open studios, to support the growth of local artists through mentorship and provision of opportunity, to offer scholarships to those unable to attain its offerings, to educate the community through events. It is difficult to consider using tax dollars for something Gainesville possibly already has unless it can offset at least a few of the community's woes - the income and opportunity disparity that exists between those who earn sufficiently and those who lack, and to make an attempt to generate new jobs and new industry.
248.	Venues - art making	As a professional visual artist and teacher also would love to have more venues in which to offer art workshops and classes to the public. Thank you for conducting this survey!
249.	Venues - art making	I'd like to see something like The Doris Center reopen - space for teaching and creating visual art, including individual studio space.
250.	Venues - Arts center	We need a performing arts center.
251.	Venues - Bo Diddley	Arts Center sounds great, but I don't agree with redoing the Bo Diddley Plaza, I think it is great as it is.
252.	Venues - Bo Diddley	One thing that bothers me is the Bo Diddley Plaza having a painting as a backdrop for any performers who are on stage. It is such a strong image of a certain type of music and any back drop should be more neutral.
253.	Venues - Bo Diddley	Safe and clean performance area for dancers instead of dirty Bo Diddley plaza (fall) and parking lot (spring). The dancers in our community deserve a better performance area.

	Topic	Comment
254.	Venues - Bo Diddley	Weekend farmers market, Bo diddly plaza usable by more than homeless
255.	Venues - convention center	We need a convention center
256.	Venues - county wide	Please consider locations OTHER THAN DOWNTOWN
257.	Venues - dance	Appropriate venues for dance should be included in any arts building.
258.	Venues - dance	We need space for dance groups.
259.	Venues - diversity - amenities	More galleries and eateries
260.	Venues - Doris	What happened to the Doris?
261.	Venues - Downtown	The downtown plaza needs to be a community focal point for gathering and entertainment. It is currently being used as a homeless shelter and is unusable by the general taxpaying public most of the time. It is a blight on the city. Visitors I have taken downtown are APPALLED at what they see there in the heart of the city. Until that changes drastically, Gainesville will be a second rate city.
262.	Venues - Downtown	The latest openings of some local galleries (Protocol Gallery and the FLA Gallery) have been a great contribution to the community. More places need to exist like this. The same kind of reaction to farmer's market people have need to also with the monthly art walks. My dissatisfaction with Gainesville most of the time is the lack of galleries and restaurants downtown. It would be so wonderful to really build up the downtown, and stop with Archer Road/Butler Plaza.
263.	Venues - free	We need free spaces in which community clubs can meet in the evening, and affordable or free places for local non-profit dances- wooden floors, please.
264.	Venues - general	I don't like the acoustics at the Performing Arts Center, thus don't attend music events.

	Topic	Comment
265.	Venues - general	Why is the planned performance space outdoor? We have that already with the Bo Diddley downtown community plaza. We need an indoor space as an alternative to the UF Phillips Center and SFC Fine Arts Hall, which costs thousands to rent. Thank you.
266.	Venues - location	Do we need a large facility w UFPA & Santa Fe?
267.	Venues - location	Gainesville has an excess of facilities east of 13th street but wants to put more there. The population and lack of facilities are west of 34th street. I'll fully support anything that goes where there are gaping holes demonstrated in needs.
268.	Venues - outdoor	The turnout for concerts on the downtown community Plaza show the importance of this type of venue in our community. I hope we will be able to keep these events going while the Plaza is undergoing renovation!
269.	Venues - outdoor	Too hot and too much rain for outdoor venue.
270.	Venues - outdoor	Too hot here for outdoor theater 6 months of the year. Whatever happened to the Sidney & Grace Knight outdoor children's theater?
271.	Venues - outdoor	We need new fairgrounds with trees and a human chessboard area.
272.	Venues - outdoors	Florida is too hot and buggy for outdoor venues.
273.	Venues - public gathering places	More public gathering space aesthetically and pleasingly designed (fountains, comfortable benches and tables, children playing options)
274.	Venues - quality	An outdoor amphitheater would not work because it would be difficult to get high-quality entertainment to perform there.
275.	Venues - rec centers county-wide	This county really needs more things for kids age 8-13. It is a shame that there are few public places for kids this age to gather. Where are the rec halls with games that kids ACTUALLY want to play? Pool tables and football and skeeball? Board games and bowling? We need 3-4 supervised FREE rec centers. Our rec halls are an abysmal shame. It is clear where Alachua county's priorities lie. If you want to attract talent,

	Topic	Comment
		make the county interesting by welcoming children. As it stands, this wasn't even an option on your survey, so I marked other. A few good rec centers would make ALL the parents in Alachua county overjoyed.
276.	Venues - safety	I think cultural activities should be offered in a safe, comfortable environment. Many times, barriers to attending cultural activities are related to the general perception of the location they are hosted. Gainesville lacks a central location that can host cultural activities like concerts, art walks, farmers markets, etc. that is not clouded by the perception. A
277.	Venues - safety	We love the Farmer's Market & Friday Night music-- but the people sleeping on the sidewalk are a hazard. I often don't feel safe and I feel less safe bringing my children. I love supporting the downtown businesses, but the homeless population that camps out there is a major deciding factor in our participation & support of downtown. I really enjoy the jazz nights at Tioga for this reason-- though we live downtown and prefer the restaurants there. Instead of climbing over sleeping people or steering clear of their garbage carts, we often just get takeout and stay home.
278.	Venues - safety	Would love to go to Bo Diddly but we are afraid of being accosted by homeless people.
279.	Venues - smaller scale	Alachua County is in dire need of small venue performance space, rehearsal space, creative studios supported by county funds.
280.	Venues - support what we have	Most of my responses to the last question are because we already have a number of those items and I don't think we need new ones, just better utilization of what we have-- same with the outdoor amphitheater-- why build a new one when the Downtown Plaza is so rarely used? Use it more, use other spaces more often, and promote them more. Make sure the events are free and open to all.
281.	Venues - support what we have	Alachua County does not need a new venue. We need to focus our money and efforts towards maintaining and improving what we already have.
282.	Venues - support what we have	I'm confused as to why you're asking for a county- sponsored performing arts center. Don't we already have four of those - The Phillips Center, The Henegar Center, Santa Fe's beautiful performing arts center, plus the civic theater. We have plenty of venues for performing arts...

	Topic	Comment
283.	Venues - support what we have	We don't need a new venue, we need to support and expand what we currently have.
284.	Venues - support what we have	With our school auditoriums and UF and SFC performing areas, not sure why we need more buildings. Is it because of cost?
285.	Venues - support what we have	work with what we already have...don't add another performing arts center
286.	Venues & accessibility	We need support and a downtown space to bring more current popular music acts to town. 500-1000 capacity. Farm to family music festival needs a rural camping and event space. I would also like to see more authors visiting for book tours. Please continue to support the hippodrome. Also local music venues and art spaces need fewer barriers to entry and bureaucratic resistance.
287.	Venues & aesthetics	Second priority is a sense of community and place. First priority was location. One shouldn't have to travel far to enjoy music and art, and drama. I strongly believe that the vacant GRU building at 53rd Ave and 43rd St. should be redesigned for a Cultural Community Center FOR ALL AGES! There are no offerings for art, music, and other cultural events in the Hunters Crossing area and it is badly needed. Please know if you offer these things close by you may get more volunteers to help with every aspect including building design and landscaping which should use native plants and exceedingly little pruning using power tools. Beauty can be achieved simply and smartly.
288.	Venues & parking	New facilities need easy parking, unlike downtown
289.	Venues outdoors - bugs	Amphitheater sounds great but what about mosquitos???
290.	Venues outdoors - bugs	As a transplant here from the North, I find the insects here prevent me from supporting an outdoor medium for entertainment.
291.	Venues outdoors - weather	The weather in this area makes an outdoor venue problematic.
292.	Venues outdoors weather & bugs	As ideal as an outdoor amphitheater sounds, ample consideration must be given to our frequently inclement weather & long summer storms.

Artists' Data

Q1. Geographic Data

Name your city of residence or unincorporated Alachua County	
Answer Options	Response Count
	409
<i>answered question</i>	409
<i>skipped question</i>	0

Q2

Your ZIP Code:	
Answer Options	Response Count
	408
<i>answered question</i>	408
<i>skipped question</i>	1

Q.3

Your residency in Alachua County:		
Answer Options	Response Percent	Response Count
I am a full-time resident of Alachua County	94.5%	377
I am a part-time resident of Alachua County	4.0%	16
I am not a resident of Alachua County	1.5%	6
If resident of Alachua County, for how many years?		297
<i>answered question</i>		399
<i>skipped question</i>		10

Q4. Artists' Income

Do you generally earn 100% of your annual income through your art?		
Answer Options	Response Percent	Response Count
Yes	18.0%	62
No	82.0%	283
<i>answered question</i>		345
<i>skipped question</i>		64

Q.5

Do you supplement the income from your art with other employment?		
Answer Options	Response Percent	Response Count
Yes, full-time	29.4%	101
Yes, part-time	23.9%	82
No	23.6%	81
Not Applicable	23.0%	79
<i>answered question</i>		343
<i>skipped question</i>		66

Q.6

How closely related is your artistic work to your employment?		
Answer Options	Response Percent	Response Count
Not at all-my art has nothing to do with my job	44.5%	151
Closely-I use my art in my job	20.9%	71
Inseparable-I am paid as an artist	20.4%	69
Not much-my art informs my job, but is not directly related	14.2%	48
<i>answered question</i>		339
<i>skipped question</i>		70

Artists' Categories and Disciplines

Q.7

Please check the categories that best describe you: (Please check up to two categories)		
Answer Options	Response Percent	Response Count
Professionally trained artist	53.0%	178
Self-taught artist	50.0%	168
Arts/music teacher or professor	23.8%	80
<i>answered question</i>		336
<i>skipped question</i>		73

Q.8

Please check all that apply to your work as an artist. If none, skip to the next page.		Please check all that apply to your work as an artist. If none, skip to the next page.		Please check all that apply to your work as an artist. If none, skip to the next page.	
Answer Options	Answer Options	Response Percent	Response Count		
Web Design/Digital Media		42.3%	44		
Interior Design		24.0%	25		
Landscape Architecture		14.4%	15		
Industrial Design		11.5%	12		
Urban Design and Planning		7.7%	8		
Graphic Design	Graphic Design	52.9%	55		
Fashion Design	Fashion Design	15.4%	16		
Architecture	Architecture	12.5%	13		
Other (please tell us)			144		
			<i>answered question</i>		104
			<i>skipped question</i>		305

Q.9

Check all that apply to your work as an artist. If none, skip to the next page.		
Answer Options	Response Percent	Response Count
Performance	75.5%	80
Experimental	24.5%	26
Modern	23.6%	25
Ballet	21.7%	23
Jazz	21.7%	23
Choreographer	18.9%	20
Ethnic	18.9%	20
Other (please tell us)		49
<i>answered question</i>		106
<i>skipped question</i>		303

Q.10

Check all that apply to your work as an artist. If none, skip to the next page.		
Answer Options	Response Percent	Response Count
Music	57.5%	115
Traditional Arts/Crafts	36.5%	73
Dance	25.5%	51
Storytelling	24.5%	49
Ritual/Celebration	7.5%	15
Folklorist	4.0%	8
Foodways	2.5%	5
Other (please tell us)		18
<i>answered question</i>		200
<i>skipped question</i>		209

Q.11

Check all that apply to your work as an artist. If none, skip to the next page.

Answer Options	Response Percent	Response Count
Poetry	59.5%	47
Fiction	50.6%	40
Nonfiction	39.2%	31
Bookbinding	19.0%	15
Children’s Fiction	17.7%	14
Other (please tell us)		11
<i>answered question</i>		79
<i>skipped question</i>		330

Q.12

Check all that apply to your work as an artist. If none, skip to the next page.

Answer Options	Response Percent	Response Count
Digital Photography	53.2%	74
Video	40.3%	56
Audio	33.1%	46
Computer Graphics	31.7%	44
Film	24.5%	34
Media imaging	23.0%	32
Documentary	18.0%	25
Technology/Experimental	18.0%	25
Screenplay writing	12.2%	17
Other (please tell us)		6
<i>answered question</i>		139
<i>skipped question</i>		270

Q.13

Check all that apply to your work as an artist. If none, skip to the next page.

Answer Options	Response Percent	Response Count
Instrumental/performance	53.3%	73
Chamber or Solo	32.8%	45
Choral	27.0%	37
Composition/Songwriting	27.0%	37
Jazz	25.5%	35
Rock	19.7%	27
Ethnic	16.1%	22
Music History/Archive/Library	15.3%	21
Orchestral	13.9%	19
Experimental	11.7%	16
Music Therapy	11.7%	16
Opera	11.7%	16
Conducting	8.8%	12
Engineer/production	8.8%	12
Electroacoustic	8.0%	11
Other (please tell us)		14
	<i>answered question</i>	137
	<i>skipped question</i>	272

Q.14

Check all that apply to your work as an artist. If none, skip to the next page.		
Answer Options	Response Percent	Response Count
Performance Art	38.9%	51
Classic	34.4%	45
Contemporary	32.8%	43
Musical Theater	29.8%	39
Storytelling	27.5%	36
Wardrobe/Costumes	18.3%	24
Set Design	16.0%	21
Spoken Word	16.0%	21
Experimental	14.5%	19
Directing	13.7%	18
Playwriting	11.5%	15
Theatrical Tech [lighting, sound]	8.4%	11
Puppetry	6.1%	8
Mime	2.3%	3
Other (please tell us)		5
	<i>answered question</i>	131
	<i>skipped question</i>	278

Q.15

Check all that apply to your work as an artist. If none, skip to the next page.		
Answer Options	Response Percent	Response Count
Painting	51.0%	98
Photography	47.4%	91
Drawing	46.9%	90
Mixed	39.1%	75
Illustration	27.1%	52
Wood	24.5%	47
Sculpture	24.0%	46
Decorative Arts	18.8%	36
Fiber	18.8%	36
Clay/porcelain	18.2%	35
Metal	18.2%	35
Printmaking	18.2%	35
Jewelry	17.2%	33
Furniture	12.5%	24
Glass	10.4%	20
Leather	8.9%	17
Other (please tell us)		14
	<i>answered question</i>	192
	<i>skipped question</i>	217

Q.16

Check all that apply to your work as an artist. If none, skip to the next page.		
Answer Options	Response Percent	Response Count
Festival	43.7%	55
Arts Administration	31.0%	39
Historical Arts	20.6%	26
Yoga, Tai Chi, Movement	20.6%	26
Beautification	11.1%	14
Cartooning/Sequential Art	10.3%	13
Culinary Arts	6.3%	8
Clowning	3.2%	4
Puppeteer	3.2%	4
Other (please tell us)		11
<i>answered question</i>		126
<i>skipped question</i>		283

Q.17 Artists' Markets

Where do you sell your art, perform, or contract work ...? Please check all that apply:		
Answer Options	Response Percent	Response Count
In my local community	88.5%	255
In various communities across Florida	45.1%	130
Outside Florida, in US states (Please tell us in what other states below)	32.3%	93
Online	25.3%	73
Internationally (Please tell us in what other countries)	18.8%	54
What other states or countries?		72
<i>answered question</i>		288
<i>skipped question</i>		121

Artists' Marketing and PR

Q.18

My participation in online sites and directories FOR MY ART: please check all that apply.		
Answer Options	Response Percent	Response Count
I have/my organization has a website	77.1%	175
I have/my organization has a Facebook page	68.3%	155
I belong to a cooperative/association website(s)	20.3%	46
Etsy	12.3%	28
Twitter	12.3%	28
Pinterest	11.9%	27
Ebay	5.3%	12
<i>answered question</i>		227
<i>skipped question</i>		182

Q.19

If you belong to any cooperative/association website(s) or online directory/databases, please tell us their names and list relevant individual or organizational websites.	
Answer Options	Response Count
	78
<i>answered question</i>	78
<i>skipped question</i>	331

Q.20 Artists' Services

To guide the development of relevant, helpful services for all creative individuals, please indicate the extent to which you would value each proposed service on a scale of 1-5, with 5 being the most valuable and 1 being the least valuable. If the offering is not applicable to you, please circle N/A.

Answer Options	5- Most Valuable	4	3	2	1-Least Valuable	N/A	Rating Average	Response Count
More incentivized efforts to encourage cross pollination between arts and other sectors. For example, between arts and tourism, arts and economic development, arts and urban planning, and arts in community development (in rural as well as urban areas).	121	54	44	15	8	17	4.10	259
Marketing (advertising, social media)	112	65	37	13	12	21	4.05	260
Employment opportunities where I can use my art	124	36	36	14	17	38	4.04	265
Networking opportunities with other artists	100	65	50	16	7	18	3.99	256
Professional development opportunities (stipends and scholarships to participate in learning ops)	100	55	36	20	14	37	3.92	262
Information (employment, auditions, advice, resources, etc.)	94	63	42	17	14	32	3.90	262
Promotion: Directories widely promoted to schools, businesses, potential users of artists services, buyers, and more	98	61	48	20	15	18	3.86	260
Networking for showcases to promote sales	99	55	49	20	16	25	3.84	264
Bridge building to put more artists in schools to help students learn	88	52	48	24	13	35	3.79	260
Professional representation	79	61	34	28	17	44	3.72	263
Applying for commissions, public calls	70	43	44	22	14	68	3.69	261
Group purchase opportunities (discounts for supplies, equipment, local vendors)	75	53	55	20	20	38	3.64	261
Insurance – (affordable health care access) or insurance for my creative works	73	44	35	19	24	63	3.63	258
Grant-writing assistance	74	49	41	18	25	54	3.62	261
Project development assistance (networks of peers, experts)	68	59	49	23	20	40	3.60	259
Training/credentialing to provide art in schools and other learning environments – homeschoolers, etc.	69	56	45	29	25	40	3.51	264
Training/credentialing to provide art in community settings (youth centers, neighborhoods, parks and rec, etc.)	65	51	49	31	24	39	3.46	259
Technology access	51	61	52	28	24	44	3.40	260
Legal services (trademark, copyright, etc.)	54	45	65	30	20	47	3.39	261
Technology training (how-to classes)	50	58	53	28	30	39	3.32	258
Critical review	35	56	62	25	38	45	3.12	261
Business services (bookkeeping, assistance with taxes, etc.)	33	49	55	25	40	58	3.05	260
Financial services (loans, accounts)	30	32	61	36	30	65	2.98	254
Clerical services (secretarial, photocopying, printing)	14	29	61	40	58	57	2.51	259
<i>answered question</i>								271
<i>skipped question</i>								138

Q.21

From the list you just rated, which are the TOP THREE areas of most importance to you?

Answer Options	Response Percent	Response Count
Employment opportunities where I can use my art	29.9%	79
Marketing (advertising, social media)	29.2%	77
More incentivized efforts to encourage cross pollination between arts and other sectors. For example, between arts and tourism, arts and economic development, arts and urban planning, and arts in community development (in rural as well as urban areas).	26.5%	70
Bridge building to put more artists in schools to help students learn	18.9%	50
Networking for showcases to promote sales	17.4%	46
Promotion: Directories widely promoted to schools, businesses, potential users of artists services, buyers, and more	16.7%	44
Networking opportunities with other artists	13.6%	36
Professional representation	13.3%	35
Applying for commissions, public calls	12.9%	34
Grant-writing assistance	12.5%	33
Training/credentialing to provide art in community settings (youth centers, neighborhoods, parks and rec, etc.)	12.5%	33
Professional development opportunities (stipends and scholarships to participate in learning ops)	12.1%	32
Information (employment, auditions, advice, resources, etc.)	11.7%	31
Group purchase opportunities (discounts for supplies, equipment, local vendors)	10.6%	28
Insurance – (affordable health care access) or insurance for my creative works	8.7%	23
Training/credentialing to provide art in schools and other learning environments – homeschoolers, etc.	8.3%	22
Technology training (how-to classes)	7.2%	19
Critical review	6.4%	17
Business services (bookkeeping, assistance with taxes, etc.)	5.7%	15
Legal services (trademark, copyright, etc.)	5.7%	15
Project development assistance (networks of peers, experts)	5.7%	15
Technology access	4.9%	13
Financial services (loans, accounts)	1.5%	4
Suggestions:	1.1%	3
Clerical services (secretarial, photocopying, printing)	0.8%	2
	answered question	264
	skipped question	145

Q.22 Artists' Spaces

Where do you create art now? (Check all that apply.)		
Answer Options	Response Percent	Response Count
Home/Studio	82.8%	226
Other Studio	23.4%	64
Shared Space	16.1%	44
At a business location	14.7%	40
Other (please tell us)	14.3%	39
At an educational institution	13.9%	38
Classroom	11.7%	32
At an organization headquarters	4.4%	12
Storefront	3.7%	10
<i>answered question</i>		273
<i>skipped question</i>		136

Q.23

On a scale of 1 to 5, with 5 meaning "extremely critical" and 1 meaning "not an issue," how much are facility/space needs an issue for your work as an artist?							
Answer Options	5-Critical Issue	4	3	2	1-Not an Issue	Rating Average	Response Count
Facility/Space Needs	77	38	45	19	44	3.38	223
<i>answered question</i>							223
<i>skipped question</i>							186

Q.24

What additional facilities/space do you need to be successful (that you do not currently have access to)?		
Answer Options	Response Percent	Response Count
Performance venue space	40.0%	78
Larger workspace	33.8%	66
Shared studio space	25.6%	50
Rehearsal space	25.1%	49
Private studio space	22.1%	43
Storage space	22.1%	43
Recording/audio studio space	16.4%	32
Live/work space combination	15.4%	30
Classroom meeting space	13.3%	26
Retreat space	12.8%	25
Shared office space with equipment	5.6%	11
Other (please tell us)		23
<i>answered question</i>		195
<i>skipped question</i>		214

Q.25

An outdoor amphitheatre/arts center has been included in the City of Gainesville Parks, Recreation and Cultural Affairs Vision 2020 Master Plan. Rate from 1 to 5 how you/your organization would benefit from the addition of a regional multi-purpose, multi-disciplinary arts center with 5 being "a great deal" and 1 being "not at all."							
Answer Options	5-A Great Deal	4	3	2	1-Not At All	Rating Average	Response Count
	104	41	35	23	19	3.85	222
<i>answered question</i>							222
<i>skipped question</i>							187

Q.26

If developed, rate with 5 being "a great deal" and 1 being "not at all" how this center would benefit from the inclusion of:							
Answer Options	5-A Great Deal	4	3	2	1-Not At All	Rating Average	Response Count
Exhibition Galleries	124	42	43	13	20	3.98	242
Meeting/Performance Hall	113	55	39	13	18	3.97	238
Innovation lab with equipment for artists to create	106	54	34	15	26	3.85	235
Outdoor Amphitheatre (covered fixed plus open lawn seating)	107	52	43	16	25	3.82	243
Grounds for major events	98	63	30	18	26	3.80	235
Arts Studios	100	57	35	22	23	3.80	237
Classrooms	76	55	54	21	24	3.60	230
Lecture Hall/Film Theatre	72	59	52	20	27	3.56	230
Rehearsal Studios	79	49	49	22	32	3.52	231
Black Box Theatre	65	54	54	28	31	3.41	232
Restaurant	43	39	57	42	52	2.91	233
All others - please name							22
<i>answered question</i>							257
<i>skipped question</i>							152

Q.27 Artists' Support Networks

How familiar are you with the following?							
Answer Options	5-Very Familiar	4	3	2	1-Not Familiar	Rating Average	Response Count
City of Gainesville Cultural Affairs Division	66	56	61	25	49	3.25	257
VisitGainesville	40	39	71	50	52	2.86	252
Florida Division of Cultural Affairs	32	50	57	40	77	2.69	256
Gainesville-Alachua County Cultural Affairs Board	20	40	61	36	95	2.42	252
Florida Cultural Alliance	11	17	49	50	124	1.97	251
Florida Association of Museums	9	23	43	52	126	1.96	253
Florida Festivals and Events Association	9	22	38	48	137	1.89	254
Florida Association of Nonprofit Organizations	4	16	37	39	156	1.70	252
Florida Association of Public Art Professionals	4	11	39	34	163	1.64	251
South Arts	5	11	20	38	174	1.53	248
<i>answered question</i>							258
<i>skipped question</i>							151

Q.28

Where do you go for support and assistance? Please check all that apply.		
Answer Options	Response Percent	Response Count
To other artists	81.2%	181
To arts organizations in the county	32.7%	73
To other entities	26.5%	59
To arts organizations in the state	19.7%	44
Please name the organizations you go to for support and assistance:		65
<i>answered question</i>		223
<i>skipped question</i>		186

Q.29

I think arts and cultural activities in Alachua County SHOULD: Please rate each of the following priorities.								
Answer Options	5-High Priority	4	3	4	1-Low Priority	N/A	Rating Average	Response Count
Contribute to a positive sense of local community and local pride	198	31	18	2	1	2	4.69	252
Be well-promoted to residents across the county	184	47	15	3	1	2	4.64	252
Be well-promoted to Alachua County's tourists and visitors	183	43	15	9	0	2	4.60	252
Contribute to a positive image and reputation for the county	176	45	24	2	4	2	4.54	253
Be affordable for all residents	168	51	27	5	1	1	4.51	253
Reflect Alachua County's diverse people and cultures	161	52	26	4	4	3	4.47	250
Be used to attract strong talent to the county and its workforce	166	47	26	6	5	3	4.45	253
Contribute to the economic vitality of Alachua County	154	57	32	6	1	3	4.43	253
Be available in more places throughout the county	153	51	36	9	3	1	4.36	253
Be supported in part by taxpayer dollars	142	47	34	11	14	4	4.18	252
Preserve, share, and celebrate local history and heritage	116	67	39	15	10	4	4.07	251
<i>answered question</i>								255
<i>skipped question</i>								154

Q.30 Please add comments, ideas, advice you would like to share with us to expedite and support the county’s cultural development.

	Topic	Public Opinion Survey Comments
1.	Venues	The city can buy (if they don't own it already) commercial space (an open warehouse, building, abandoned open retail space like a former Marshals, Supermarket) and easily turn it into an artist community gallery where local artists can exhibit and sell their artworks. If the space is big enough, you can also offer artists residence plans with studio space. Similar to what you have now on Main Street but much much larger.
2.	Aesthetics	I was born, raised and educated in Denmark. Having married a US citizen we came to the US in 1962. Worked at Bell Laboratories, Semiconductor research (1964-1979) and Bell South (1979-1995) as Local Computer Hardware Engineer in Jacksonville, FL. My work is guided by "staying in control" of design and construction.
3.	Architecture	Modern and experimental architecture in collaboration with other arts should not be feared.
4.	Architecture & Design	Better recognition of Architecture and Interior Design as an art form.
5.	Arts & Innovation	How does the arts community view the innovation community? Do visionary creatives bringing the technical future into being have standing to ask to be included in expectations of, and resources shared with, performing and visual artists?
6.	Art District	Creating an art district in downtown Gainesville would help with a central location that the art community could interact with one another. Renovating a building in downtown Gainesville into an art space would help revitalize more of downtown and attract more art related businesses, Building Artist lofts to attract more artist to the community. Working with www.artspace.org/ is the leading developer of arts facilities - creating, owning, and operating affordable spaces for artists and small businesses. http://www.artspace.org/artspace-consulting/our-services . They have helped with projects throughout the whole country.
7.	Arts Education	The arts should be put back into all of our schools in order to teach creativity, self-expression and innovation.
8.	Arts Education	My series, "Recitals in the Schools," brings 'classical' music to students from elementary through high school ages. The schools need to increase their arts offerings by way of course availability, perhaps even as part of the core curriculum. STEM should become STEAM, with the A standing for ARTS.

	Topic	Public Opinion Survey Comments
9.	Arts Education & space	There needs to be support in the schools to begin with. The arts are so poorly developed there that no one has any interest. There are no jobs for art because there is no money and little support. The 3-D arts are dying outside of jewelry. If we had a center where space could be rented or shared that would be a beginning. Currently sales are terrible and most galleries have closed. There are plenty of artists here, but most of us go elsewhere to create income. Thanks
10.	Arts Impact	The arts ALREADY contribute heavily to the economic vitality of our county, so I did not check "should."
11.	Arts value	Art is vital. It may be hard to measure its impact on society, but its impact is real and non-negligible.
12.	Build Participation	One major thing that the city has failed to do thus far is attract a student audience to its art opportunities. We need to find a way to tap into the UF market and make local art not a game for forty-somethings to play. Once the local arts scene begins to involve students and attracts the larger part of the student body continually,
13.	Collaboration	More outreach between ethnic communities in Gainesville and Alachua County, and local artists (meaning, musicians, dancers etc. from all over the world knowing about and working with each other).
14.	Communication	How will we respondents know where this info compilation is heading??
15.	Community Building	The community as a whole benefits when people of different artistic disciplines, cultural backgrounds and training join together to collaborate & share ideas. Innovation & new ways to incorporate something learned in one area naturally carry over to other artistic & even to non-artistic areas and disciplines. To have this county turn into an artistic hub would attract entrepreneurs & new businesses to the area. Most businesses want to locate in an area that offers a lot of artistic, cultural and natural opportunities for their employees & their families. This county already has a lot of artists & artisans. Some might be interested in exchanging teaching time for studio space or use of equipment that may be too expensive, large or in some way unpractical for them to have in a small studio.
16.	Community building thru art	use culture to build bridges, not walls

	Topic	Public Opinion Survey Comments
17.	Community building thru art	Dance builds community, provides opportunities for fun activity and exercise, but most social dance groups (that teach and provide opportunity to dance) have to scramble to find space. And often those spaces change and the dance groups are left finding new spaces. The few people who dare dance at the Bo Diddley series on Friday nights, have to move around people and dance on the sidewalks. Other towns provide space for the dancers. People like to watch the dancers as they listen to the music. It is win-win, and I hope Gainesville gets on that bandwagon!
18.	Community building thru art	Dancing, art, and music for everyone contribute significantly to a happier and healthier population. The effects resonate.
19.	Cooperation - collaboration	Private--government partnerships should be utilized to benefit from the strengths of both.
20.	Cooperation - collaboration	Local art organizations should cooperate with each other, not compete. - There should be a central source of information. - I would like to see more public art that makes citizens proud and makes Gainesville beautiful. More enforcement and penalties for destroying/defacing public art.
21.	Cooperation - collaboration	The idea of a very unique festival is one that comes up for me when thinking about all of this- and I think Art & Technology is the perfect type of festival for this community where innovation is being highlighted and promoted in many ways, and with our rich community of talented artist.... I think there could be some amazing cross-pollination between artists and local businesses, as well as involvement from UF and SFC to produce a world class Art & Technology festival that is open, public, free to attend, and puts exciting, beautiful, culturally relevant art in the public realm. Just google Ingenuity Festival, and you can see what's happening with this type of thing in Cleveland, OH.
22.	County-wide cultural development	There is music and art in the rural communities that never makes it into the City of Gainesville public places. Not sure how to attract and make these artists feel welcome but it would certainly make our art community more wholesome.

	Topic	Public Opinion Survey Comments
23.	Dance & Venues	Participatory dance classes and wooden floor venue for all to dance is essential. Presence of different classes of dance available to all. Great exercise...great social value and great fun to build a wonderful community
24.	Directory	A complete directory of all art media county wide would be a great resource.
25.	Directory	The large arts center that you are considering building sounds amazing. I organize a summer camp called Girls Rock Camp. It's a summer camp that uses music to empower and encourage self-esteem in young girls in Gainesville. Every summer, this being our 3rd, we struggle to find a proper venue that is safe, affordable, has classrooms, has a comfy & fun atmosphere, air conditioning, etc. for our camp. I also organize shows and festivals and I really like the idea of more cross-pollination and better spread of information between artists, venues, and audiences. I often wish there was a comprehensive list of all performers in Gainesville & their genres, like an artist's yellow book that would make creating shows a lot easier and help promote new or unknown artists. I've long thought that Gainesville could become a center for arts and music in the southeast. (There is not much competition) and we already are known to many as a music town. We could become the Austin/Portland/Chicago/NYC of this region if the city would invest in us artists. I see amazing under-attended shows here all. The. Time. The art is here, it just needs support and promotion.
26.	Embrace artists	More enthusiasm and less paranoia in staff's attitudes towards individual artists of proven excellence.
27.	Engaging artists	Site-specific artist work throughout county
28.	Funding	Any money designated for public art in budget should be actually spent
29.	Funding	Greatly needed: financial support for non-profit organizations not related to sports or tourist dollars.
30.	Funding	Many cannot afford to put artistic endeavor/appreciation/activity in the budget. Unfortunately, such is often neglected regardless of what it offers to quality of life. This is reality.
31.	Funding	More support with community events like art walk with more space for artist to show. More art related events would be great as well as affordable art spaces for artist

	Topic	Public Opinion Survey Comments
32.	Funding	Raise money on its own to provide funds and not use tax dollars at all. Paying events should be able to handle the funds by bringing in special guest. If money is funded correctly, it could be profitable with professional advertising. Please get away from draining the tax payers. Take pride to raise the money and no handouts.
33.	Image	We need to cultivate a bigger picture so that the Gainesville arts scene eventually commands a global presence and attracts international visitors. The Cade Museum's focus on innovation could encompass artistic creativity. The upcoming promotion of the museum and park could coincide with our expanded vision for the arts.
34.	Image	You can't polish a turd. (Actually you can — they did it on Myth busters.)
35.	Image	Your logo is kinda cheesy and there's more than two genders
36.	Image & Reputation	I would like to see Gainesville become known for Arts and Music on a bigger level. I think Gainesville is similar to Austin Texas. We are a bit different than the rest of our state, but it works for us. I think we attract visitors and new residents from all over the state and the country because we are not like most cities, and we take pride in that. Thank you.
37.	Image & Reputation	I would like to see Gainesville known as a nationally recognized artist community; Having an artist district similar to Asheville where refurbished buildings house a variety of artistic endeavors including learning opportunities.
38.	Image & Reputation	Make Alachua attractive to major national artists to come in to provide workshops.
39.	Impacts	Richard Florida spoke at UF 2003 - his whole presentation was about the importance and impact the arts collectively have on the success, livability and economic success of a community I want to attend one of the organizing meetings! roz57@cox.net
40.	Leadership	Establishing a director to coordinate nature and art in Ala County to make it a destination city. all the pieces are here they just they fearless direction
41.	Leadership	In addition to having the proposed calendar so residents and visitors can see what is being offered, and presenters can see when others are presenting, we need a voice to communicate with these presenters to see

	Topic	Public Opinion Survey Comments
		that offerings do not all occur on the same night as well as spreading these events throughout the month. We need a voice to convince the media actively promote the arts on a regular basis. We need that voice to keep the arts at the top of everyone's agenda.
42.	Mapping & Awards	This is an APPEAL We need a creativity map of Gainesville so that we can track where what is and who is doing what in this City/County. This creativity map I have in mind will also be linked to teaching at our different institutions. Please support me to get this off the ground. I am also proposing a Creativity Awards Night to recognize artists doing innovative works in the City/County. Please assist me get this started Regards Kole Odutola, PhD Media Studies UF
43.	Marketing & PR	Exposure of local arts and creatives should be incorporated into every aspect of Alachua County's identity, locally and in outreach beyond the county.
44.	Marketing & PR	We also need to be able to advertise our events in some way that is affordable. Social networks only go so far, we need to let the community know what we are doing and who we are.
45.	Marketing & PR Collaboration	Please bring back the county-wide arts events calendar we once had. It was a big help in scheduling events so they didn't all occur on the same weekend. Also, it would be helpful to promote an art supply store now that CFOP is gone - and no, the box stores are not an adequate substitute. Maybe some sort of co-op could receive initial financial support? I understand you're trying to tie the arts into economic development, but honestly, not everything can be measured by money. Some things are just good to have around.
46.	Marketing & PT	I might mention that buying ads in the Sun would break our budget and getting any free publicity is extremely difficult. We haven't even been able to get a mention in Upcoming in Scene for the show we are presenting with The Barbergators on November 23rd. Now I'm done.
47.	Opportunities	More opportunities for local artist to perform.
48.	Partnering with UF	The county's cultural development should also look at bridging the gap between cultural events and communities through Alachua County and at the University of Florida. During my time at the University of Florida little was ever discussed about cultural opportunities/events/communities happening in Gainesville. Many creative individuals go through the university's programs and leave immediately after graduation because they were not made aware of opportunities or communities in the Gainesville area that exist outside

	Topic	Public Opinion Survey Comments
		of the University of Florida. If there was someone to act as a liaison between the two entities, it seems more U.F. students would be tapped into the community, stay somewhat beyond their studies, and contribute to its growth and development.
49.	Placemaking	Downtown Gainesville is filled with so much potential! Make areas that are friendly to food trucks, promote these events! Don't try to compete with football. Promote events - not just large banners across University Ave - but promote them statewide and nationally! Make it easy to come visit GNV. Make people say it's worth the drive/flight. There needs to be a constant momentum from Midtown (stadium drive) to downtown. Instead, there is a lull between the two. An area that is not safe to walk. Make ANYONE feel comfortable walking from The Swamp to Mothers to Lillians. Ask downtown businesses to stay open later - how is anyone supposed to shop somewhere that closes at 6? Offer incentives to get more businesses in the vacant spots! It would be great to have places that do not charge for parking. Uber should aid in people coming to downtown, but if I have to pay for parking to eat somewhere downtown, that sets a bad tone on the evening. There needs to be more accessible, well-lit areas. It's OK to walk a couple of blocks, but there should be a safe, lighted route to get from the main spots downtown to a car.
50.	Placemaking	I keep hearing the area of s. main St. in Gainesville being referred to as "the arts district". This is laughable and is an embarrassment to the city when people go there expecting to see high quality artwork. Please stop calling it that until the amount and particularly the caliber of the art goes up. A lot. It is not justified and makes the city look foolish..... "What? THIS is your 'arts district?!"
51.	Placemaking	Seeing more of an art district in downtown Gainesville would be a big draw to the community and assist in revitalization of the city. This art district would not replace reaching out to other areas of the county but form a central hub. Affordable studio space/gallery beyond the Tench Studio, Artists' lofts with communal studio space would attract outside artists, a must, to not have stagnant local art development. I have been to other cities where old, abandoned buildings are converted into multiple studio spaces for a reasonable fee, then in turn they are opened to the public as a gallery by appointment or public viewing, this assists the artist in creating and selling their work. This could also have a larger gallery attached for bigger events, or a shared coop area. Some examples of art districts for fund raising: New Orleans Art District - White Linen Night http://cacno.org/wwln ; http://www.neworleansartsdistrict.com/white-linen-night/ ; see also, cities that are smaller that are drawing tourist and reputations on the creative community, more in line with Gainesville size - http://www.complex.com/pop-culture/2013/09/best-cities-for-creatives-writers-artists .

	Topic	Public Opinion Survey Comments
52.	Pride	A positive sense of pride, great art doesn't always make you feel good. I support great art, challenging, awkward, beautiful and maddening.
53.	Professional development	I've participated for the past few years and find it to be a very exciting and accessible way to highlight very unique art that is public and accessible to a wide audience. I also think that some sort of professional development/representation/gallery assistance would be very valuable to many emerging/young artists in Alachua county. Maybe some workshops about business skills, or from a successful gallery owner, or maybe a competition to select a few artists to get to work closely with a gallery owner/representative... to basically launch these young/emerging artists into the gallery scene so they can sell their work.
54.	Programming - music	Community orchestra!
55.	Quality	I think Gainesville artists would be well served by having curated themed exhibits created, of the highest caliber that could be travelled so that the artists would become known in other cities and art circles; this would also make Gainesville a more attractive destination for art. I also have long wanted an underwater art exhibit that is invitational of international and local artists, of installations in the springs. To promote these exhibits and other art events, we need some great writers /critics who can spread news of these Gainesville events to other cities/countries. It would encourage exchanges of Gainesville artists, many of whom have unique visions stemming directly or indirectly from the fantastic natural environment we have.
56.	Sector building - networking	Quarterly networking opportunities for these individuals or organizations would be recommended.
57.	Support of planning effort	Carry on in earnest!
58.	Support of planning effort	Excited about this development. Reminds me of Twin Cities Springboard for the Arts.
59.	Support of planning effort	Good luck

	Topic	Public Opinion Survey Comments
60.	Support of planning effort	Great idea!
61.	Support of planning effort	I am man artist that has recently moved to Gainesville and I'm excited to see the art develop here.
62.	Support of planning effort	I am pleased that this survey is being done.
63.	Support of planning effort	I appreciate the work of this group.
64.	Support of planning effort	I think money focused on facilitating community art initiatives is a great idea. I also like the idea of a central arts classroom space. Way to think forward Gainesville!!
65.	Support of planning effort	I think this is a great start! Thank you for your efforts.
66.	Support of planning effort	Keep moving forward. :)
67.	Support of planning effort	Keep up the good work!
68.	Support of planning effort	Thank you for doing this.
69.	Support of planning effort	Thank you!!!
70.	Support of planning effort	Thanks for asking!

	Topic	Public Opinion Survey Comments
71.	Support of planning effort	Thank you for all of your efforts, stay on it.
72.	Support what we have	Get more people to go to the one real co-op gallery we have for arts and crafts the Artisans Guild
73.	Survey critique	I didn't finish the "survey" because it was too tedious.
74.	Image	Finally, this is very important: Your graphics need a MAJOR overhaul. Don't use PowerPoint clip art in your presentations to the arts community; we are educated design professionals and this is alienating to us. Your logo and ancillary materials need to be redesigned; they are dated and tacky and don't look like anything related to the arts. The typefaces and colors are terrible. They look like 1990's-era golf course clip art. Hire a local graphic designer or firm, and have them create a beautiful, sophisticated look that will simultaneously appeal to the arts community, the local residents who will be seeing these materials, and potential funders. Right now it says "We have no idea what art is". I think what you want is more like "We have an amazing art and design community here and we want you to experience it". For reference, look at the promotional materials used by The Harn Museum and the Atlantic Center for the Arts, to name just two good examples.
75.	Use artists	Commission local artists for murals, street performances, and educational programs.
76.	Use artists	We have sculptures, etc. all around town that were created by "famous" artists from elsewhere. There are many very talented artists in Gainesville and I find it almost insulting that our city would spend money to bring in art from elsewhere. Why not tap into local talent? Many of us barely make enough for us to continue in our art. For a local artist to get a commission (paid) from the city would be encouraging to other local artists AND promote pride within the city - "Wow, the artist that made that lives right here!" I also think that it would encourage locals and visitors alike to "buy local". Thanks.
77.	Venue	We so badly need an art center which will serve all the residents of Alachua County, and which will be a center for the creative force. I offer as an example, the Dunedin Fine Arts Center, in Dunedin, FL. It's an absolutely incredible place with amazing people, and it serves that community in so many ways.

	Topic	Public Opinion Survey Comments
78.	Venues	Would like to have a building with a wood dance floor, about 40 x 75 feet, with stage, kitchen, restrooms, dressing rooms, and maybe a balcony for audience to watch practice or performances. It would be available to all dance groups, scheduled to use it on a regular basis, to get the biggest bang for our buck. It could also be made available for other functions when it was not otherwise scheduled. I've seen a facility like that in Orlando. It was built in an industrial park on the east side of town.
79.	Venues	A central community cultural art center for the exhibition and performance of all art media would be a great asset to Alachua County.
80.	Venues	A community arts center with private studios and classrooms would be a great asset for the county.
81.	Venues	Atlantic Center for the Arts in New Smyrna Beach (without the associate housing) is the perfect model for us. If within the City (unlike Atlantic Center which is remote) and, even without the master/associate programs of Atlantic Center, it could house a library, meeting places, small theater, gallery, artists' studios. Events galore, even national and international shows, concerts, classes. University of Florida could participate in funding. Or not, but UF could make use of the Art Center and thereby lend extra credibility to the place.
82.	Venues	The Gainesville Harmony Show Chorus is a small, active, award winning Barbershop Chorus, now in existence for more than 40 years. It is nearly impossible to find performance venues: University performance halls are prohibitively expensive, as is Santa Fe. The public high schools no longer rent their facilities, leaving Oak Hall and PK Yonge neither of which really like to rent, but will under some circumstances though not long enough in advance for serious planning. The Thomas Center is lovely for small concerts, but will only seat 100. Thelma Bolton has a stage, but no ramps for getting risers on the stage. And on and on. And since I'm ranting, I might mention that buying ads in the Sun would break our budget and getting any free publicity is extremely difficult. We haven't even been able to get a mention in Upcoming in Scene for the show we are presenting with The Barbergators on November 23rd. Now I'm done.
83.	Venues	We need a fairground with trees, a large, grass centered, amphitheater with a raised stage off to the side/center
84.	Venues	Gainesville/Alachua County desperately needs a medium to large music performance hall that is not connected with UF or SFC, a place where our local choruses, orchestras, bands and dance groups can perform. There

	Topic	Public Opinion Survey Comments
		should be good acoustics for music and a large and flexible stage area with risers available to accommodate a wide variety of performance groups and staging needs.
85.	Venues	Additional space to support community folk dance is much needed in this area. I look forward to any developments in the future.
86.	Venues	I think a business model of a Performing Artists COOP could work. Artists could provide maintenance and staffing hours for the facility in exchange for performance and/or teaching space for private acting classes, music, voice, and dance instruction. There is a huge need in this county for affordable rehearsal and teaching space. The one's that exist already are not fair to the artists in terms of how much they have to "kick back"
87.	Venues	I see the greatest void in Gainesville is for a dance and rehearsal space, and also performance space for dance groups. There are few suitable dance spaces with wooden floors, those that exist are often expensive and booked long into the future. There are numerous and gifted dance teachers, but they probably can't fill an expensive venue and get it to pay them to teach. These rooms could also be music rooms, and I would love a black box for theater or art exhibits. Many thanks for your interest, Margaret Tolbert
88.	Venues	I think there are under used resources already available. I think a wider variety of traveling exhibits should be attracted to the Harn. I think architectural exhibits and events are almost completely ignored even though UF has a top rated architecture program. I think a community art center is a great idea but an outdoor amphitheater isn't needed. Isn't the plaza already an outdoor concert space?
89.	Venues	I truly enjoy the art space here. One of the only places in FL where it is so concentrated. I do miss/feel a deep void in the neosoul market/jazz lounge feel. Think Jill Scott, India Arie, Musiq SoulChild
90.	Venues	It would be great for those of us who teach dance and are performers to be able to rent space that isn't for retail. We cannot compete with those who are selling goods and services. A change in the zoning would be beneficial. Also, we need facilities that are inexpensive and lend themselves to be used for dance performances. Small groups can't afford the rental costs in Gainesville.
91.	Venues	More wood floor venues.

	Topic	Public Opinion Survey Comments
92.	Venues	Okay, I already went off on the Dance Barn idea, so won't go through it again here :-). Everybody can do traditional dance - it is the common ground where all backgrounds can meet. Imagine the Friday art walk including a big contra dance (popular with all ages) at the Dance Barn . . . Live traditional music blasting - this would be the very image of everything our community stands for. Diversity, energy and the venue for unpredictable connections - the Dance Barn would be like a huge embrace of all the varied people who live here. Innovation Hub is attracting and trying to keep extraordinary entrepreneurs and talent in the area - giving them a community outlet like this would be beneficial to those efforts also.
93.	Venues	Organizing events for the community (dances & workshops) is very time and money consuming and often times comes out of pocket to organizers and is generally not profitable as a career. It would be most helpful to have more free venues/spaces available in order to promote the arts and make them more sustainable.
94.	Venues	Please keep the Bo Diddley Plaza.
95.	Venues	The city needs an actual art center, not a cultural center that is culture focused or another center ran by retirees (although their contributions are just as vital.) But an actual art center that provides classes, studios, and equipment in one center location. We have a nationally ranked art program at the University and nowhere for these artists to stay and invest in our community when they are finished. This is a completely neglected part of this community.
96.	Venues	There are no venues to support traditional old-time music events in Gainesville. Old-time music is not represented in the downtown Friday music series, There are no regular gathering places (outside of individual's homes) for old-time music. There is no interaction between the old-time community and the university. This is despite the fact that Gainesville is the center of old-time music in the state,
97.	Venues	There is steady continuing demand for classes in & studio space for ceramic arts (pottery & sculpture) outside of the academic setting.
98.	Venues	We need more dance halls that dance groups can rent affordably.
99.	Venues	More purpose-built or thoughtfully renovated studio space for visual artists.

	Topic	Public Opinion Survey Comments
100.	Venues	More performance venues that aren't bars or campus theaters only accessible to programmers at the university. More education about art and culture at every level.
101.	Venues & quality	I grew up near Ravinia in Highland Park IL and I would love to see something like that develop here. Quality. In a vast array of the arts and types of performance. But above all-quality. Look at Ravinia. Stunning role model.
102.	Venues/rehearsal space	Music groups need practice space!
103.	Writing	Please don't ignore the art of Communication in Words in your consideration of the arts. This creative art is an important tool in the business world and journalism. It is extensively practiced in the area centered in Gainesville in the form of Creative Writing and a number of publications, but the practitioners are in multiple groups, many of them small groups, and some writers do not connect at all with other writers. Gainesville could become famous for its Communication Culture if we could all pull together.

Demographic Information

Q.31

Your gender:		
Answer Options	Response Percent	Response Count
Male	37.4%	95
Female	62.6%	159
<i>answered question</i>		254
<i>skipped question</i>		155

Q.32

Your age:		
Answer Options	Response Percent	Response Count
55-64	26.7%	68
45-54	18.4%	47
65-74	15.7%	40
25-34	14.9%	38
35-44	14.5%	37
75 and over	5.1%	13
18-24	4.7%	12
Under 18	0.0%	0
<i>answered question</i>		255
<i>skipped question</i>		154

Q.33

Your ethnicity:		
Answer Options	Response Percent	Response Count
White, Caucasian (Non-Hispanic)	89.5%	221
Hispanic or Latino Origin	4.0%	10
Mixed Race/Multiple Races	3.6%	9
Black, African American	1.6%	4
Asian, Pacific Islander	1.2%	3
Native American/Alaska Native	0.8%	2
Other (please tell us)		7
	<i>answered question</i>	247
	<i>skipped question</i>	162

Q.34

Answer Options	Response Percent	Response Count
An immigrant	95.0%	19
A refugee	5.0%	1
If so, from what country?		20
	<i>answered question</i>	20
	<i>skipped question</i>	389

Q.35

Your highest education level:		
Answer Options	Response Percent	Response Count
Bachelor's Degree	34.3%	87
Master's Degree	31.5%	80
Doctoral/Professional Degree	17.7%	45
Some College/Technical School	9.1%	23
Associate's Degree	5.9%	15
High School Diploma or GED	1.6%	4
Less than high school	0.0%	0
<i>answered question</i>		254
<i>skipped question</i>		155

Note: the research budget was not able to support more extensive analysis to weight the survey sample respondents with general Census data. 83.5% of survey respondents have a Bachelor’s Degree or higher. According to 2014 US Census data, 26.4% of Alachua County’s population has a Bachelor’s degree or higher.

Organization Data

PARTICIPANTS

1. A Musical Offering, Inc.
2. Acupuncture and Herbal Medicine
3. Aikido of Gainesville, Inc.
4. Alachua County Library District/
Hawthorne Branch
5. Alternatives Global Marketplace
6. Art Alley
7. Bead All About It
8. Center for Arts in Medicine,
University of Florida
9. Cinema Verde Environmental Film
and Arts Festival
10. College of the Arts, University of
Florida
11. Dance Alive National Ballet
12. Danscompany of Gainesville, Inc.
13. Dreamers Garden (the Grove
Street Neighborhood Community
Garden)
14. Dudley Farm Historic State Park
15. Elestial Sound
16. Ethnic Dance Expressions
17. Expressions Learning Arts Academy
18. Florida Museum of Natural History
19. Florida Schola Cantorum
20. Friends of Elementary Arts, Inc.
21. Gainesville Barbergators
22. Gainesville Branch of the National
League of American Penwomen
23. Gainesville Civic Chorus
24. Gainesville Community Band
25. Gainesville Fine Arts Association
26. Gainesville Friends of Jazz
27. Gainesville Harmony Show Chorus
28. Gainesville Modern
29. Gallery 26
30. Gifts of Avalon
31. Grace at Fort Clarke UMC
32. Great Southern Music, Inc.
33. Hawthorne Area Historical Society
34. High Springs Art Coop
35. Hippodrome Theatre
36. Hospitality Council
37. Idylwild Elementary School
38. Inisheer Irish Dancers
39. Innovative Dads
40. International Academy for
Language and Music
41. Jazz & Blues Florida
42. Jenna Weston Studio
43. Melrose Bay Art Gallery
44. Micanopy Trading Outpost
45. North Central Florida Blues Society
46. Pathways Arts of Gainesville, Inc.
47. Samuel P. Harn Museum of Art
48. Santa Fe College
49. Santa Fe College Spring Festival
50. Sister City Program of Gainesville,
Inc.
51. Stomp the Swamp
52. Superfund Art Project/Protect
Gainesville's Citizens
53. The Gainesville Orchestra
54. The Repurpose Project
55. The Tech Toybox
56. Thornebrook Gallery
57. UF Center for European Studies
58. UF Center for the Humanities and
the Public Sphere
59. UF Friends of Music
60. University Galleries
61. University of Florida Performing
Arts
62. University of Florida, School of
Theatre and Dance
63. Visit Gainesville
64. Voices Rising Community Chorus,
Inc.
65. Whispering Dog Design Inc.
66. Wild Iris Books

Note: there were 66 distinct organizational survey respondents of the 107 surveys submitted

Q.3

Number of Employees, Contractors, and Volunteers		
Answer Options	Response Percent	Response Count
# Full-Time:	76.3%	61
# Part-Time or Contracted:	73.8%	59
# Volunteers:	81.3%	65
<i>answered question</i>		80
<i>skipped question</i>		27

Q.4

When is your organization/primary location open or available?		
Answer Options	Response Percent	Response Count
We are open or available year-round	83.1%	74
We are open or available seasonally	16.9%	15
<i>answered question</i>		89
<i>skipped question</i>		18

Q.5

Answer Options	Response Percent	Response Count
Organization 501(c) (3)	42.5%	37
Commercial for Profit Entity	23.0%	20
Educational institution	16.1%	14
Government	3.4%	3
Other	4.6%	4
Other (please tell us)	10.3%	9
<i>answered question</i>		87
<i>skipped question</i>		20

Q.6

The mission of my organization includes arts, culture, history, and/or heritage?		
Answer Options	Response Percent	Response Count
Yes	93.2%	82
No	6.8%	6
<i>answered question</i>		88
<i>skipped question</i>		19

Q.7

Please rate each of the following priorities. I think arts and cultural activities in Alachua County SHOULD:								
Answer Options	5-High Priority	4	3	2	1-Low Priority	N/A	Rating Average	Response Count
Contribute to a positive image and reputation for the county	77	7	1	0	0	0	4.89	85
Be well-promoted to Alachua County's residents	76	6	3	0	0	0	4.86	85
Contribute to a positive sense of local community and local pride	75	7	3	0	0	0	4.85	85
Be well-promoted to Alachua County's tourists and visitors	72	7	4	0	1	0	4.77	84
Reflect Alachua County's diverse people and cultures	67	12	4	0	0	2	4.76	85
Be used to attract strong talent to the county and its workforce	69	8	6	0	0	1	4.76	84
Contribute to the economic vitality of Alachua County	63	15	5	2	0	0	4.64	85
Be affordable for all residents	63	13	6	3	0	0	4.60	85
Preserve, share, and celebrate local history and heritage	57	15	9	2	0	2	4.53	85
Be available in more places throughout the county	52	15	11	2	3	1	4.34	84
Be supported in part by tax payer dollars	48	16	14	2	3	1	4.25	84
<i>answered question</i>								85
<i>skipped question</i>								22

Q.8

Where do seek information, technical assistance or funding? Please rate on the following scale: A Lot, Some, Not Much, Never						
Answer Options	A Lot	Some	Not Much	Never	Rating Average	Response Count
City of Gainesville Parks, Recreation and Cultural Affairs Department	24	28	12	14	2.79	78
Other	14	11	2	12	2.69	39
VisitGainesville	24	18	17	20	2.58	79
Gainesville-Alachua County Cultural Affairs Board	14	15	24	25	2.23	78
State of Florida Division of Cultural Affairs	16	11	25	27	2.20	79
Florida Festival and Events Association	12	12	20	35	2.01	79
Florida Association of Museums	9	15	16	39	1.92	79
Florida Cultural Alliance	7	12	25	33	1.91	77
Florida Association of Nonprofit Organizations	7	8	19	44	1.72	78
Other (please name)						31
<i>answered question</i>						79
<i>skipped question</i>						28

Partnerships

Q.9

Of the following, please check the one most important to you.		
Answer Options	Response Percent	Response Count
City of Gainesville Parks, Recreation and Cultural Affairs Department	38.5%	30
VisitGainesville	19.2%	15
State of Florida Division of Cultural Affairs	14.1%	11
Other	10.3%	8
Gainesville-Alachua County Cultural Affairs Board	6.4%	5
Florida Festival and Events Association	5.1%	4
Florida Association of Nonprofit Organizations	3.8%	3
Florida Association of Museums	2.6%	2
Florida Cultural Alliance	0.0%	0
<i>answered question</i>		78
<i>skipped question</i>		29

Q.10 Partnerships

To what extent does your organization work with the following in your local area?						
Answer Options	A Lot	Some	Not Much	Never	Rating Average	Response Count
Artists	47	21	13	1	3.39	82
University of Florida	39	21	16	5	3.16	81
Other arts, history and heritage organizations	24	31	12	9	2.92	76
Santa Fe College	22	33	14	12	2.80	81
Schools K-12	23	27	18	11	2.78	79
Tourism entities in our community (hotels, restaurants, etc.)	19	27	19	15	2.63	80
Government officials	15	21	32	11	2.51	79
Gainesville Area Chamber of Commerce	10	16	28	23	2.17	77
Other (please name)						22
<i>answered question</i>						82
<i>skipped question</i>						25

Q.11

Of the following, check the one you work with best.		
Answer Options	Response Percent	Response Count
University of Florida	27.8%	22
Schools K-12	10.1%	8
Other	10.1%	8
Santa Fe College	8.9%	7
Government officials	1.3%	1
Gainesville Area Chamber of Commerce	0.0%	0
Tourism entities in our community (hotels, restaurants, etc.)	0.0%	0
Artists	41.8%	33
None	0.0%	0
	<i>answered question</i>	79
	<i>skipped question</i>	28

Q.12 Future Partnership Priorities

How strategically important is it for your organization to work more closely with these officials, organizations or communities to achieve the following? Please rate each one.								
Answer Options	5-High Priority	4	3	2	1-Low Priority	N/A	Rating Average	Response Count
Strengthening collaboration and communication among the arts, culture, and heritage communities (among and between creative individuals and artists as well as organizations).	50	21	3	2	2	1	4.47	79
Increasing effectiveness of collaborative marketing, messaging, and promotion to residents in our communities.	50	19	6	2	2	0	4.43	79
Increasing the relevance and social value of cultural resources in Alachua County communities.	44	24	6	1	1	2	4.43	78
Creating capitalization strategies to strengthen the financial underpinning of arts, cultural, history, and heritage nonprofits.	48	16	9	3	1	2	4.39	79
Strengthening relationships and partnership building with other sectors to fuel and support creativity and innovation in more aspects of community life.	51	14	7	4	2	2	4.38	80
Provide brokering and “connecting” services enabling community based organizations and others seeking arts, cultural, history, and heritage activities to more easily find them. E.g., organizations seeking programming to serve youth, the underserved, new immigrant communities, special needs populations, healthy aging communities, and more.	50	18	5	3	3	1	4.38	80
Improving the overall quality of arts and cultural offerings in Alachua County.	43	21	7	2	2	2	4.35	77
Developing community hubs for arts, culture, and a broad variety of creative activities.	41	23	6	4	2	1	4.28	77
Increasing our organization’s visibility to Alachua County tourists.	39	18	14	5	2	0	4.12	78
<i>answered question</i>								80
<i>skipped question</i>								27

Q.13

With regard to "strengthening relationships and partnership building with other sectors to fuel and support creativity and innovation," please suggest from one to two examples if you can:

Answer Options	Response Count
	37
<i>answered question</i>	37
<i>skipped question</i>	70

With regard to "strengthening relationships and partnership building with other sectors to fuel and support creativity and innovation," please suggest from one to two examples if you can:

	Relationships and partnerships with whom?	Comments
1.	Other artists and arts organizations	We partnered with other organizations such as the Hippodrome and Gainesville Fine Arts Association to have great programs and exhibitions.
2.	Cultural and Community Organizations	Alachua County Council of the Blind, Inc.= Sensory Garden at Dreamers Garden Pofahl Studio: Dance Connection with Dreamers Garden (Grove Street Festival) Jack Kerouac Readings at Dreamers Garden (Kerouac fans) Celebrating the Lost Generation & the Beats: Summer Readings at Dreamers Garden (locals interested in writing of Fitzgerald, Hemingway, and the Beats) Reading in Celebration of Alexander Pushkin's Birth at Dreamers Garden (early June) (Russian community in Gainesville and Alachua County) Commemorating Allen Ginsberg's Birth: Reading of "Howl" at Dreamers Garden (June 3rd) (Beat and Allen Ginsberg fans) In Remembrance of the Holocaust: Readings at Dreamers Garden (early Spring time) (Jewish community and local community at large)
3.	Arts Consumers	Artists need community support (ie...purchases) of their art. We need to find funding from persons and businesses that can: #1 be exposed more easily to the incredible art available {around here} and then they need to BUY the art and use it in newly constructed buildings, renovated buildings etc. it's the same old story. I

	Relationships and partnerships with whom?	Comments
		hear it from artists all the time, they come, create, no one invests and they have to move away... INVESTORS and ARTISTS need better access to each other. This was overheard by me following last month's artwork said by an artist, " all these people came out, they ate our food drank our wine stayed for hours but bought nothing, just used it as a free night out of entertainment". My opinion the right parties are not being brought together. We can help promote the arts by bring qualified buyers together with accomplished artists. How can we do this?
4.	Non arts sectors	As a grant writer, organizations funding grants all look for the partnership building within our community and encourage strengthening relationships with other organizations (e.g. School Board, University of Florida, Santa Fe, Harn Museum etc.
5.	Business	As a local restaurant, we are always looking to -and have in the past- feature local art in our environment, as well as hiring local artists onto our staff who bring with them a great attention to detail and creativity.
6.	Other artists and arts organizations	Brainstorming sessions between cultural groups to find common ground. Collaborate with other groups for joint performances
7.	Schools	Building relationships with schools to teach the value of recycling, repurposing working with other recycling entities in town to publicize repurposing
8.	Environmental	Cinema Verde works to connect citizens with environmental organizations, government officials and sustainable businesses to support those orgs and businesses and to help create a healthier, sustainable community.
9.	How	Community Engagement, Event Planning
10.	How	create a process that promotes sharing / exchange of venues e.g. Gospel and Classical multigenerational diverse collaborations

	Relationships and partnerships with whom?	Comments
11.	Healing & spirituality	Creativity is key to life and wholeness and health I work with healing individuals and helping them ultimately connect with their wholeness using whatever resources available. Have volunteered with the arts on medicine at Shands but as a healer my own wholeness is nourished through the arts and I value and treasure the museums especially the Harn, the theaters associated with Santa Fe college and UF and the remarkable resource of visual artists, musicians writers and all people visible and invisible who are supporting the creative artists within us all mirroring that force in the Universe that we are all a reflection of. This city has a vibrancy created by the presence and spirituality of us all!..., aided and abetted by Nature (parks Prairie wild life cloudscapes sunrises and sunsets available to all that see and hear
12.	Non arts sectors	During our recent "Week of Polish Business and Culture," the city, county, Chamber, UF, Santa Fe and the school board were all involved.
13.	Venues	For those of us in the performing arts, the issue is finding affordable space to rent to teach classes and to present performances.
14.	Other artists and arts organizations	I would love to see consistent Meet-Ups (meetup.com) where those involved in working with the Arts can meet and network to improve our services and visibility to the public.
15.	Business & tourism	If more businesses support and adopted art in their environment (with some city art trust funding partnership) then areas of city's development would increase their visibility and the local economy would be supported. Creating focal points by public art to increase tourism.
16.	Venues & funders	Lower fees to rent Boltin Center (dance hall). Grants to promote healthy aging through dance. Grants to develop young musicians, callers, sound techs and dancers.
17.	Innovators & businesses	More matchmaking between ngos, artists and the new innovative businesses in the area. These businesses need to be brought into the fold to learn how they can be a part of the creative fabric of the area as well as an economic force. By focusing some efforts on areas around these "innovation hubs" in Gainesville and Alachua we can create pockets of galleries, studios, restaurants, parks and areas that will keep and attract a talented and invested workforce. A Lincoln Road Mall of sorts for Gainesville where the corridor links downtown to UF

	Relationships and partnerships with whom?	Comments
		or an arts/design district in Porters Quarter that links activity hubs of to these future business locations like GRU, Innovation Square, and Cade Museum Area/South Main.
18.	Other artists and arts organizations	Our Collaboration with the Gainesville Harmony Showcase chorus to produce joint shows. Songfest - a collaborative presentation with various A Capella groups from within the University and community
19.	Other artists and arts organizations	Our dance community pays local and out of town musicians to play for our dances. We give musicians a place to show themselves to the open public and the public gets lots of exercise dancing to the music. Many dancers are musicians and there is a lot of social networking. The dance community encourages one another to volunteer at many varied organizations.
20.	Businesses & funders	Our members solicit local businesses to support UF School of Music. We have an annual event we do in conjunction with the College of Theater and Dance called Splendor - we seek sponsorship support from many businesses, other art institutions and individual supporters in the community. Faculty at UF School of Music individually also do outreach in the community. The UF Arts College works with Alachua County Schools to include Music in the K-12 programs.
21.	Cultural and Community Organizations	Performances Celebration School Event Support Project Local Partnered with other Organizations Businesses Rent Collaborative Visibility Artists Learn Bring Space
22.	Cultural and Community Organizations	Por Amor al Arte; community wide Latino celebration organized by UG Interdisciplinary Partnerships at UF for shows; FBI Files, Roar of the Crowd, 10 Plus 10, Most Serene Republics
23.	Venues	Provide affordable venues for performances and rehearsal space to all types of Arts/Organizations. Opportunities for inter-organizational functions.
24.	Funders	provide grants to support UF-community collaborations

	Relationships and partnerships with whom?	Comments
25.	Education	Providing music and live entertainment for local fundraiser a- working to promote the Great high school music programs in this area. An all-county band should play at the Free Fridays downtown
26.	Business	Receive more support from the Chamber of Commerce
27.	Business	Satchels pizza and repurpose project working together
28.	Across community: arts, business, community	The Hipp works with dozens of local businesses, non-profits, professional and community performing arts groups, in order to be constantly innovating and stretching our creative reach and resources.
29.	Venues	The need for a Cultural Center for profits and Non-profits who can collaborate will bring together multiple opportunities for increasing creativity and innovation.
30.	Sister Cities	The Sister City Program connects counterparts in Gainesville and our seven active sister cities around the world.
31.	Parks, Recreation and Cultural Affairs!	This project - the 352 Arts Roadmap The Innovation Hub - expanded to include high-intensity arts endeavors
32.	VisitGainesville	Visit Gainesville has suggested a television channel to promote the arts that would be wonderful. More support for collaboration and co-op advertising would be great.
33.	Other artists and arts organizations	We have partnered with other organizations to raise money and awareness of them and us.
34.	Other artists and educational nonprofits	We pair with both engineers/technical folks and Artists, providing a collaborative space and creative overlap. We work with other educational non-profits and service providers to provide hands-on learning experiences for ages 15 and up.

	Relationships and partnerships with whom?	Comments
35.	Businesses	Work with businesses, not for their money, but for exposure to their cause.
36.	Across community: arts, business, community	Work with city, county, EPA and Beazer East to bring an amphitheater to the 90 acre Koppers site. Also on site, have a memoriam that tells the history of this superfund site and how the community brought it to a point of re-use.
37.	Other artists	Working with other local artists to bring art and cultural to an economically deprived area of the State by offering classes and working with students. To bring to the local citizens of a small community art and cultural events they may not be exposed to otherwise. To offer a space for artists to do their work when they do not have other opportunities due to transportation or economic issues.

Q.14

Of the following, what are the TOP THREE of most value to your organization?		
Answer Options	Response Percent	Response Count
Increasing effectiveness of collaborative marketing, messaging, and promotion to residents in our communities.	47.4%	37
Strengthening collaboration and communication among the arts, culture, and heritage communities (among and between creative individuals and artists as well as organizations).	38.5%	30
Improving the overall quality of arts and cultural offerings in Alachua County.	35.9%	28
Developing community hubs for arts, culture, and a broad variety of creative activities.	35.9%	28
Strengthening relationships and partnership building with other sectors to fuel and support creativity and innovation in more aspects of community life.	35.9%	28
Increasing our organization’s visibility to Alachua County tourists.	32.1%	25
Creating capitalization strategies to strengthen the financial underpinning of arts, cultural, history, and heritage nonprofits.	28.2%	22
Increasing the relevance and social value of cultural resources in Alachua County communities.	21.8%	17
Provide brokering and “connecting” services enabling community based organizations and others seeking arts, cultural, history, and heritage activities to more easily find them. E.g., organizations seeking programming to serve youth, the underserved, new immigrant communities, special needs populations, healthy aging communities, and more.	19.2%	15
	<i>answered question</i>	78
	<i>skipped question</i>	29

Q.15 Potential Services Rated

To guide the development of relevant, helpful services for all organizations providing arts, culture, historical and heritage programming, please indicate the extent to which you would value each proposed service on a scale of 1-5, with 5 having highest value and 1 having the lowest value. If the offering is not applicable to your organization, please check N/A.

Answer Options	5-High Value	4	3	2	1-Low Value	N/A	Rating Average	Response Count
Networking opportunities with other and new potential audiences for our programs.	42	21	9	0	0	3	4.46	75
Project development information (e.g., online directory of countywide support resources or an online skills bank with marketing, development, PR, grant writers, social media professionals, contractors, and more.)	40	18	8	4	1	3	4.30	74
More fund development support: social media giving platforms, online giving.	33	13	9	4	4	12	4.06	75
Assistance in board, volunteer, and student intern cultivation. Creating online banks of talent and volunteer resources for the arts around Alachua County.	22	28	8	6	3	7	3.90	74
Capacity building programs and professional development services to help strengthen my organization (e.g., workshops on fundraising, best practices in nonprofit organizations, governance, earned income strategies, capitalization planning, audience development, social media, PR, marketing, and more.	29	16	12	3	6	8	3.89	74
Professional development. A place to call for assistance. Access to info about opportunities plus stipends and scholarships to pay for them.	20	15	18	8	6	8	3.52	75
Access to group purchasing opportunities, vendor discounts on goods, services, equipment, opportunities for barter services, and more.	18	12	18	7	11	7	3.29	73
Training and credentialing of my staff enabling our organization to provide arts services in community settings.	13	16	11	8	12	14	3.17	74
<i>answered question</i>								76
<i>skipped question</i>								31

Q.16

Please tell us other types of services that would be valuable to you.

Answer Options	Response Count
	17
<i>answered question</i>	17
<i>skipped question</i>	90

1. Organization of shared initiatives.
2. Access to affordable spaces to rent for classes and performances.
3. Access/information about Gainesville/U of FL/Santa Fe Patron/supporters of the Arts to know how to reach them and what interests them.
4. Administrative Services - accounting services - creating advertising for print, broadcast, web, and social media.
5. Cultural arts calendar
6. Direct funding to pay for material and installations for sculptures that have been donated and ready to be put up for public art. Also city spots to install them.
7. directory of artist, organizations and government personnel involved
8. Easy access point to sign up for information on all cultural & arts opportunities in the community.
9. Financial Support
10. grant availability, grant writing, grant mgt
11. Lower rates to rent "sprung" wood dance floors for 150-300 dancers.
12. Lower rent at the Bolten center from the City, or a bigger and better and a more economical dance hall
13. Not sure
14. PR and marketing through Gov't outlets such as City and County Comm. Offices, printing and distribution services
15. Promotion, publicity and funding
16. publicizing funding sources, developing affordable performing venues within the city, More fair and broader publicity for events,
17. We do most of this now. Just need more awareness of our programs throughout community, including at UF.

Q.17

Of the following, what are the TOP THREE of most value to your organization?		
Answer Options	Response Percent	Response Count
Networking opportunities with other and new potential audiences for our programs.	63.9%	46
Project development information (e.g., online directory of countywide support resources or an online skills bank with marketing, development, PR, grant writers, social media professionals, contractors, and more.)	58.3%	42
Capacity building programs and professional development services to help strengthen my organization (e.g., workshops on fundraising, best practices in nonprofit organizations, governance, earned income strategies, capitalization planning, audience development, social media, PR, marketing, and more.	41.7%	30
More fund development support: social media giving platforms, online giving.	41.7%	30
Assistance in board, volunteer, and student intern cultivation. Creating online banks of talent and volunteer resources for the arts around Alachua County.	40.3%	29
Access to group purchasing opportunities and vendor discounts on goods, services, equipment, and more.	19.4%	14
Professional development. A place to call for assistance. Access to info about opportunities plus stipends and scholarships to pay for them.	15.3%	11
Training and credentialing of my staff enabling our organization to provide arts services in community settings.	6.9%	5
	<i>answered question</i>	72
	<i>skipped question</i>	35

Facilities & Spaces

Q.18

What additional facilities/space do you need to be successful (that you do not currently have access to)?		
Answer Options	Response Percent	Response Count
Performance venue space	48.1%	25
Classroom meeting space	30.8%	16
Storage space	28.8%	15
Recording/audio studio space	21.2%	11
Retreat space	19.2%	10
Larger workspace	17.3%	9
Other (please tell us)	17.3%	9
Rehearsal space	15.4%	8
Live/work space combination	9.6%	5
Shared office space with equipment	3.8%	2
<i>answered question</i>		52
<i>skipped question</i>		55

Q.19

An outdoor amphitheatre/arts center has been included in the City of Gainesville Parks, Recreation and Cultural Affairs Vision 2020 Master Plan. Rate from 1 to 5 how you/your organization would benefit from the addition of a regional multi-purpose, multi-disciplinary arts center with 5 being “a great deal” and 1 being “not at all.”		
Answer Options	Response Percent	Response Count
5 (a great deal)	46.6%	27
3	22.4%	13
4	15.5%	9
1 (not at all)	8.6%	5
2	6.9%	4
<i>answered question</i>		58
<i>skipped question</i>		49

Q.20

If developed, rate with 1 being “not at all” to 5 being “a great deal,” how this center would benefit from the inclusion of:							
Answer Options	5-A Great Deal	4	3	2	1-Not At All	Rating Average	Response Count
Meeting/Performance Hall	34	15	6	3	8	3.97	66
Outdoor Amphitheatre (covered fixed plus open lawn seating)	37	10	11	2	9	3.93	69
Grounds for major events	32	15	9	5	8	3.84	69
Exhibition Galleries	26	16	13	2	9	3.73	66
Innovation lab with equipment for artists to create	24	16	15	4	7	3.70	66
Lecture Hall/Film Theatre	22	16	18	5	7	3.60	68
Arts Studios	20	17	12	8	8	3.51	65
Rehearsal Studios	21	13	14	5	10	3.48	63
Classrooms	18	15	15	7	11	3.33	66
Black Box Theatre	20	11	15	8	12	3.29	66
Restaurant	15	10	21	8	13	3.09	67
Other	2	0	2	0	7	2.09	11
Other (please tell us)							10
<i>answered question</i>							71
<i>skipped question</i>							36

Organization Marketing & PR

Q.21

My organization's participation in online sites and directories. Please check all that apply (those that your organization uses).

Answer Options	Response Percent	Response Count
Its own website	93.2%	69
Facebook	90.5%	67
Twitter	35.1%	26
Other websites/directories where my organization has online presence (please specify)	24.3%	18
Instagram	20.3%	15
Pinterest	18.9%	14
	<i>answered question</i>	74
	<i>skipped question</i>	33

Q.22

Type of Institution/Organization THAT BEST DESCRIBES YOUR ORGANIZATION (Please choose ONLY ONE):		
Answer Options	Response Percent	Response Count
None of the Above	17.3%	13
Performing Group-Community	9.3%	7
College/University	8.0%	6
Community Services Organization	5.3%	4
Performing Group	4.0%	3
Art Gallery/Exhibit Space	4.0%	3
Arts Service Organization	4.0%	3
Historical Society	4.0%	3
Corporation	4.0%	3
Retail Art Business	4.0%	3
Art Museum	2.7%	2
Other Museum	2.7%	2
Arts Center	2.7%	2
Elementary School	2.7%	2
Other School	2.7%	2
Parks and Recreation	2.7%	2
Cultural Series Organization	2.7%	2
Performance Facility	1.3%	1
Music/performance venue (commercial)	1.3%	1
Cinema	1.3%	1
Arts Council/Agency	1.3%	1
Library	1.3%	1
Foundation	1.3%	1

Type of Institution/Organization THAT BEST DESCRIBES YOUR ORGANIZATION (Please choose ONLY ONE):		
Answer Options	Response Percent	Response Count
Correctional Institution	1.3%	1
Health Care Facility	1.3%	1
Religious Organization	1.3%	1
Media (Print, Radio, or TV)	1.3%	1
School of the Arts	1.3%	1
Arts Camp/Institute	1.3%	1
Social Service Organization	1.3%	1
Performing Group-College/University	0.0%	0
Performing Group-Youth	0.0%	0
Independent Press	0.0%	0
Literary Magazine	0.0%	0
Fair/Festival	0.0%	0
Union/Professional Association	0.0%	0
School District	0.0%	0
Parent-Teacher Organization	0.0%	0
Secondary School	0.0%	0
Vocational/Technical School	0.0%	0
Humanities Council	0.0%	0
Senior Center	0.0%	0
Governmental	0.0%	0
Child Care Provider	0.0%	0
<i>answered question</i>		75
<i>skipped question</i>		32

Q.23

What is the scope of your organization’s arts and cultural programming? (Choose the one MOST RELEVANT)		
Answer Options	Response Percent	Response Count
Music	27.1%	19
Other (please tell us)	17.1%	12
Visual Arts	15.7%	11
Multidisciplinary	7.1%	5
Dance	5.7%	4
Design Arts	5.7%	4
Interdisciplinary	5.7%	4
Humanities	4.3%	3
Theatre	2.9%	2
Folklife/Traditional Arts	2.9%	2
Crafts	1.4%	1
Literature	1.4%	1
Non-Arts/Non-Humanities	1.4%	1
Arts Education	1.4%	1
Opera/Musical Theatre	0.0%	0
Photography	0.0%	0
Media Arts	0.0%	0
	<i>answered question</i>	70
	<i>skipped question</i>	37

Audience Data

Q.24

Does your organization primarily serve a specific population (other than the general population) please indicate the focus below.		
Answer Options	Response Percent	Response Count
General service	77.4%	48
Other (please tell us)	24.2%	15
Adults with disabilities	4.8%	3
People living in poverty	4.8%	3
African American	3.2%	2
Native American	3.2%	2
Hispanic or Latino	3.2%	2
Refugee and new immigrant	3.2%	2
Children with disabilities	3.2%	2
<i>answered question</i>		62
<i>skipped question</i>		45

Q.25

Enter the following information as completely as possible regarding the number of audiences served through your organization in your last completed fiscal year.			
Answer Options	Response Average	Response Total	Response Count
Total attendance (free and paid):	13,947.57	613,693	44
Total free attendance:	5,488.70	236,014	43
Total paid attendance:	3,587.83	125,574	35
Total youth attendance (free and paid):	2,032.18	77,223	38
<i>answered question</i>			47
<i>skipped question</i>			60

Q.26

In the last completed fiscal year which percentage of total audience were local residents and which were tourists. Please provide us with your best estimate.			
Answer Options	Response Average	Response Total	Response Count
Percentage local residents:	139.20	7,656	55
Percentage tourists:	26.37	1,371	52
<i>answered question</i>			55
<i>skipped question</i>			52

Q.27

Enter the number of contributors to your organization.			
Answer Options	Response Average	Response Total	Response Count
Individuals	100.50	3,819	38
Corporate	14.54	349	24
Board	7.00	196	28
Government	1.75	42	24
Foundation	1.78	41	23
Other (please name below)	.25	1	4
<i>answered question</i>			41
<i>skipped question</i>			66

Q.28. If other, please name.

Friends of the Library
 15 coop artists run the gallery
 dance members and volunteers

Personal funding and student tuitions
 Sr. Citizens centers, charities, weddings,
 birthdays etc.

Q.29

What service does your organization provide to K-12 schools, students, and teachers? Please check all that apply.		
Answer Options	Response Percent	Response Count
In-school performances/programs (not residencies)	60.6%	20
Performances/programs for K-12 students at YOUR facility	39.4%	13
After-school programs	39.4%	13
Professional development for artists/and or teachers	30.3%	10
Artist residencies	15.2%	5
Other (please tell us)		18
	<i>answered question</i>	33
	<i>skipped question</i>	74

Q.30

Please estimate the number of students you reached in your last completed fiscal year.			
Answer Options	Response Average	Response Total	Response Count
# of students:	1,153.92	41,541	36
		<i>answered question</i>	36
		<i>skipped question</i>	71

Q.31

Please provide the following financial details for FY 2012 (or your most recently completed fiscal year).		
Answer Options	Response Percent	Response Count
Current operating budget \$:	96.7%	29
Total cash reserves/endowment: \$	90.0%	27
Total accumulated (1) deficit or (+) surplus \$:	76.7%	23
	<i>answered question</i>	30
	<i>skipped question</i>	77

Q.32

Please describe the general financial trend for your organization for the two prior fiscal years:		
Answer Options	Response Percent	Response Count
Broke even	51.1%	24
Earnings exceeded expenses	34.0%	16
Expenses exceeded earnings	14.9%	7
	<i>answered question</i>	47
	<i>skipped question</i>	60

Q.33 Please add comments, ideas, advice you would like to share with us to expedite and support the county's cultural development.

	Topics	Organization Survey Comments
1.	Better stewardship – leadership	Recognition of the number of non-profits that fall into the arts area and their needs, is sadly lacking. Time and time again, we are faced with, "if there is money it is given to the money". We can't afford the costs of using the spaces i.e. Thomas Center and other cultural spaces. We fail at getting grants because we can't get the money to do what it is the grant wants. Do you care about local artists or don't we matter, because we don't bring in the big bucks. We collaborate with other groups (and would like to do that more) that are in similar situations, but it is never enough. Other cities have found ways to "donate" or in some way support a building for their arts organizations. Will another big expensive complex be affordable for the non-profits? Or another way to cover charge us? Sadly, we feel that after 91 years, there should be some recognition for the good we have done and continue to do.
2.	Better stewardship – leadership	Support the artists with more funding and less restrictions. Make things happen faster and with less complications. Respond to the public's needs for art in the community in a much more direct and visible approach!
3.	Collaborate with commercial arts enterprise	All I can say is I am a business that loves promoting art-any type of music writing painting photos weavings-anything that a creative person wants to show and or sell to the community. Although my space is small my heart and passion to promote the local art scene is huge. I will do whatever I can to promote arts and culture in our community. America Gordon
4.	Collaborative fund raising – united appeal	Single site to collect funding opportunities, private, municipal, county and city
5.	Comments on what organizations are doing	We are owned by Chuck Sapp owner of Paddiwack Gallery in Gainesville. The coop artists run the gallery in High Springs 7 days a week in exchange for exhibit space and pay Chuck 30% commission of every piece of artwork we sell. We also sell his pottery product where he gets all proceeds. He pays all the expenses. We collect minimal dues to pay for our art events. In the past year we hosted local artists once a month, for our Artist of the Month program. We offer the guest artist a free wall to exhibit and a free art reception to them and the general public. Our commitment is to introduce local artists to our

	Topics	Organization Survey Comments
		community at no cost to them. We have hosted the Santa Fe College Gallerians and Santa Fe High Schools art department for a monthly art show. We also do a huge free party and artwalk every year on the first Friday of November to kick off the holiday season and celebrate another year. We give away art door prizes to our winning customers. Each year we have gotten better and better and have exceeded our monthly expenses most months, just a bit more each year. Summer is the exception and quite slow.
6.	Comments on what organizations are doing	We are working to create an international center for culture and business
7.	County-wide cultural development	We would like to see more art activities in Hawthorne like art studios established for artists downtown and an arts magnet school for the Hawthorne area. Our downtown area (SE 221 Street) is in need of a major revitalization (many empty storefronts) and we know from experience that bringing artists to a community can bring a wealth of new energy and open many new avenues of ideas and creativity which in turn can stimulate a vibrant economic development and a more involved community.
8.	Dance	Gainesville Old-time Dance Society (GODS) is a community dance which welcomes dancers age 8-80. Live music is central to the culture of this traditional dance form. GODS is "body positive" and accepting of all genders identifications. Some dancers have varying degrees of physical limitations like blindness, spinal injuries, diabetes, MS, Lupus, deafness and limb loss along with psychological challenges. The joy of dancing promotes good physical and mental health.
9.	Facilitated communication & collaboration	Efficient notice of arts & cultural resources & events. We are a public charter school, but don't always receive information that organizations think have been passed on by the school board of Alachua County. Give us a way to sign up for information as our own organization.
10.	Facilitated communication & collaboration	Friends of Dudley Farm is purchasing a large event tent in order to accommodate larger indoor events such as lectures, musical events, classes, art events, etc. We would like to work with the county to promote our citizens and school children learning about the history of farming, farm life in the late 1800s and early 1900s, heritage flower gardens, old-time music, historic farming techniques such as corn grinding, sugar cane syrup making, etc.

	Topics	Organization Survey Comments
11.	Facilitated communication & collaboration	I have been personally unaware of the work your doing - probably my fault, but I may not be alone. More publicity about what you do Perhaps someone could come to a meeting and describe what is going on. Let me know what you want us to do - if there is a way we can help?
12.	Facilitated communication & collaboration	Lack of focus of the arts by the print media (The Sun) is an area of concern. The TDB is a valuable resource to collaborate with our community peers Cultural Affairs could facilitate communications with the senior centers and heritage venues to bring performing arts to them.
13.	Facilitated communication & collaboration	Many do not consider Martial Arts to be 'true art.' The meditation-in-motion of the art of the sword and the fluid movements entertain and inform the audience and the practitioner. Community involvement in Aikido is fundamental to the Founder's principles. At the highest levels, Aikido is fully improvisational without ever appearing to be. It can be taught to anyone. Regular Aikido practice improves health and body awareness without doing damage. Within every movement there is the underlying spirit of not doing harm and increasing harmony. Every session brings diverse people together. Participatory arts activities are crucial to this effort. We have natural wonders and intellectual and creative treasures in our community. People will travel here to learn, participate and grow...but they have to know what is available.
14.	Funding	Dreamers Garden depends solely on the good-will and generosity of the friends and neighbors of the Grove Street Neighborhood, local organizations of the Alachua County Council of the Blind, Inc., IFAS- Agricultural Extension Office, Southern Dames of America, Department of Parks, Recreation and Cultural Affairs, and the City of Gainesville and Alachua County governments.
15.	Leadership	Facilitated connectivity between artists and artistic groups is very important and nearly non-existent at this point.
16.	Professional development	I would like help becoming nonprofit and help with marketing and business skills. Also obtaining cheaper rent space would be great.
17.	Support of planning effort	Bravo! Magnificent effort.

	Topics	Organization Survey Comments
18.	Support of planning effort	I think the county is already in a leadership position when compared to other counties around the state. This, combined with the high level of cross-arts support with the arts community makes Gainesville/Alachua an outstanding center of art and culture. Keep up the good work!
19.	Support of planning effort	We are grateful for the chance to participate in and contribute to this endeavor. Thank you.
20.	Survey criticism	This survey is too long and should not include financial information requests... It is rude and makes people less than enthusiastic to fill out your survey.
21.	Venues	dance is good on so many levels, and the City should help out with the venue
22.	Venues	Your questions are directed at a treasurer rather than as a participant, as I am. I love this dance community. I drive from Trenton to attend twice a month. Once a year we have an annual dance that attracts people from all over the county. We dance at the Boltin Center which charges us so much money we have NO extra dollars for anything. In fact some bands will not play for us because we do not pay enough. We do not pay enough because we pay SO MUCH in rent to the City. In my past encounters with city employees I have found former CA staff to be very inflexible to deal with. It also seems as if your systems are antiquated. Our group is terrified that we will be kicked out of the Boltin Center if we question charges or ask for a break and then we will have NO PLACE TO DANCE. This dance (twice a month) brings in people from Hommassasa, Ocala, Trenton, Ft. White, Melrose, Orlando and Tampa.
23.	Venues & funding	As an ethnic dance school that stresses performances, we need opportunities to perform and facilities to have our performances in as well as a way to let the art community know that we exist and what we are doing. A facility or co-op offering low rental fees for teaching classes and putting on dance events and performances would assist our educational and financial needs. We have not been able to have our annual dance revue due to lack of funding and no support from the community.
24.	Venues - affordable	AFFORDABLE local performance venues. City facilities are very expensive as are those of the University

Community Conversations

SCHEDULE OF MASTER CALENDAR

Date	Activity	Days
Nov. 17, 2013	- Exploratory meeting	1
March 4, 2014	- Planning preparation – work session with staff	1
June 9 -11, 2014	- Project Launch - Steering Committee Roll Out - Arts Organization Forum - Organizational Forum - UF - Major Leaders - Marketing	3
August 6-7, 2014	- Arts organizations - UF - Artists - UF Deans - Under 40 leaders	2
August 27, 2014	- Susan Crowley - Coni Gesauldi - Margaret Metz - Cultural Affairs Board	1
Sept 9-11	- Alachua County Library - Melrose Community - Santa Fe College - Economic Development – Erik Bredfeldt - Steering Committee	3

Date	Activity	Days
October 28-29	- Micanopy Community Conversation - UF Shands Arts in Medicine - Hawthorne Community Conversation, Hawthorne Area Historical Society - UF Studio – Dr Lewis Students’ presentation - African American Constituents, Cone Park Library	2
November 21	- Alachua County libraries - School Board - [Mataraza ill and not on site – convened by Russell Etling and Ferdinand Lewis]	
January 15, 2015	- Summit Preparation – work session with staff	1
January 20	- Summit	1
March 27	- Review Draft 1 Plan	1
April 29	- Roadmap work session with staff, Marilyn Tubb, and PRCA leadership	1
July 16	- Plan Presentation to Gainesville City Commission	1

Initial Findings: What 352ArtsRoadmap Steering Committee, Artists and Organizations Told Us June 9 -11, 2014, Roll Out

INTRODUCTION

From June 9-11, 2014, roll out meetings were held with 100 Alachua County arts and cultural stakeholders: artists, arts organizations, and the 352ArtsRoadmap Steering Committee. 352ArtsRoadmap will be a set of priorities emerging from a 10- month planning process that will help chart the future of arts and culture in Gainesville and Alachua County over the next 5 to 10 years. A total of 70 stakeholders (23 self-identified artists, 32 members of the Steering Committee, and 15 representatives from arts, cultural, history and heritage organizations) completed surveys and answered open- ended questions regarding their perceptions of the cultural industry in Alachua County, Florida. Responses – both positive and negative – illuminated opinions about current relationships that exist across sectors and the results they are yielding, potential benefits and outcomes of smarter partnerships between the arts and culture sector and other sectors, and general input for Alachua County and its development.

Additional surveying planned through October 15 will aim to collect perceptions from at least one percent of the County’s residents (2,480 individuals), all artists, and all organizations with a cultural mission as well as those organizations for whom culture and creative programming is important to their mission. This report, sharing initial findings from sector stakeholders participating in June sessions, sets the stage for what’s to come.

SUMMARY OF PRELIMINARY FINDINGS FROM ARTISTS AND ARTS ORGANIZATIONS

- It is clear that all June stakeholder respondents value education, natural ecology and beauty, and a thriving cultural arts scene in their community. They point to affordable cost of living and frequent cultural events and activities as benefits of living in Alachua County.
- When tasked with identifying challenges in Alachua County, the Artists group frequently mentioned marketing difficulties, lack of access to affordable venues, and communication issues. The organization group mentioned low wages, and lack of governmental support. Worth mentioning is that both groups wrote of a University and sports dominance of culture in Gainesville as a challenge to artistic and cultural development.
- Regarding important relationships in place, artists most valued spaces and opportunities to share their works, other artists, and support from businesses, patrons, and other financial support. On the other hand, the others pointed to the University of Florida, small organizations, government, and other institutional infrastructure for support. Although UF was touted as the most important relationship for the community, it was also mentioned as a challenge. More connectivity and resource sharing was called for between UF, the community- at- large, and other cultural organizations. Artists also pointed out the need for an online clearinghouse

featuring a cultural calendar of all of the events in Alachua County.

- Next, respondents elucidated how residents would ideally describe the arts and cultural landscape of Alachua County. They hoped that they would view art as vital, necessary, and essential to their lives in addition to being diverse, inclusive, and representative of the community.
- Finally, the survey closes with myriad responses describing what the Parks, Recreation and Cultural Affairs Department could offer. Interestingly, both artists and organizations mentioned the creation of a position of 'cultural czar' who would oversee all cultural groups, events, and so on. Another very interesting suggestion was the creation of a smartphone App which could an interactive map of Gainesville with current events and venue information, useful for locals and visitors alike.

SUMMARY OF PRELIMINARY FINDINGS FROM STEERING COMMITTEE MEMBERS

- People leading this project hold arts and culture in high regard and can name a multitude of museums, venues and activities. Frequently mentioned were the Harn Museum, the Hippodrome Theatre, and the local music scene of Gainesville. The descriptions of cultural assets were overwhelmingly positive, with the Steering Committee lauding the diversity of art, natural beauty of the area, and the ease of accessibility to the arts.
- It seems that, once again, Steering Committee respondents find the need for a comprehensive online calendar of events linked with a social media component. It would be comprehensive and up to date. It would have a clear, branded, unique aesthetic and feel, and be linked to verifiable response gauges like hashtags.

- Also strongly called for were satellite programs, events, and communication with the remote or rural communities in the greater Alachua County area, to increase accessibility to all residents.
- The major, overarching challenge mentioned most was by far the income gap, poverty, and homelessness. However the respondents produced a plethora of hopeful ways to address that and many of the other challenges facing Alachua County including collaboration and sharing within the cultural sector, creating a marketing campaign, and integrating art into schools and lives.

352ARTS ROADMAP STEERING COMMITTEE COLLECTIVE WISDOM: DETAIL

1. (A) what do you think are Alachua County's greatest arts and cultural assets? If you were describing these cultural assets to a first- time Alachua County visitor, what would you say?

ASSETS:

- Harn Museum (17)
- local music scene (17)
- Hippodrome theatre (16)
- local festivals (16)
- UF Performing Arts Center (15)
- Florida Natural History Museum (13)
- artist and cultural community (12)
- other museums (10)
- Historical Society (9)
- Downtown (7)
- Phillips Center (7)

- sports (7)
- springs (6), visual arts (6), natural environment (6)
- Dance Alive (5), events (5), farmer's markets (5), Santa Fe Arts Festival (5), Spring Arts Festival (5)
- Butterfly Museum (4), Fine Arts Museum (4), Gainesville Orchestra (4), UF Cultural Plaza (4), theatre (4)
- Arts in Medicine (3), Bo Diddley Plaza (3), education (3), food (3), Free Fridays (3), Gallery Protocol (3), Gainesville Playhouse (3), Kanapaha Botanical Gardens (3), other organizations (3), parks (3), Renaissance Fair (3), University of Florida (3) activities (2),
- drama (2), studios (2), Thomas Centre (2), Thornebrook (2)
- art walk, co-op, craft beer, Civilization, Camp Broadway, the Fest, Gainesville Sun, picnics, restaurants, swamps, trails, volunteers

DESCRIPTIONS:

- diverse (10)
- natural, outdoors (9)
- independent (5)
- accessible (4)
- great (3), numerous (3), rich (3), small town (3), supportive (3), talented (3)
- affordable (2), unique (2), youthful (2)
- awesome, blessed, beautiful, creative, close proximity to cities, enriching, easy, enthusiastic, free, finest, growing, hidden gem, healing, homegrown, inspiring, innovative, inclusive, lively, potential, participatory, quality, reflective, sustainable, spread out, thriving, world-class

1(B) On a scale from 1 - 5, how would you rate Alachua County's cultural assets overall?

Out of a total of 31 Steering Committee members responding to this questions, the average rating was a 3.6.

2. In order to further strengthen the value and relevance of Alachua County's arts, cultural, and heritage assets to all of its municipalities and communities, what would you suggest?

- promotion and marketing for patronage of the arts (15)
- support for and event programming in remote and satellite areas (15)
- online events calendar linked to social media (13)
- support for new and existing youth and family programs (11)
- affordable and free events (10)
- promotion of the intrinsic value of art (7)
- public school programs (7)
- aid and support with transportation (6)
- small, individual grant funding (5)
- public arts education for youth, seniors, everyone (5)
- communication (4), local business support (4), festivals (4)
- economic development (3), media support (3)
- branding, vibe (2), co-ops, consortiums (2), Chamber of Commerce support (2), social impact (2), tourism (2)
- diversity, healing, historic preservation, hashtags, international market, new people, outdoor venue, public art, uniqueness

3. What do you think are Alachua County's greatest overall challenges today? (i.e., beyond cultural challenges: overarching challenges)

- income gap, poverty, and homelessness (19)
- overall cultural identity, fractured definition (10)
- public transportation (8)
- academic, business, environmental, and art integration (7)
- funding and grants (6)
- marketing issues (6)
- environmental integrity and sustainability (4)
- rural support and access to resources (3)
- brain drain (2), competition (2), education (2), venues (2), utilities (2)
- childcare, innovation, infrastructure, politics, resources, urban planning

4. Given those challenges, can you imagine ways the cultural sector might help address them?

- non- competitive collaboration and sharing (11)

- brainstorming and meetings for marketing campaigns (10)
- create events calendar (8)
- integrate art into every public school (6)
- provide economic incentive, enhancement (5)
- events (5)
- rural support and outreach for the arts (4)
- create art in Community Centers (4)
- empowerment through art (4)
- grants and scholarships (3), attract new business (3), design sustainable architecture (3), bring visiting artists (3)
- 'Visit Gainesville' (2), young entrepreneurs (2)
- arts in medicine, art for art's sake, beautification projects, funding: not taxes, lobby for governmental support

WHAT ARTISTS AND CULTURAL ORGANIZATIONS TOLD US: DETAIL

1. WHAT ARE THE GREATEST ASPECTS OF LIVING, WORKING, AND CREATING IN ALACHUA COUNTY?

WHAT ARTISTS SAID?

- a rich culture and arts scene (24)
- inspiring natural beauty (12)
- affordable cost of living (13)
- education (6)
- events and activities (5)
- supportive patronage and public (5)
- small town feel (4), liberal (4), galleries and venues (4)
- accessibility (3), diversity (3), climate (3)
- music (2)
- activism, art walk, dance, energy, food, healing community, Harn Museum, independent, mentorship, mosaic, quality of life, few regulations, resources, sports, theatre, not touristy, vibrant, walkable/ bikeable

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- a rich culture and arts scene (19)
- education (14)
- affordable cost of living (7)
- events and activities (6)
- natural environment (5)
- galleries and venues (4), local economy and markets (4)
- diversity (3), dance (3), growth potential (3), liberal (3)
- arts organizations (2), small town feel (2), talent (2)
- downtown, Dragon Rises College of Oriental Medicine, festivals, food, fertile, friends, Hippodrome Theatre, inspiring, location, music, Florida School of Massage, Phillips Center, Shands Hospital, theatre, transportation, year- round, youth

2. WHAT ARE THE MOST CHALLENGING ASPECTS OF LIVING, WORKING, AND CREATING IN ALACHUA COUNTY?

WHAT ARTISTS SAID?

- difficulty marketing and obtaining exposure (15)
- lack of access to affordable venues (14)
- lack of centralized communication (11)
- lack of collaboration, especially with UF (8)
- sports competition and university dominance (7)
- lack of awareness and participation (7)
- low wages (6)
- funding issues (4), lack of diversity (4)
- competition (3)
- downtown parking problems (2), not challenging (2), spread out geographically (2)
- lack of collaboration with businesses, government interference, lack of inspiration, music not valued, lack of public art, resources, sustainability, stagnation, too "safe", poor public transportation, lack of volunteers

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- lack of government support, understanding (6)
- low wages (6)
- lack of funding (5)
- traffic, driving, parking issues (5)
- geographic isolation (4), lack of collaboration between organizations (4), lack of venues (4)
- need for a branded, comprehensive approach (3), lack of communication (3), marketing difficulties (3)
- little awareness (2), transient university community (2), sports competition and university dominance (2)
- lack of corporate support, lack of critics, lack of diversity, downtown issues, mixed educational quality, 'east versus west' Gainesville, hierarchy, homelessness, resources, lack of senior participation, weather

3. WHAT LOCAL COMMUNITY RELATIONSHIPS ARE MOST CRITICAL TO YOUR SUCCESS?

WHAT ARTISTS SAID?

- galleries, museums, venues (19)
- creative artist community (12)
- business owners, corporate sponsorship (9)
- patrons, supportive audience (9)
- City of Gainesville Cultural Affairs Department (6)
- educational institutions (6)
- friends (5)
- media (4), small local organizations (4)
- marketing connections (3)
- funding (2), Gainesville Fine Arts Association (2), UF College of Fine Arts (2)
- arts in medicine, Artist's Way Group, ArtLab, Art Walk, Buzz, Church of Holy Colors, Cedar Key Gallery, Civic Media Center, Cracked Glass

Mosaic Group, local dance scene, Display Gallery, downtown, Dance Alive Ballet, Florida School of Massage, Gallery Protocol, Grow Radio, grassroots, Gainesville Magazine, Hippodrome Theatre, Harn Museum, liberals, MASS visual arts. music scene, nightlife, Phillips Center, religion, Santa Fe College, Spring Arts festival, service industry, SBAC, traditional communities, Thomas Center, UF, UF professors

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- University of Florida (11)
- small local organizations (10)
- educational institutions (8)
- local government (6)
- business owners and corporate sponsors (5)
- students (5)
- City of Gainesville Cultural Affairs Department (4)
- galleries (4)
- media (4)
- public schools (3), tourism (3)
- artists (2), restaurants (2), religion (2), youth-at-risk (2), volunteers (2)
- ArtLab, AIA, Civic Media Center, Cultural Plaza, FLMNH, fraternities and sororities, Friends of the Library, families, Health Street, IFAS, NEA, Parks & Recreation, RPCP, seniors

4. WHAT ARE VITAL COMMUNITY RELATIONSHIPS YOU WISH EXISTED BUT HAVE BEEN CHALLENGED TO CULTIVATE?

WHAT ARTISTS SAID?

- centralized online art presence with communication, events, database (10)
- media (8)
- audience, patrons (6)
- galleries (6)

- business owners and corporate sponsors (5)
- Chamber of Commerce (5)
- festivals (4)
- UF fine arts department (4)
- art- as- business training (2), Gainesville Sun (2), Harn Museum (2), other art groups (2), Scene Magazine (2), 'town and gown' divide (2)
- artists in residence, art brokers, branding, continuity, east- west divide, GFAA, grant writers, Hippodrome Theatre, international, Music & Arts Council, Phillips Center, public schools, satellite venues, value of art, Warphaus, year- round

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- access to and collaboration with UF (7)
- cohesive collaboration of organizations (7)
- galleries (3)
- awareness (2), audience, buyers (2), Hippodrome Theatre (2), marketing (2), public schools (2), religious groups (2)
- accessibility for the less fortunate, businesses, competition, city planning, central calendar of events, database, Expressions Academy, east Gainesville, funding, government, health department, land developers, leadership, media, natural history, Peaceful Paths, STEM resources, tourism, teaching venues, theaters, volunteers

5. (A) IN FIVE YEARS, WHAT WOULD YOU LIKE ALACHUA COUNTY'S CULTURAL SECTOR TO BE KNOWN FOR?

WHAT ARTISTS SAID?

- a center for creative, artistic community (11)
- new, innovative, thought- provoking art (7)
- diversity (6)
- vibrancy (5)
- art awareness (3), living wage (3), music (3), quality (3), supportive scene (3), theatre (3), tourism (3)

- art education (2), dance (2), funding (2), festivals (2), local indigenous folk art (2), openness (2), performing arts (2), visual arts (2)
- affordability, accessibility, brand, clarity, growing, independent, nature, opportunity, public art

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- abundance of cultural events, festivals, experiences (12)
- art tourism hub (4)
- open, welcoming, inclusive (3)
- diversity (2), music (2), participation (2), vibrancy (2)
- accessibility, art education, beauty, clear plan, comics, health, international, nature activity, performance art, quality of life, restaurants, resources, training, value of art, uniqueness

5. (B) WHAT WOULD BE REQUIRED IN ORDER TO ATTAIN?

WHAT ARTISTS SAID:

- clearinghouse community calendar (6)
- marketing, especially online media (4)
- a unified, central goal (4)
- connectivity of organizations (3)
- living wages (2), grants and funding (2), spaces (2)
- business connections, branding as a cultural hub, educational partnerships, festivals, grassroots organization, 'keep Gainesville weird', leadership, performing arts, revitalization, support of existing organizations, time, value

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- grants and funding (4)
- connectivity of organizations (3)
- government support (3)

- businesses, corporate sponsorship (2), diversity (2), marketing and promotion (2), spaces (2), a unifying organization (2)
- awareness, brand vision, calendar of events, conflict resolution, educational collaboration, integration of arts into life, national support, people, resources, time, training

6. (A) IN FIVE YEARS, WHAT DO YOU HOPE RESIDENTS WILL KNOW AND SAY ABOUT THE ARTS IN THEIR COMMUNITIES?

WHAT ARTISTS SAID?

- art is vital, necessary, and essential to our lives (10)
- art is diverse and representative (7)
- art reaches our community (5)
- thriving local art market (5)
- easy to find out about events (4)
- arts are educational (3), abundant events (3), art brings joy (3)
- growing (2)
- art is everywhere, accessible, evolved, leadership, inclusive, pride, professional, sense of place, thought- provoking, visual, vibrant, walkable

WHAT EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- art is diverse (4)
- art is inclusive and accessible (4)
- abundance of events and activities (3)
- many collaborations and partnerships (3)
- art is educational (2), joyful and fun (2)
- awareness, appreciated, community, government support, integrated into life, 'I support the arts', natural experiences, pride, participatory, positive, quality, thought-provoking, valuable, unique

6. (B) TELL US ABOUT THE EXTENT TO WHICH YOU THINK YOUR OFFERINGS ARE KNOWN AND VALUED -OVERALL - IN YOUR COMMUNITY TODAY? [On a scale from 1 - 5, with 5 being the best, how would you rate this?]

ARTIST'S AVERAGE RATING: [known: 3.5] [valued: 3.7] [total: 3.6]

POSITIVE RESPONSES:

- abundant events (6)
- lots of promotion (4), personal relationships (4)
- active in organizations (3), educators are valued (3)
- quality of work (2)
- ArtLab, City Cultural Affairs Division, inspired, longevity, media support, Saturday Art, service industry, venues, unusual

NEGATIVE RESPONSES:

- lack of funding (2)
- lack of audience, misunderstood, seasonal, stolen intellectual property

EDUCATORS, FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS AVERAGE RATING: [known: 2.5] [valued: 3.5] [total: 2.9]

POSITIVE RESPONSES:

- niche enthusiasts (3)
- quality work (3)
- education is valued (2), longevity (2), self- promotion (2)
- arts in medicine, cultural heritage, funding, history, library is valued, personal relationships, reviewed well, resources, touring, 'visit Gainesville', valued by audience

NEGATIVE RESPONSES:

- difficult to promote (3)
- small audience (3)
- obscurity, lack of awareness (2), new in town (2)

- lack of funds, arts is a 'hard sell', misunderstood, not challenged, too few events

7. FROM YOUR VANTAGE POINT, OVER THE NEXT 3 - 5 YEARS, WHAT COULD THE PARKS RECREATION AND CULTURAL AFFAIRS DEPARTMENT OFFER THAT WOULD BE MOST HELPFUL? IF MONEY, MONEY FOR WHAT?

WHAT ARTISTS SAID?

- WHAT EDUCATORS, online clearinghouse directory (10)
- cultural and educational events (7)
- artist- in- residence, individual grants (5)
- affordable work and performance space (4)
- online media and marketing opportunities (4)
- downtown plaza development (3)
- interactive art/ tourist App of Gainesville (2), funding for public art (2), university- community- arts collaboration (2)

- aesthetic presentation and vision, accessibility, Chamber of Commerce and art collaboration, challenging work, Czar of Cultural Events, designers, diversity, family friendly, identifiable brand, 'paint- out at Thomas Center', training, vacant space development

FOR-PROFIT ENTITIES, COMMUNITY-BASED ORGANIZATIONS, AND NON-PROFIT ARTS & CULTURAL ORGANIZATIONS SAID:

- multi- use venue for outdoor events (6)
- Czar of Cultural events (3)
- comprehensive, dynamic online clearinghouse (3)
- marketing opportunities (3)
- Funding for educational community classes (2)
- nature tourism (2)
- community connection, collaboration with Jacksonville and Orlando, integration of arts into life, national partners, openness, programming, University partnership, youth empowerment

Community Conversation: Actionable Ideas for Further Exploration

Many, MANY ideas pulled from community conversations were included in the *352ArtsRoadmap's* four overarching priorities, 14 aims, and 47 actions. The plan also provides a platform from which future initiatives, small and large, will naturally emerge from growing interest and momentum. *What follows in this section are additional actionable ideas - not included in the plan - but valuable to retain for future exploration.*

	Topic	Actionable Suggestions for 352 Future Exploration	From where From whom?
1.	Arts Education	<p>Arts education strategies to continue exploring:</p> <ul style="list-style-type: none"> • Substituting dance for PE • Determine ways to use the Education Foundation, boosters, and PTAs and PTOs as advocates. Pursue collaborative strategies with them to help spread the word about the value of the arts. They care! • With the Superintendent and principals, continue exploring how to increase the number of artists' residencies in Alachua schools (and community-based settings) • Consider how student scholarships could be expanded in number as well as the breadth and depth of student opportunity. • Consider creative ops for students that don't have to take place in schools. In what ways could the community serve as campus? 	Dr. Owen Roberts Artists
2.	Arts places/arts experiences	Hospitals and health care facilities could be great safe places to introduce the non-arts public to the arts in a safe and nonthreatening environment. This would also provide opportunities for cultural groups to reach new publics they might never otherwise access.	Shands, Arts in Medicine
3.	Brokering relationships and roles	Longer-term, cultivate partnerships between UF Health and the AC School Board: Use of the Arts for Health Education. Reference: MAPS program in Oklahoma City and the use of health and wellness centers also as art centers.	Shands, Arts in Medicine
4.	Brokering relationships and roles	Shift the way that Arts In Medicine is at the 'Arts Table' in Gainesville. Currently Arts in Medicine feels outside the loop. Consider ways to better utilize them as an integral	Shands, Arts in Medicine

	Topic	Actionable Suggestions for 352 Future Exploration	From where From whom?
		resource. Training and professional development for all artists along the lines of Creative Capital Training. Creation of Artist University.	
5.	Brokering relationships/ Advocacy	A longer-term plan aim to consider: in years to come, Alachua County’s non-arts leaders will understand how much a part of quality of life the arts are.	Shands, Arts in Medicine
6.	Brokering relationships/ Advocacy	352’s active cultivation of key local partners in each community to assist with cultural development. Build on existing momentum of strong local groups like the Friends of Micanopy and worship groups to embrace and advance the arts.	Micanopy
7.	Brokering relationships/ Advocacy	See that arts and cultural development priorities are in <u>every municipal plan</u> .	Hawthorne
8.	Communications – Sector networking & marketing	Coalesce the numerous independent arts scenes (the organic plus the structured) under one umbrella. Communications, relationship building, and better communications among all are really key to the future. Make the whole greater than the sum of the parts.	Santa Fe College
9.	Case making	Use every opportunity to demonstrate and increase understanding how the arts contribute to community building.	Micanopy
10.	Community cultural development coordination and strategies	<p>For Alachua’s smaller communities, 352’s leadership to provide coordination (and maybe guidelines) how best to pull together all artists and cultural groups would be helpful. Mini templates for each community and things communities can do that will link with the overall 352 plan.</p> <ul style="list-style-type: none"> • Arts • Entertainment • Education • Health care • Safe and affordable creative places <p>Connect small communities to the calendar, tourism promo, collaborative funding ops, access to UF and SFC internships, and more.</p>	Melrose

	Topic	Actionable Suggestions for 352 Future Exploration	From where From whom?
11.	Case making	Has to be diverse, inclusive, and embracing of all creative endeavors from high tech and innovative to hand-made and historic.	Micanopy
12.	Case making	Consider art-making days all-day at business to promote wellness, mind, body, spirit. Move toward Alachua County as the <i>Most Engaged Creatively!</i> Use our world class resources to give Alachua County a world-class reputation as the most arts engaged community?	Shands, Arts In Medicine
13.	Tourism promo	Consider more ways to connect with medical tourists. Shands receives 1 million admits per year. Develop strategies to engage Shands clinical and public admits and patients.	Shands, Arts in Medicine
14.	Funding	UF runs an employee giving campaign where each person can designate to whom they wish to contribute. Among the 95 agencies on the roster, there are cultural organizations. 352 might want to see that all cultural organizations are among the choices from which UF employees can chose. Workplace giving might also be another option to explore with Alachua County's largest employees as a revenue generating strategy.	Susan Crowley - UF
15.	Funding	Consider amending the one percent ordinance for public art. Raise it to 2% and permit funding to be used for renovation and adaptive reuse of buildings for local cultural uses.	Gesauldi
16.	Funding	Longer-term pursue a 352Arts Trust or Taxing District	Melrose
17.	Linking cultural and economic development	Alachua needs a broader industry base and the cultural development piece could be more directly correlated in support of it. <i>It's not about getting hired, but rather creating your own job.</i> Erik suggested 352's more direct involvement with county/city planners and private developers, esp. in creating opportunities outside the urban core. The Chamber, Celebration Point, Butler Plaza, Univ of FI Development Corporation, Trinity Methodist, Plum Creek, Rhonda Phillips, were sources named.	Erik Bredfeldt
18.	Marketing and messaging	352's efforts to broaden community's perception of culture needs to be consistent: antiques, arts, artists, architecture, history, (Native Americans), design, and more.	Micanopy

	Topic	Actionable Suggestions for 352 Future Exploration	From where From whom?
19.	Messaging and marketing	<p>Points to emphasize in messaging:</p> <p>Arts importance to human development</p> <ul style="list-style-type: none"> • Individual development: How art supports emotional learning and brings fullness to life • Family Development: How arts form a bond among families and vitality of life to families • Community Development: arts as a unifying force 	Dr. Owen Roberts
20.	Programming focus	<p>352's focus on year-round programs for school-aged youth is critical. Internships, life skills and more. Too many young people in outlying communities have little constructive activity and there is no public transportation to get them to Gainesville. Consider it crime prevention! Drugs and thefts are a growing problem. Pursue funding strategies such as youth development, public safety, and social justice funding.</p>	Melrose
21.	SFC and UF partnerships	<p>Santa Fe College has the will and resources to do great things re community outreach and community cultural engagement. It is SFC's business plan! Do more with SFC!</p> <ul style="list-style-type: none"> • AA degree in arts administration • Certification programs for artists and cultural workers • Continuing Education (cultural) ops offerings the general public • Arts incubator (providing professional development, best practices for artist entrepreneurs, etc.) • Making more of SFC Festivals and help export them • Creating a better tourism and marketing strategy that is built on more than "heads in beds" thinking. • Using SFC's 7 locations for community outreach 	Santa Fe College
22.	Sustainability: University Partnership	<p>UF's Office of Sustainability includes a Service, Outreach & Extension office 352 might pursue to connect more UF students with Alachua County cultural organizations.</p>	Susan Crowley - UF

	Topic	Actionable Suggestions for 352 Future Exploration	From where From whom?
23.	Sustainability: University Partnership	Do much more with UF and Santa Fe College faculty and students. They are an underutilized resource!	Gesauldi
24.	Sustainability: University Partnership	Consider mutually beneficial strategies in which the university could be involved. Continue the dialogue with Deans. These and other uses of university intellectual strength and resources: economic impact studies, civic research, business plans, and more.	Metz, UF
25.	Tourism development	Make more of a big deal over Alachua County locations on the National Register of Historic Places in tourism development and promo.	Micanopy
26.	Tourism promotion strategy	For Alachua's small, distinctive communities with cultural activity who feel tourism handicapped because of no hotels or B&B's. 352's promo of day trips outside Gainesville would be a good thing.	Melrose
27.	Transportation	Not having public transportation in the county is problematic and why 352 needs to see that more outreach activities are happening in small communities.	Micanopy
28.	Youth programs	One of the county's biggest problems is that there are limited activities for kids – esp. underserved. More focus on this.	Shands, Arts in Medicine
29.	Youth programs	Programs for youth in outlying municipalities like Hawthorne have continually diminished over the years. We need year-round programming to keep area youth constructively busy and creatively engaged. Not investing in constructive activity at this stage of their lives will save longer term public investment in judicial system.	Hawthorne

Cultural Planning Summit January 20, 2015

A planning summit was held on January 20, 2015 from 1:30 to 6:00 PM. All who had participated on the Steering Committee and in community conversations were invited. The consultant presented all assessment findings and offered preliminary recommendations. The summit’s 104 participants, in six facilitated smaller groups, reviewed, discussed, and improved all recommendations. Each participant also cast a written ballot for what plan priorities should be which were then honored in the plan. Groups’ 1-6 voting results are in this chart.

SUMMIT RESULTS

Highest ranked priorities are below. Also shown are the top three priorities rated by each summit discussion group.

		SUMMIT RESULTS	Final Ranking	Groups					
				1	2	3	4	5	6
3.A	First	Strengthen, enable, and empower cultural organizations and artists		1	1	1			1
1.A	Second	Integrate arts and culture with the county’s overall quality of life. Increase municipal commitment and action to boost community vitality through the arts.		1		1			
1.C	Second	Identify, preserve, promote, and use historic buildings					1	1	
2.C	Second	Increase affordability of and access to offerings		1				1	
3.B	Second	Refresh city and county policies to support cultural development				1			1
2.D	Second	Use the arts to engage and inspire youth			1			1	
2.E	Third	Use arts strategies to support education goals					1		
1.B	Third	Use arts and culture to bridge and connect communities and residents							1
2.A	Third	Refresh and promote the brand to reflect livability			1				
2.B	Third	Increase arts and culture participation of residents and visitors						1	
3.C	Third	Develop a multi-purpose, multi-disciplinary arts center that helps make Alachua County a cultural destination				1			
3.D	Third	Strengthen cultural development infrastructure in communities					1		
1.D		Better integrate culture with city and county parks and recreation plans							
1.E		Eliminate the “Town and Gown “divide							

SUMMIT AGENDA AND MATERIALS



Participant Worksheets

Welcome!

352Arts Planning Summit

Senior Recreation Center, Gainesville, FL

Sponsored by: City of Gainesville Parks, Recreation and Cultural Affairs Department – A CAPRA Accredited Agency

How can we plan culturally? How can we galvanize community will, energy, and resources behind the most powerful and practical cultural development ideas for the City of Gainesville and Alachua County?

- ❖ What's within our grasp?
- ❖ What dreams are worth working for?
- ❖ How will we coordinate the will, energy, and resources to act and get things done?

How you can help – today we will determine the following:

1. Keep or delete priorities and ideas
2. Improve priorities and ideas
3. Identify those who could help with specific strategies: Those with the ingenuity + know how + \$\$ + space, and with whom might there be potential collaboration; and
4. Pinpoint what cultural plan priorities should be!

The Agenda

- 1:30 Arrivals and registration
- 2:00 Welcome and today's purpose
- 2:20 What we've learned from the combined efforts of:
 - The University Of Florida Department of Urban and Regional Planning Fall 2014 Studio
 - 352Arts Roadmap*And where we're headed*
- 2:50 Move to breakouts
- 3:00 Tapping collective wisdom! Review, improve and rate recommendations
- 3:05 – 3:55 Review Set 1
 - 3:55 – 4:45 Review Set 2
 - 4:45 – 5:15 Review Set 3
 - 5:15 – 5:20 Summarize participant group priorities
 - 5:20 Break and move back to the big group
- 5:35 Hear summary of today's results
Review: what's next and wrap-up
- 6:00 Adjourn
-

THE VISION A future in which opportunities to create, participate in, learn from, and enjoy art, history and cultural expression countywide will be greater than ever before. Culture will be central to our environmental, economic, and social well-being.

THE BRAND *Creative by Nature*

Arts, culture, and history will further our reputation as the *Cultural Center of Florida*.

THE MISSION Provide, maintain, and support cultural facilities, programs, organizations, and creative individuals across the County and Gainesville making this a vibrant place to live, work, and visit.

OVERARCHING STRATEGIC PRIORITIES

- I. MAKE ALACHUA COUNTY A CULTURAL CENTER OF FLORIDA
“Put together all our resources for the common good.”¹

Use the arts more intentionally as an engine to boost community vitality. More strategically align cultural development with agendas to increase tourism, boost economic vitality, and improve community livability and quality of life for all!

- II. INCREASE CREATIVE AND CULTURAL OPPORTUNITIES AND EXPERIENCES FOR ALL!

Significantly increase countywide awareness, opportunities, and accessibility to create, learn, participate in, and enjoy cultural expression. More strategically contribute to community well-being and learning.

- III. HELP ALL ARTS, CULTURE, CREATIVE, AND HISTORIC ASSETS EXPAND THEIR REACH AND RELEVANCE.

This priority encompasses all arts, creative, and historic assets from our most edgy and emerging to our most traditional. Position Parks, Recreation and Cultural Affairs to be seen as the county-wide advocate, a service and information hub, space provider, and facilitator of cultural development.

This plan will build on the strengths of the City of Gainesville’s Parks, Recreation and Cultural Affairs [PRCA] as the designated local arts agency for the City of Gainesville and Alachua County. PRCA will - in 2015 - be examining its infrastructure to expedite how this plan will be carried out.

¹ Chamber of Commerce in its creation of iG

I. USE THE ARTS MORE INTENTIONALLY AS AN ENGINE TO BOOST COMMUNITY VITALITY.		Improvements?	Who Could Help?	Rating: High, Medium, or Low
1.A	<p>Proposed Priority Integrate arts and culture with the county's overall quality of life. Increase municipal commitment and action to boost community vitality through the arts.</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Encourage communities to develop local cultural priorities by 2017; ✓ Help communities link to the cultural calendar; ✓ Help communities support creative businesses [E.g., Provide best practices, arts-friendly zoning and ordinance recommendations]; ✓ Help leverage funding and local expertise to support all the above. 			
1.B	<p>Proposed Priority Use arts and culture to bridge and connect communities and residents. Parks, Recreation and Cultural Affairs will connect countywide arts and cultural opportunities with more residents, especially new audiences, marginalized populations, and diverse audiences.</p> <p>Ideas:</p> <ol style="list-style-type: none"> 1) Facilitate relationship building: better connect artists and cultural organizations with Alachua County communities to bring performances, workshops, and other creative experiences to community spaces – especially to those serving youth, seniors, special-needs persons/populations, families, and populations often overlooked; 2) Offer workshops to increase access and use of website. [For example, United Way funded agencies, departments of local 			

I. USE THE ARTS MORE INTENTIONALLY AS AN ENGINE TO BOOST COMMUNITY VITALITY.			Improvements?	Who Could Help?	Rating: High, Medium, or Low
		<p>government, etc.);</p> <p>3) Create a communications strategy to keep everyone continually informed on progress of the above.</p>			
	1.C	<p>Proposed Priority Identify, preserve, promote, and use historic buildings</p> <p>Ideas:</p> <p>1) Encourage reuse of historic structures for potential arts spaces: (for example artist studios, arts labs, incubators for arts start-ups.);</p> <p>2) Highlight successful examples of historic structure reuse in places like Hawthorne, Melrose, and Micanopy;</p> <p>3) Post “how to” suggestions to reuse historic buildings on the website;</p> <p>4) Assist in referring individuals who can offer expertise.</p>			
	1.D	<p>Proposed Priority Better integrate culture with city and county parks and recreation plans</p> <p>Ideas:</p> <p>1) Install public art along bicycle routes and walking paths.</p>			
	1.E	<p>Proposed Priority Eliminate the “Town and Gown “divide</p> <p>Ideas:</p> <p>✓ Increase awareness of Santa Fe College /University of Florida</p>			

I. USE THE ARTS MORE INTENTIONALLY AS AN ENGINE TO BOOST COMMUNITY VITALITY.			Improvements?	Who Could Help?	Rating: High, Medium, or Low
		<p>partnerships in the community. For example, stories on websites;</p> <ul style="list-style-type: none"> ✓ Create an online directory to connect SFC/UF resources with community needs (For example, fellowships, internships, research assistance, and special projects such as the UF Studio on 352. Encourage more; ✓ Facilitate SFC and UF student involvement in cultural advisory groups; ✓ Facilitate SFC/UF artist - in - residence programs in community organizations, agencies, and businesses boosting creativity and innovation. 			

II. INCREASE AWARENESS AND OPPORTUNITY TO CREATE, LEARN, PARTICIPATE IN, AND ENJOY CULTURAL EXPRESSION			Improvements?	Who Could Help?	Rating: High, Medium, or Low
	2.A	<p>Proposed Priority Refresh and promote the brand to reflect livability</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Encourage "<i>Creative by Nature</i>" brand for cultural development and anyone else who wishes to use it!! Coordinate messaging with Visit Gainesville and ACVCB; ✓ Create 352Arts Roadmap Cultural Calendar and Website. Keep visibility and use high. Link to highly trafficked websites used by residents and visitors; ✓ Create Smartphone apps. Promote historic and culturally significant places. Promote in all tourism websites. 			

II. INCREASE AWARENESS AND OPPORTUNITY TO CREATE, LEARN, PARTICIPATE IN, AND ENJOY CULTURAL EXPRESSION			Improvements?	Who Could Help?	Rating: High, Medium, or Low
	2.B	<p>Proposed Priority Increase arts and culture participation of residents and visitors</p> <p>Ideas:</p> <ol style="list-style-type: none"> 1) Encourage organizations, businesses, churches, colleges, parks, libraries, local government, and more to open their spaces for public cultural offerings. For example, Matheson Museum’s outdoor movies, lunchtime lawn concerts, etc.; 2) Promote all the above on 352Arts and their websites; 3) Build relationships between artists and organizations with business. Increase their employees (and employee family’s) access to creative experiences across the county. 			
	2.C	<p>Proposed Priority Increase affordability of and access to offerings</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Build a greater consumer base by encouraging "Pay What You Can" and "rush" ticket prices; ✓ Coordinate day-long and month-long “Arts Everywhere!” events in spring and fall. Increase amateur and professional art-making everywhere. For example: <ul style="list-style-type: none"> - Jest Fest, a free City festival with world renowned comedy and circus stars at the Thomas Center, March 29, will spotlight arts groups and social service groups. Cross promotions and free vendor space is being offered; 			

II. INCREASE AWARENESS AND OPPORTUNITY TO CREATE, LEARN, PARTICIPATE IN, AND ENJOY CULTURAL EXPRESSION			Improvements?	Who Could Help?	Rating: High, Medium, or Low
		<ul style="list-style-type: none"> - An independent film festival; - More... <p>✓ Leverage support for the above activities.</p>			
	2.D	<p>Proposed Priority Use the arts to engage and inspire youth</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Create a vehicle for local artists and organizations to deliver creative activities in communities -- "Mobile Art Lab/Stage;" ✓ Integrate arts training with after-school tutoring and mentoring programs ('enrichment programming'); ✓ Start a countywide youth Festival of Song to be hosted by SFC/UF. 			
	2.E	<p>Proposed Priority Use the arts to support education goals.</p> <p>Ideas: Better connect cultural offerings with School Board of Alachua County in-school and after- school learning. Support their vision: <i>"We will graduate students who have the knowledge, skills, and personal characteristics to be lifelong learners and independent thinkers.</i></p> <p>1) Determine where there are strengths and where there are gaps in arts education offerings;</p>			

II.	INCREASE AWARENESS AND OPPORTUNITY TO CREATE, LEARN, PARTICIPATE IN, AND ENJOY CULTURAL EXPRESSION	Improvements?	Who Could Help?	Rating: High, Medium, or Low
	<ul style="list-style-type: none"> 2) Promote excellent local arts education examples on the 352Arts Roadmap website. 3) Include listings of artists and organizations in school and after school offerings on the 352Arts Roadmap website 4) See that principals and teachers are aware of and have access to the 352Arts Roadmap website as part of their professional development training. 5) Advocate for and leverage funds to support all the above 			

	<p>III. STRENGTHEN THE ARTS AND CULTURAL COMMUNITY. POSITION PARKS, RECREATION AND CULTURAL AFFAIRS AS THE COUNTY-WIDE ADVOCATE, SERVICE AND INFO HUB, SPACE PROVIDER, AND FACILITATOR OF CULTURAL DEVELOPMENT.</p>	IMPROVEMENTS?	WHO COULD HELP?	RATING: HIGH, MEDIUM, OR LOW
3.A	<p>Proposed Priority Strengthen, enable, and empower cultural organizations and artists</p> <p>Ideas:</p> <ol style="list-style-type: none"> 1) Build an arts database on the <i>352Arts Roadmap</i> website. Include artists and organizations from edgy, underground, and emerging to the traditional; 2) Expand <i>352ArtsRoadmap</i> website as a resource. Include rehearsal and performance spaces, funding opportunities, curriculum, research, tools, where to find nonprofit accountants, and more; 3) Offer professional development, peer mentoring, networking and more for organization staff and artists (and don't forget the emerging, nontraditional, and racially/ethnically diverse!); 4) Use seasoned organizational leaders and Arts in Medicine artists/trainers for workshops on topics such as finance, entrepreneurship, working with boards, and more; 5) Increase direct support to arts, cultural, and historic organizations. For example, <ul style="list-style-type: none"> - Power 2 Give - VivaHub: Live Local, Give Local VivaHub generates natural and organic partnerships for everyone's benefit. 			

III. STRENGTHEN THE ARTS AND CULTURAL COMMUNITY. POSITION PARKS, RECREATION AND CULTURAL AFFAIRS AS THE COUNTY-WIDE ADVOCATE, SERVICE AND INFO HUB, SPACE PROVIDER, AND FACILITATOR OF CULTURAL DEVELOPMENT.			IMPROVEMENTS?	WHO COULD HELP?	RATING: HIGH, MEDIUM, OR LOW
3.B	<p>Proposed Priority Refresh city and county policies to support cultural development</p> <p>Ideas:</p> <ol style="list-style-type: none"> 1) Expedite permitting for art-related businesses. For example, studio space, galleries, retail space, art supply stores, and bookstores; 2) Expand municipal codes and develop funding incentives for old building repurposing. Help artists, organizations, for profits and nonprofits work together to enliven communities! 				
3.C	<p>Proposed Priority Develop a multi-purpose, multi-disciplinary arts center that helps make Alachua County a cultural destination</p> <p>Ideas: Building on the PRCA Vision 2020 Master Plan, pursue creation of regional arts center:</p> <ol style="list-style-type: none"> 1) Outdoor covered amphitheater; 2) Grounds for major events; 3) Exhibition galleries; 4) Black box theatre/lecture hall/film theatre; 5) Rehearsal studios; 6) Art studios; 7) Meeting/performance hall; 8) Innovation arts lab for artists; 9) Restaurant; 10) Classrooms; 11) More... 				

III. STRENGTHEN THE ARTS AND CULTURAL COMMUNITY. POSITION PARKS, RECREATION AND CULTURAL AFFAIRS AS THE COUNTY-WIDE ADVOCATE, SERVICE AND INFO HUB, SPACE PROVIDER, AND FACILITATOR OF CULTURAL DEVELOPMENT.		IMPROVEMENTS?	WHO COULD HELP?	RATING: HIGH, MEDIUM, OR LOW
	<p>3.D</p> <p>Proposed Priority Strengthen cultural development infrastructure in communities</p> <p>Ideas: Create arts hubs in every community. Strengthen existing hubs and create new ones where needed. For example, in the library or community center.</p>			

Thank you

PARTICIPANT TALLY SHEETS

	Proposed Priorities	High	Medium	Low
1.A	Integrate arts and culture with the county’s overall quality of life. Increase municipal commitment and action to boost community vitality through the arts.			
1.B	Use arts and culture to bridge and connect communities and residents			
1.C	Identify, preserve, promote, and use historic buildings			
1.D	Better integrate culture with city and county parks and recreation plans			
1.E	Eliminate the “Town and Gown “divide			
2.A	Refresh and promote the brand to reflect livability			
2.B	Increase arts and culture participation of residents and visitors			
2.C	Increase affordability of and access to offerings			
2.D	Use the arts to engage and inspire youth			
2.E	Use arts strategies to support education goals			
3.A	Strengthen, enable, and empower cultural organizations and artists			
3.B	Refresh city and county policies to support cultural development			
3.C	Develop a multi-purpose, multi-disciplinary arts center that helps make Alachua County a cultural destination			
3.D	Strengthen cultural development infrastructure in communities			
	TOTALS			

Please write in the boxes below the number and letter of the priorities you think are most important to the overall cultural development of Alachua County.

For example:

1.A	2.B	3.A
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SUMMIT GROUP NOTES

GROUP 1 SUMMIT NOTES

LAURA DEDENBACH, FACILITATOR

TAYLO R HARTLEY, SCRIBE

1A)

- Who in the county provides funds? Why did the county make the city in charge?
- What role is UF going to play?
- What is the difference between art and culture?
- Need a group that represents everyone /board with someone from each community
- Who's in charge of what?
- People are unsure of who is in charge and why they are in charge

1B)

- YOP-better way to reach out
- Connections/networking needed
- Something to generate information of events
- Ambassadors on a sub organization that could bridge the gap
 - Ex. Hospitality council-Megan Eckerd (Hampton Inn)
- Suggestion box
- A meeting once a month with a council that has a representative from each arts and cultural sector
- Plan better amongst each other
 - Events on different nights

1C)

- Tell us where the historic spots are and why they are historic
 - Communicate
- Tax and code incentives for development of the structures

1D)

- Commission local non-profit artists

1E)

- Haves and Have nots/Town and Gown
- Perception of UF and SFC are well off isn't always the case
- UF pushing Faculty Service into the community
- Pleasant Street-history of Gainesville
- Artists need exposure to their work
- 3rd space crosspollination with the University

2A)

- How would we coordinate messaging with visit Gainesville/consistent message
- Creative by nature
 - Not nurturing Gainesville
 - Gives off an idea of "Forrest nature" rather than arts and culture
 - Fits, because creativity is innate in artists
- What makes us human is our urge to create
- We must have our messages align with UF and SFC
- Not everyone turns on a computer
- The execution of the branding of "creative by nature" is very important
- Use the busses-wrap the bus/have art on the bus
- Put ads in restaurant menu's
- No call to action in "creative by nature"

- Set up a booth on free Fridays-to get info out
- 2B)
- Chamber of Commerce needs to partner new businesses with other business
 - Road Works-project in Duval dealing with billboards-example of something we could do
 - Gainesville is a Form of Refuge
 - Putting art in different buildings
 - Offering some sort of incentive to do so
 - Could be part of the city permit

- 2C)
- Services to the homeless being fully funded
 - Reach out to the superintendent and UF president to foster the arts
 - Must make a change with legislators
 - Eliminate boundaries-art is everywhere
 - Arts internships with community artists
 - Reach out to the Villages and Oak Hammock
 - “Pay what you can” at The Hipp

- 2D)
- Art Sunday-Reach out to churches
 - County Wide Youth Festival of Song
 - Need venue space
 - City Center-recital space and dance

- 2E)
- See above
 - Simplify-great model

- 3A)
- Reaching out to the A-typical organizations-cross pollenating
 - Gainesville is the perfect blend of Grenache Village and Woodstock
 - Merging edgy artists with redefined artists-Local Routes
 - Partnering and incentives
 - “If you go to these 4 events you get a free beer”

- 3B)
- communicate with code writers
 - making art a priority
 - create an app for visitors/residents

- 3C)
- Be on Bus Route
 - Gainesville shirts-build a sense of community and pride

- 3D)
- We need to define what each communities’ hub would be like
 - Providing a space/people define that space
 - Use leftover buildings

- Overall
- We need a board with representatives from all of the organizations that meet monthly
 - Need a website

GROUP 2

MAXINE RUSHING, FACILITATOR

ALICIA ANTONE, SCRIBE

DENES WETHY, SCRIB

1.A

- Contract with Bob Woods and Mark Sexton: Public cable.
- Get this to be a priority for the City's strategic plan
- Link city's calendar to Visit Gainesville
- Pipe the calendar into hotels on their scrolling plasma tvs – to raise awareness about what's going on.
- Mail calendars to the community.
- Put calendar at the airport.
- Encourage the Chamber and businesses to be part of calendar distribution

1.B

- Dedicated FTE
Find people in the community that would be connected to the arts. This position would be responsible for this task. The position would be in PRCA. Example was given for the NC Community Orchestra. Each chapter was responsible for their own marketing and ticket sales.

1C.

- A lot of money is needed for adaptive reuse of historic buildings.
- A lot of concern with funding
- Good way to bring in outer communities
- Grant research will be required
- Local arts agencies E.g., Gainesville Modern

1.D

- Consistent with branding
- Art integrated with historic resources
- Art in public places for old and new buildings
- Public art should be parallel with the branding and 352 logo, color scheme, etc. so people realize it is part of the 352ArtsRoadmap. Helps to build on a recognized platform.
- Signage can incorporate an artists and history.
- Must be careful of the location to prevent vandalism. Esp. if the piece is located by a night club or bar.
- Vulnerability of art

1.E

- Good luck with this.
- Calendars for too many at UF needs to be functional
- Why communication problems? New President of UF is pro new ideas and pro creativity
- Center of Latino Studies at the University of moving toward new content calendar that can be managed easier.
- Survey UF and others as to what is in their calendar and incorporate this content into a master calendar.
- Would like to see a map with all PRCA sites.

2.A

- Single brand is a good idea. Then everyone can use it – Impact will be greater
- Embrace concept for Gainesville
Old Florida vs. New Tech area

- Evolving apps for local information (Hackathons)
- Several participants commented positively on the ‘Creative by Nature’ theme.
- Utilize the city’s 2.0 platform to get more people into the data sets. Examples included Hackathon 2014.

2.B

- Use chamber of commerce – where are they in this process. Not including chambers would be a grave error. Pull them in. They can play a significant role in this effort. Utilize the G’ville Chamber’s public policy committee
- Are they the lunch pin between UF, Santa Fe and the govt and business communities?
- When we work together better things can happen!
- Consider offering incentives to chamber members who work with cultural organizations to impact quality of life.

2.C

- Don’t devalue tickets. There are other options like pay per month memberships.
- Work with Open Streets Gainesville.

2.D

- Watch pricing
- Engage youth
- Libraries do this to some extent but would like to do more. Libraries go to schools to engage young students.

2.E

- We can always do better; however, the group felt Gainesville does well at this now.
- Teachers need to pay for their substitute teachers so we should try to address that.
- Make arts education a community priority in this plan. Only one high school has a chorus
- Start young to encourage interest and not squash creativity
- We used to have an arts supervisor – now gone

3.A

- High priority to give artists a voice! This will dramatically help boost our cultural vitality.
- Strengthen cultural organizations and artists by offering an arts data base and website.

3.B

- Signage for nonprofits is difficult. Policies for cultural development should be mindful of this. Those in the group who had worked with local policies re signage said it “makes you tear your hair out.” This is a legitimate need requiring attention!

3.C

- Poe suggested (old armory) purchase by the city - needs to generate revenue. Could be culinary or music studio or other resource for a cultural destination.
- Depot amphitheater: A lot of concern. Keep cultural community close to the dialogue and decision making here.

3.D

- Arts Hubs – Be sure to include ALL 9 municipalities with chambers
- Alachua County League of Cities suggested.

GROUP 4

DAVID BALLARD – FACILITATOR

MARY POLIDAN – SCRIBE

1.A

- What exactly is the cultural calendar? Submit events?

1.B

- Important at places where transportation is difficult.
- Consider churches as venues.
- UF should branch out and hold concerts in Micanopy, etc.
- More countywide outreach needed of Gainesville groups –
- Consider 352Arts Section on Visit Gainesville page
- Different areas need calendar to avoid double booking arts events. E.g. Booking festivals and fund raisers at same time.
- More spread out events
- Let out calendar as early as possible.
- Physical meetings amongst smaller gallery owners, etc. to avoid competing
- Visit Gainesville adding a cultural concierge funnels arts info to hotels and other tourist locations

1.C

- Hawthorne’s old church was reused with a grant. We’ve interest, but no money.
- Great ideas but they need funding (E.g. Micanopy)
- Alachua County group meetings to develop grants collectively for small communities who can’t do this on their own. Little towns group together. Asheville NC does this.
- Small communities have no tourist attractions.

1D

- Consider promoting unique habitat locations along driving routes in Alachua County
- Explain specifics – integrating science and art.
- Clarify differences in routes (and what can be seen) as seasons change.

1E

- Involve faculty, administration and foundation at UF.
- Move performances off campus – to the extent possible.
- Lack of on-campus parking!
- For UF seminars, need better communication with non-students
- How much does UF want to include the public? How much should/can they?
- Needs ways to reach out to student organizations to find interns

2A

- On Friday mornings in Asheville, NC, there is a “what’s going on in Asheville” segment on the local news.
- UF Radio stations might have regular programs to raise community awareness and interest of what is going on in the arts.
- Have informal conversational discussions instead of commercial and scripted ads

2B

- Arts and cultural participation needs business
- Use hospital systems to introduce arts
- Need to connect with 20-40 year olds and young professionals. E.g., in San Francisco, the museum held happy hour with a DJ. Alachua County Emerging Leaders could help with this one.

2C

- Student and senior discounts leave out young professionals.
 - Arts events are too expensive for dates and families
 - Would pay \$25 but not \$30 or greater

2D

- Duval Elementary has a fine arts curriculum and every kid gets a chance to participate in arts.
- Churches help with after school programs
- How will schools participate in Festival Offerings?
- UF students could help kids prepare. (UF's Science Engineering, and the Arts – SEA Change). Contact Lucinda, Dean of the Arts for her ideas and help. Need to communicate the importance of art and the fact people with backgrounds in arts and engineering are most inventive. Tau Beta Sigma and Kappa Kappa Psi are good contacts. Also music fraternities and sororities: Phi Mu Alpha and Sigma Alpha Iota.

2E

- What is the School Board of Alachua County doing for small communities?

- Gainesville City Schools have incredibly specific budgets and making Arts a priority will be difficult because needs are exceeding resources.

3A

- Help artists make a living as artists
- More internships for careers in the arts
- Engage business community to teach artists logistical practices such as marketing themselves

3B

- SOMA and S Main Street District have potential
- 1315 S Main – Doris Bardon Community Cultural Center is expected to hold audiences in the hundreds.
- City of Gainesville licensing fees for artists?

3C

- How will the amphitheatre differentiate from O'Connell and the Phillips Center?
- All things listed are the initiatives if the Doris Bardon Community Cultural Center
- Outdoor covered amphitheatre was pushed in the past
- Funding is a big issue?
- How is the proposed center unique from Bo Diddley Plaza?
- Silver Springs had stage and people brought lawn chairs.
- Will the amphitheatre be accessible to local groups?
- Hawthorne – auditorium? Venue for fairground?
- Keep an eye on County Commission meetings

GROUP 5

GILROY ANNE, FACILITATOR

LUDOVICA WEAVER, SCRIBE

Participants:

Andrew Romero, Alachua County Emerging Leaders

Nickie Kortus, Alachua County Library District

Don Suther, <http://www.gcchorus.net/about-us.html> , GCC Master Chorale

Sharleen Simpson, Gainesville Harmony Show Chorus <http://www.gainesvillechorus.com/>

Cathy DeWitt, Arts in Medicine, Unity Music Director, FPM, local musician

Yke Li, Student in Prof. Lewis class, UF Urban Planning Class

Dick Moyer, Gainesville Barbergators <http://www.barbergators.com>

Daisy Heartberg, Student in Prof. Lewis class, UF Urban Planning Class

Michael Claytor, Arts in Medicine, and local musician

Randy Batista, photographer

Kathleen W. Pagan, Alachua County Growth Management (Health, Byway, Alachua County Historical Commission)

<http://www.alachuacounty.us/Depts/Communications/Pages/Detail.aspx?itemID=7677>

1.A	<p>Proposed Priority Integrate arts and culture with the county's overall quality of life. Increase municipal commitment and action to boost community vitality through the arts.</p> <p>Ideas:</p> <ul style="list-style-type: none">✓ Encourage communities to develop local cultural priorities by 2017; Concern on linking communities, artists and venues.✓ Help communities link to the cultural calendar; Concerns on limitations of the website. NEED TO HAVE STAFF (liaison/clearinghouse person(s)) who can also be a contact. This person can be a connection between the community and performers. Maybe we should have one such person "352 Ambassador", at each community!✓ Help communities support creative businesses [E.g., Provide best practices, arts-friendly zoning and ordinance recommendations]; Again, concerns were brought up to reflect the initiative. Maybe create a "reward/benefit" system:<ul style="list-style-type: none">• Add an extra "tip line" on bill at a local business for money (5-10\$ or less) going to a local artists
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	<ul style="list-style-type: none"> • A decal the business can prominently display on the doors and at the business • Some communities in US have their own “352Arts Money tokens” instead of US money <p>✓ Help leverage funding and local expertise to support all the above.</p> <ul style="list-style-type: none"> • Advocacy, making connections, taxes
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- Request was made by Randy Batista to see the flow the chart of this 352 Roadmap – how it was organized and the feedback received
- STRATEGIC VISIONING: the demand for the online calendar is very high, and **discussion/concerns** were raised on how communities link up to the calendar!

1.B	<p>Proposed Priority Use arts and culture to bridge and connect communities and residents. Parks, Recreation and Cultural Affairs will connect countywide arts and cultural opportunities with more residents, especially new audiences, marginalized populations, and diverse audiences.</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Facilitate relationship building: better connect artists and cultural organizations with Alachua County communities to bring performances, workshops, and other creative experiences to community spaces – especially to those serving youth, seniors, special-needs persons/populations, families, and populations often overlooked; <ul style="list-style-type: none"> a. Build bridges not walls! There are many pockets of community life that are very vibrant, the challenge is to make and keep the connections! b. Match performers with venues. The new 352 website will need a link of venues available in the community. Invite community leaders to open up open spaces for performers, artists groups, to be able to use currently unused spaces. c. 352 website to also list Resources available from performing groups to others: light and sound systems, stages, etc. A way to share tangible resources that can help with outreach and small performing groups. The 352ARTS CO-OP!!!! d. “Take the arts to the community!” Schools, nursing homes, assisted living facilities, apt. complexes, churches, restaurants, bars, etc. Make Existing Community Facilities available please!!!! ✓ Offer workshops to increase access and use of website. [For example, United Way funded agencies, departments of local government, etc.]; ✓ Create a communications strategy to keep everyone continually informed on progress of the above.
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1.C	<p>Proposed Priority Identify, preserve, promote, and use historic buildings AND other underutilized buildings!!!!</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Encourage reuse of historic structures for potential arts spaces: (for example artist studios, arts labs, incubators for arts start-ups.); YES! ✓ Highlight successful examples of historic structure reuse in places like Hawthorne, Melrose, and Micanopy; YES! ✓ Post “how to” suggestions to reuse historic buildings on the website; YES! ✓ Assist in referring individuals who can offer expertise. <ul style="list-style-type: none"> •Again, we see the NEED for staff/director/liaison to match the needs of artists with venues and resources! •The 352website will need to list all available venues/resources and artists can login to see where there are potential matches!
1.D	<p>Proposed Priority Better integrate culture with city and county parks and recreation plans</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Install public art along bicycle routes and walking paths. YES! LOVE IT!!! ✓ “ARTS ON THE PATH”
1.E	<p>Proposed Priority Eliminate the “Town and Gown “divide. YES! –DIVIDE IS STILL HERE!!!! But getting a bit better... too much tightly wrapped with UF, excluding others!!!</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Increase awareness of Santa Fe College /University of Florida partnerships in the community. For example, stories on websites; This is a huge need, there is a lack of connections and knowledge based information that could be shared, maybe through the 352website; <ul style="list-style-type: none"> • SONGFEST: UF and Santa Fe open the doors, take barriers down!

	<ul style="list-style-type: none"> ✓ Create an online directory to connect SFC/UF resources with community needs (For example, fellowships, internships, research assistance, and special projects such as the UF Studio on 352. Encourage more; <ul style="list-style-type: none"> • http://gainesvilleshows.com/ , share resources!!! ✓ Facilitate SFC and UF student involvement in cultural advisory groups; ✓ Facilitate SFC/UF artist - in - residence programs in community organizations, agencies, and businesses boosting creativity and innovation.
2.A	<p>Proposed Priority Refresh and promote the brand to reflect livability</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Encourage "<i>Creative by Nature</i>" brand for cultural development and anyone else who wishes to use it!! Coordinate messaging with Visit Gainesville and ACVCB; <ul style="list-style-type: none"> • "<i>Creative by Nature</i>" was initially confusing to the team, but then it was understood as "capturing the UNIQUE vibe" of Gainesville, but it was not quite clear how it was going to be used or useful. ✓ Create 352Arts Roadmap Cultural Calendar and Website. Keep visibility and use high. Link to highly trafficked websites used by residents and visitors; <ul style="list-style-type: none"> • This IS the main BIG idea everyone seems to agree we need! The concern is still people fear it will be "limited" in reaching the goal without having staff associated with it. • Website will need to be easy to access and navigate. • The website will need to list the following along with the calendar: <ol style="list-style-type: none"> 1. Artists (all different types, many more than simple categories) 2. Resources that maybe available to the artists: buildings, props, connections of skills (bookkeeping, etc., etc.) 3. Have a page that shows how-to-videos for how to hang gallery lights and art; sharing resources between artists is a great need!!!! • Create a hashtag that is easy to search and implement ✓ Create Smartphone apps. Promote historic and culturally significant places. Promote in all tourism websites.
2.B	<p>Proposed Priority Increase arts and culture participation of residents and visitors</p> <p>Ideas:</p>

	<ul style="list-style-type: none"> ✓ Encourage organizations, businesses, churches, colleges, parks, libraries, local government, and more to open their spaces for public cultural offerings. For example, Matheson Museum’s outdoor movies, lunchtime lawn concerts, etc.; <ul style="list-style-type: none"> a. Artists to perform at businesses b. In the streets/gardens c. Again support Business organizations supporting the arts by awards, decal, and public recognition! d. Add “tip Line” for artists e. ✓ Promote all the above on 352Arts and their websites; ✓ Build relationships between artists and organizations with business. Increase their employees (and employee family’s) access to creative experiences across the county.
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2.C	<p>Proposed Priority Increase affordability of and access to offerings</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ NEW BIG IDEA: DAFS Offers Free/greatly reduced booths space for LOCAL Artists—how neat it would be to see this festival that supports LOCAL ARTS!!!! ✓ Build a greater consumer base by encouraging "Pay What You Can" and "rush" ticket prices; <ul style="list-style-type: none"> a. “Pay it forward!” is also a very popular concept. b. “Round it off “At the www.flmnh.ufl.edu museum store, you can round off your purchase and the extra money goes to the museum. Similarly, businesses could select to “round it off” when making a purchase and the extra money goes to artists in the community. c. PROMOTE these concepts!!!! ✓ Coordinate day-long and month-long “Arts Everywhere!” events in spring and fall. Increase amateur and professional art-making everywhere. Again, the coordination part seems to be missing, the link. In the past, we have tried, but only selected events/artist were able to participate and take advantage of the opportunity!!! ✓ For example: <ul style="list-style-type: none"> - Jest Fest, a free City festival with world renowned comedy and circus stars at the Thomas Center, March 29, will spotlight arts groups and social service groups. Cross promotions and free vendor space is being offered; - An independent film festival;
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	<p>- More...</p> <p>✓ Leverage support for the above activities. YES!!!!</p>
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2.D	<p>Proposed Priority Use the arts to engage and inspire youth</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Create a vehicle for local artists and organizations to deliver creative activities in communities -- “Mobile Art Lab/Stage;” YES!!!! YES!!!! YES!!!! ✓ Integrate arts training with after-school tutoring and mentoring programs (‘enrichment programming’); YES!!!! YES!!!! YES!!!! <ul style="list-style-type: none"> a. Hawthorne has started an After-school art activity program with artist coming to the school—again, the need is huge since many schools had to cut their arts program!!!! ✓ Start a countywide youth Festival of Song to be hosted by SFC/UF. YES!!!! YES!!!! YES!!!! <ul style="list-style-type: none"> a. UF has a program in conjunction with Dr. Kesling: http://arts.ufl.edu/directory/profile/1975 b. http://www.sweetadelineintl.org/ again is another example of successful organization.
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2.E	<p>Proposed Priority Use the arts to SUPPORT EDUCATION GOALS!!!!</p> <p>Ideas: Better connect cultural offerings with School Board of Alachua County in-school and after- school learning. Support their vision: “We will graduate students who have the knowledge, skills, and personal characteristics to be lifelong learners and independent thinkers.</p> <ul style="list-style-type: none"> ✓ Include Nutrition with arts enrichment classes! <ul style="list-style-type: none"> ✓ Determine where there are strengths and where there are gaps in arts education offerings; ✓ Promote excellent local arts education examples on the 352Arts Roadmap website.
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	<ul style="list-style-type: none"> ✓ Include listings of artists and organizations in school and after school offerings on the 352Arts Roadmap website ✓ See that principals and teachers are aware of and have access to the 352Arts Roadmap website as part of their professional development training. ✓ Advocate for and leverage funds to support all the above <ul style="list-style-type: none"> • Grant writing • Bookkeeping • Etc.
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3.A	<p>Proposed Priority Strengthen, enable, and empower cultural organizations and artists</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Build an arts database on the <i>352Arts Roadmap</i> website. Include artists and organizations from edgy, underground, and emerging to the traditional; ✓ Expand <i>352ArtsRoadmap</i> website as a resource. Include rehearsal and performance spaces, funding opportunities, curriculum, research, tools, where to find nonprofit accountants, and more; ✓ Offer professional development, peer mentoring, networking and more for organization staff and artists (and don't forget the emerging, nontraditional, and racially/ethnically diverse!); ✓ Use seasoned organizational leaders and Arts in Medicine artists/trainers for workshops on topics such as finance, entrepreneurship, working with boards, and more; ✓ Increase direct support to arts, cultural, and historic organizations. For example, <ul style="list-style-type: none"> • Power 2 Give • VivaHub: Live Local, Give Local VivaHub generates natural and organic partnerships for everyone's benefit. • Most people were not familiar with these sites. They will check them out! 😊 • 501C organizations
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3.B	<p>Proposed Priority Refresh city and county policies to support cultural development:</p> <ul style="list-style-type: none"> • NEED TO HAVE/MUST HAVE A GOOD ADVOCACY GROUP TO PROMOTE AND BE PART OF THE SOLUTION!!!! High Springs seems to do a good job in expanding the promotion of the arts and making the town a destination! <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Expedite permitting for art-related businesses. For example, studio space, galleries, retail space, art supply stores, and bookstores; ✓ Expand municipal codes and develop funding incentives for old building repurposing. Help artists, organizations, for profits and nonprofits work together to enliven communities! <ul style="list-style-type: none"> • Food Trucks vs Restaurants • Uber vs Taxis • Many DIFFERENT restrictions are in place in rural communities... ☹
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3.C	<p>Proposed Priority Develop a multi-purpose, multi-disciplinary arts center that helps make Alachua County a cultural destination</p> <p>Ideas:</p> <ul style="list-style-type: none"> ✓ Building on the PRCA Vision 2020 Master Plan, pursue creation of regional arts center: <ul style="list-style-type: none"> - Outdoor covered amphitheater; GREAT CONCERNS: Will this be flexible to accommodate large and small events/groups/multi-discipline? - Grounds for major events; - Exhibition galleries; - Black box theatre/lecture hall/film theatre; - Rehearsal studios; - Art studios; - Meeting/performance hall; - Innovation arts lab for artists; - Restaurant; - Classrooms; - More...
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MUCH CONCERN ABOUT THE ARTS CENTER PLAN (cost, this is NOT our plan, etc. etc. etc.)
Worries the plan will take money away.
Worries the artists community will have no vote on priorities...
They prefer using what is now underutilized.

3.D **Proposed Priority**
Strengthen cultural development infrastructure in communities

Ideas:

- ✓ Create arts hubs in every community. Strengthen existing hubs and create new ones where needed. For example, in the library or community center.
 - Those places already exists: libraries—are HIGELY IMPORTANT for all the programs they bring!!!!

GROUP 6

SEAN PLEMMONS, FACILITATOR

JEN GELFAND, SCRIBE

1.A.

- Need a comprehensive calendar that has easy access for artists and organizations to add places/events to the calendar. It's extremely important that they have access to update the calendar.
- There should be a 2-way connection between the calendar and the artist/organization. They both promote each other....artist has link to calendar and calendar has link to artist/organization's website.
- Important to keep in mind how rural some of the surrounding communities are when designing the calendar. They may not have the knowledge or internet connection to access/modify the calendar.
- It's important to figure out how to group the events and artists together on the calendar.
- Consider making an "arts friendly zone" to help artists with information regarding Arts in Public Places; offer help when artists are trying to display their art in public (i.e. info regarding city offices for engineering, permits, assistance with liability/insurance).

1.B.

- Connectivity is so important with this priority.
- The calendar and website need to be a dual partnership.
- There needs to be one universal calendar for what's happening in Gainesville. The only thing somewhat close to this is the Scene Magazine.
- There should be no payment required to access this information.
- A good example is the Time Out NY app.

1.C.

- Artists Co-Op Space – classes taught during the day and performances held at night.
- Good example is the Tench Building.
- Repurposing facilities that are closed at night.
- Can we compile a list of available buildings in Gainesville?
- Can the City charge a reduced rate for nonprofit organizations to rent their facilities?
- Look into the possibility of assembling a committee to look at all available space for use/rent by artists and nonprofit organizations.

1.D.

- Have opportunities for local artists to bid on city work. Examples are park benches, bicycle racks, etc.)
- Ask the County and City to allocate funding in their budget to hire local artists to provide work (park benches, signs, public art, bicycle racks, art, etc.).
- Look at "changing the cultural" in city policies and procedures. Good examples are Gatlinburg, Charleston and Savannah. Make it easier and more simplified for artists to display their art in public.

1.E.

- How did this become a priority? People were surprised it was on the list.
- UF needs to be a part of anything that is done with the Cultural Arts Roadmap.
- Students only invest in the community for the duration of their time in Gainesville. It would be more feasible to go after the alumni who remain in the area.

- It's important to get the students out of the university setting and to allow the community into the campus.

2.A.

- No one in the group liked the branding "Creative by Nature".
- Important to do research before deciding on a name
- It's crucial that the branding is done correctly for mobile apps and links.
- It all has to function mobile or it will not happen.
- Involve the students at Santa Fe College. They are helping local artists with graphics and web-designs. Might be a good resource to use.
- Ask Visit Gainesville to use the same branding.
- Maybe students at UF could help with the marketing?

2.B.

- Branding and website need to be the #1 priority
- Website and database has to be in multi-languages. Good example: Orlando has Portuguese and Spanish on their website.
- How do we collaborate when we do not know who to collaborate with?
- Have a 1-day celebration with all cultural organizations. This would be a great networking opportunity.

2.C.

- Statement needs to be adjusted. Prices are relatively low. We need to focus on outreach to lower income families and to reach the folks outside the community.
- Promote "Pay what you can"; "Support what you can" at events.
- Have tickets to events for sale at schools and offer free or reduced ticket prices to lower income families.
- Transportation is the main problem.
- Provide opportunities to outreach - Dance Group partners with Candies Limo to provide free transportation to events for families who would not be able to attend if not for the free

transportation. There needs to be a connection between the arts community/non-profit organizations and local businesses that are willing to help.

2.D.

- Good example is the Public Theater in NY does Arts in Public.
- Christmas Carole at the Hippodrome – 30%-40% of their ticket sales comes from the Alachua County School District to bring children to the show.
- Tioga Winter Art Show has opened up a section for children to display art and receive awards but they constantly have to beg the school teachers to participate. Home schooled children are also calling interested in this event.
- It would be wonderful to partner with schools but there are problems/issues with getting the programming to grow. Parents do not want to participate. There are walls that need to be broken down.

2.E.

- There is a new School Superintendent & President in the school district. Now is the time to approach them about having an Art Summit with the schools.
- Schools need to be networked to get the parents and the children.
- Include private schools.
- Possibly the School Board could offer a small stipend to artists to come into the school and teach a workshop.
- Create a registry of artists for schools to access so they can reach out to local artists.
- Host fundraisers where the funds are dedicated to go to Arts in Public Schools.

3.A.

- All agreed this is a high priority; agreed with all the examples.

3.B.

- Is there a way to change City policies to support the artists?

- Each city or county has their own set of codes/requirements for artists. Is it possible to link all the codes and requirements to unite it across all communities?
- Could there be a “go to person” for the artists to contact. A Public Arts Liaison? The Cultural Affairs Division would be a good place for this person.
- Look at a different set of permits and codes for non-profit. Good examples are Charlottesville & St. Pete’s.
- There is no consistency in the county
- What is the role of Cultural Affairs in other communities?

3.C.

- Network with UF on a reduced rate to use available centers/space for meetings, events
- Have a link on the website to connect artists and non-profit organizations with private facilities that are willing to let them use their space for little or no cost (after hours, during closed times)
- Instead of building a new facility, why not look at available buildings (historic, unoccupied or abandon) and renovate that for a multi-purpose, multi-disciplinary center.
- An historic building may open the avenue to get grants to rehab.

- Why won’t the City lease unused buildings to artists at a low cost?
- Look at the South Main Street as the new Art District. With the Cade Museum and the new art supply store this area is perfect for artists. Look at a depressed area and try to make it an artist’s hub.
- Marketing aspect is very important. Look at other communities to see how buildings are being utilized by local artists. There needs to be a transparency of buildings for the communities to give back for use.

3.D.

- Look at the Alachua County Library District Model for locations. One main branch with smaller locations in outside areas.
- Does it hurt an outreach program if they hold all their events at one location? Different locations add more opportunities for families outside of the City.
- Invite artists and performers to donate dollars/space and help support local artists.

SUMMIT PARTICIPANTS & INVITEES

LAST NAME	FIRST NAME	AFFILIATION
1. Addie	Femi	from Nigeria
2. Antone	Alicia	PRCA
3. Barr	Melanie	
4. Armbrecht	Mark	CAB, Artist
5. Ash	Greg	160over90
6. Asher	Alan	UF Music Librarian
7. Ashley	Terry	
8. Bailey	Terri	African-American
9. Ballard	David	PRCA
10. Batista	Randy	Artist
11. Berry	Joshua	UF Planning Studio
12. Block	Judy	
13. Bottcher	Susan	Activist
14. Brown	Janis	Hawthorne
15. Brown	Jimi	Cemetery Assn., Artist
16. Bucciarelli	Amy	Arts in Medicine
17. Chatman	Erica	PRCA
18. Claytor	Michael	Artist
19. Collins	Susie	
20. Condor-Williams	Victoria	Latin Film Festival
21. Cook	Kristina	Shands
22. Cue	Linda	Library
23. Culp	Chris	Library
24. Dedenbach	Laura	UF
25. DesForges	Deborah	Gainesville Youth Chorus
26. Dewiliby-Moore	Bonita	Hawthorne

LAST NAME	FIRST NAME	AFFILIATION
27. DeWitt	Cathy	Artist
28. Etling	Russell	PRCA
29. Forrest	Davis	Gainesville Modern
30. Gelfand	Jen	PRCA
31. Gilroy	Anne	Steering Committee, Curator
32. Gowan	Joan	Harmony Show Chorus
33. Harris	Kim	PRCA
34. Hartley	Taylor	UF Planning Studio
35. Harvey	Carla	Shands
36. Heartberg	Daisy	UF Planning Studio
37. Henrichs	Darlene	
38. Hillman	Darin	
39. Hof	Liselott	Micanopy Museum
40. Homan	Norma	The Doris, fundraiser
41. Hunt	Roy	
42. Hurov	Jessica	Hippodrome Theatre
43. Hutchinson	Hutch	County Commissioner, Steering Committee
44. Johnson	Greg	Gainesville Orchestra
45. Kemper	Alicia	Tech Toy Box
46. Kortus	Nickie	Library
47. Ladendorf	Leslie	CAB, Cade Museum
48. Larson	Jacob	ACEL - Emerging Leaders
49. Lavelli	Lucinda	UF Fine Arts
50. Lehman	Kathryn	Santa Fe Spring Arts Festival
51. Levy	Gil	Tioga, Steering Committee
52. Lewis	Ferdinand	UF, Steering Committee

LAST NAME	FIRST NAME	AFFILIATION
53. Li	Yuke	Ferdinand's student
54. Malles	Tim	Artist
55. Mataraza	Diane	facilitator
56. McKinney	Joshua	Santa Fe theatre
57. Middleton	Jana	
58. Moore	Pat	Hawthorne
59. Moore	Robert	Hawthorne
60. Morgin	Pilar	Latin-American
61. Morrow	Judith	
62. Moyer	Richard	Gainesville Barbergators
63. Mullen	Tina	Shands
64. Nagy	Rebecca	Harn Museum
65. Noffsinger	Lynn	Airport
66. O'Connor	John	UF Fine Arts
67. O'Connor	Mallory	O'Connorart
68. Pagan	Kathleen	
69. Perez	Victor	Gainesville Community Radio, Latin-American
70. Philips	Steve	Director
71. Plemmons	Sean	PRCA
72. Poe	Lauren	City Commissioner
73. Polidan	Mary	Ferdinand's student
74. Pricher	John	Visit Gainesville
75. Richardson	Peg	Former Director, State Arts Council
76. Risner	Mary	
77. Romero	Andrew	ACEL _ Alachua County Emerging Leaders
78. Rothstein	Barbara	Micanopy

LAST NAME	FIRST NAME	AFFILIATION
79. Ruiz	David	CAB, Latin-American
80. Rushing	Maxine	PRCA
81. Schaaf	Bill	Artist
82. Simpson	Sharleen	Harmony Show Chorus
83. Skinner	Deidre	PRCA
84. Shepherd	Donald	candidate
85. Skinner	Judy	DanceAlive! (Someone came in Judy's place, but I can't find her name.)
86. Slomiany	Maggie	160/90
87. Smith-Bonahue	Tina	Danscompany Board of Directors
88. Sowder	Fred	CAB
89. Sugalski	Elizabeth	Gainesville Orchestra
90. Suther	Don	
91. Terrell	Angie	Duval
92. Tia	Luke	Ferdinand's student
93.	Turbado	Artist
94. Tubb	Marilyn	Steering Committee
95. Vallejo	Raquel	PRCA
96. Vigilante	Amy	University Galleries
97. Warinner	Bill	Historic Gainesville
98. Weaver	Ludovica	PRCA
99. West	Ellen	Arts Alachua County
100. Wohlust	Derek	UF Performing Arts
People Who RSVP'd "no" but presumably still have an interest:		
101. Jah	Nkwanda	African American

LAST NAME	FIRST NAME	AFFILIATION
102.Mallard	Aida	Gainesville Sun
103.Jones	Doug	FL Museum of Natural History
104.Koegel	Karen	Artist, Gainesville Fine Arts Assn
105.Miller	Susan	Santa Fe
106.Blachley	Michael	UF Performing Arts
107.Sexton	Mark	Alachua County, fundraising
108.Vause	Ellen	Hawthorne
109.		
No-Shows and Cancellations		
110.Albury	Betsy	Matheson Museum
111.Crom	Ted	Micanopy
112.Curry	Michael	Santa Fe
113.Fullerton	Paul	Micanopy, Artist
114.Germain	Thomas	UF
115.Habeck	Angela	Yopp! Children's arts
116.Harper	Brenadette	African-American
117.Haynes	Alora	Santa Fe
118.Hughes	Sunny Skye	ART Board
119.Jenkins	Lizzie	Rosewood Foundation
120.Jones	Gregg	Santa Fe, Artist

LAST NAME	FIRST NAME	AFFILIATION
121.Klempner	Dylan	Arts in Medicine
122.Knee	Jeff	Artist
123.Kotuk	Maggie	Micanopy, Artist
124.Lee	Ernest	African-American
125.McCleary	Alpatrick	Artist
126.McCusker	Carol	Harn
127.Mikell	Anna	Visit Gainesville
128.Moore	Richard	Hawthorne
129.Moore-Ivy	Deirdre	Hawthorne
130.Rush	Joe	Melrose
131.Sanford	Malcolm	Artist
132.Steiner	Ruth	UF Dept. of Urban & Regional Planning
133.Trinity	Gabriel	
134.Vidal-Finn	Sarah	Gainesville Redevelopment Agency
135.Williams	Faye	Porters Community
136.Faye Williams 2		
137.Faye Williams 3		
138.Faye Williams 4		
139.Yucht	Nicole	UF Marketing

PRCA Recommended Positions for Plan Implementation

Be added over the next three years 2015 - 2107

NEW

1. ASSISTANT TO THE CULTURAL AFFAIRS MANAGER

- To help the manager “manage” all of what follows

NEW

2. MARKETING MANAGER

Plan Priority #1: *Strengthen, enable, and empower cultural organizations and artists*

- And web site contractor

- Design and construct website
- Maintain the web site infrastructure/mechanics
 - Write weekly content updates to the web
 - Continually update interactive features to increase public use (GPS, interactive apps, etc.)
- Relationship management
 - Manage relationships with all those listed in the web site (assume 100 orgs and 300-400 artists)
 - Be on point to field phone calls, inquires, provide technical assistance, etc.
 - Provide Marketing Prof Dev training and workshops for artists and orgs. Help artists and orgs use the web site, create, and manage info flow. Provide info sessions to help users keep pace with web site and data base enhancements
 - Continually seek new web site content (artists, orgs, other programmers)– It could

be a two-year ramp up period to get all Alachua County artists, org, and other programmers on the website)

- Interface with other internet platforms: Visit Gainesville, etc. to push info through other search engines

NEW

3. MANAGER OF COMMUNITY ARTS

Plan Priority #2: *Increase affordability of and access to offerings*

Plan Priority #2: *Strengthen cultural development infrastructure in communities*

Plan Priority #3: *Use arts and culture to bridge and connect communities and residents*

Plan Priority #3: *Strengthen cultural development infrastructure in communities*

- Facilitate and manage the process that puts arts orgs and artists in community settings, Sr. facilities, libraries, parks and rec sites, youth service orgs, etc.
- Facilitate cultural development in outlying towns – create satellite offices with PT help *to work with and help their artists, orgs, and other local programmers*
- Oversee year round Prof Dev workshops for artists, orgs, and other programmers to see that the production quality of their offerings is always good. Tool kits, checklists, suggestions for relationship-building, etc.

NEW

4. **ARTS EDUCATION MANAGER** (in some arts councils in communities the size of Alachua County this is more than 1 person)

Plan Priority #2: Use the arts to engage and inspire youth

- a. Facilitate and coordinate org and artists activity in-school and after-school
- b. Manage relationships with public, private, and parochial school leaders to coordinate these activities [could include principals, curriculum specialists, prof dev supervisors]
- c. Work with PTA, PTO, and booster orgs to find \$\$ to sponsor these activities

NEW

5. DEVELOPMENT

- a. Continually seek and write grants for all of the above
- b. Work with others to seek funding and sponsorships. E.g. UF, civic orgs, school grants writers, municipal grants writers, the Community Foundation, FL AC, NEA, NEH, Dept. of ED, Dept. of Justice, national foundations and more for all of the above

EXPAND CURRENT

6. GRANTS AND \$\$ RESOURCES MANAGER

- a. Manage and grow existing PRCA grant program
- b. Create and manage financial services for artists (micro loans, contracts for services, commissions)
- c. Create and manage on line fundraising mechanism for all arts orgs (crowd funding – Power 2Give, etc.)

EXISTING

7. CITY EVENTS (3) -- PROMOTION AND PRODUCTION

Plan Priority #2: Increase affordability of and access to offerings

- a. Existing city events

8. CITY FACILITIES & SITE MANAGEMENT (2)

Priority #3: Develop a multi-purpose, multi-disciplinary arts center that helps make Alachua County a cultural destination

- a. Existing and potential other facilities
 - i. New arts center (once this is built, a staff of 10 – 15 to run, manage, produce, schedule, care and maintain, market etc.,)
 - ii. Artist incubator, arts innovations labs, studios, etc.

Resources Needed

<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>

Plan Participants

State of Florida

Sandy Shaughnessy, Director
State of Florida, Department of State, Division of Cultural Affairs and the Florida Council on the Arts and Culture

Alachua County

Robert Hutch Hutchinson, Commissioner

City of Gainesville

Ed Braddy, Mayor
Helen Warren, Commissioner-at-Large
Lauren Poe, Commissioner-at-Large
Yvonne Hinson Rawls, Commissioner – District I
Todd Chase, Commissioner – District II
Craig Carter, Commissioner – District III
Randy Wells, Commissioner – District IV

Cultural Affairs Board

Mark E. Armbrecht
Sharon P. Borneman
Robert J. Castellucci
Gracy F. Castine
Jarrod N. Cruz
Uwe Michael Dietz
Leslie L. Ladendorf
Debra A. Martinez-Harrison
Chianti Powe
David Ruiz
Lori Siegel
Fred Sowder
Carol M. Velasques Richardson
Neysa Walkin-Boothe
Derek Wohlust

Gainesville Parks, Recreation and Cultural Affairs Department (PRCA)

Stephen R. Phillips, PRCA Director
Michelle Park, CPRP, PRCA Assistant Director
Russell Etling, PRCA 352ArtsRoadmap Project Director
Raquel Vallejo, PRCA 352ArtsRoadmap Project Coordinator
Margery Allen, PRCA Sr. Executive Assistant
David Ballard, PRCA Event Coordinator
Erica Chatman, PRCA Facilities Coordinator

Kimberly Harris, PRCA Staff Specialist
Bill Hutchinson, PRCA Entertainment Coordinator
Karen Mills-Hanson, PRCA Staff Specialist
Linda Piper, PRCA Event Coordinator
Sean Plemons, PRCA Marketing – Tourism
Maxine Rushing, PRCA Grants –Program Specialist
Gary Smith, PRCA Cemetery Coordinator

352 ArtsRoadmap Steering Committee

Marilyn L. Tubb, Honorary Chair
Dustin B. Adams, Alachua County Public Schools
Mark E. Armbrecht, Musician, Artist
David Arrighi, Thornebrook Gallery Frame
Greg Ash, 160Over90
Dr. Mark Barrow, Historian
Randy Batista, Randy Batista Photography
Michael Blachly, Center for Performing Arts
Erik Bredfeldt, Economic Development Director, City of Gainesville
Phyllis Brumfield, AIA
Aaron Bosshardt, Bosshardt Realty
Susan Bottcher, Former Commissioner, City of Gainesville
Alford Bridgewater, UF Campus Communications
Burton J. Brown, Evergreen Cemetery Association
Deborah Butler, Butler Enterprises
Phoebe Cade Miles, Cade Museum
Lauren Caldwell, Hippodrome Theater
Anthony Clarizio, ElderCare of Alachua County
Gladys Cofrin
Nathan Collier, The Collier Companies
Victoria Condor Williams, Latina Women’s League
Michael Curry, Santa Fe College
Bryan Da Frota, Prioria Robotics
Steve Dush, City of Gainesville
Megan Eckdahl, Hampton Inn
Phil Emmer, Emmer Development Corporation
Rose Flagler, Plum Creek
Terry Fleming, Pride Community Center
David Forest, Gainesville Modern
Howard Freeman, Stop Children’s Cancer
Joan Frosch, UF Department of Theatre
Coni Gesualdi, Institute for Learning in Retirement
Anne E. Gilroy, Artist
Tim Giuliani, Gainesville Area Chamber of Commerce

Debbie Gonano, Town of Micanopy
Josh Greenberg, Grooveshark
Alexis Caffrey, Kanapaha Botanical Gardens
Al Greishhaber, City Manager, Alachua
Ron and Janet Haase, Architect, Weaver’s Guild
Evans Haile, The Gainesville Orchestra
Mike Hastings, Dawn Realty
Alora Haynes, Santa Fe Fine Arts
Liselotte Hof, Micanopy Historical Society
Norma Homan, The Doris
Andy Howard, UF Sports
Jessica Hurov, Hippodrome Theater
Morris Hylton III, University of Florida
Diego Ibanez, Gainesville Downtown Owners & Tenants
Nkwanda Jah, Cultural Arts Coalition
Greg Johnson, The Gainesville Orchestra
Doug Jones, Florida Museum of Natural History
Jerry Jones, Butler Enterprises
Nona Jones, GRU Community Relations
Scott Koons, Friends of Jazz
Nickie Kortus, Alachua County Library District
Murray Laurie, Marjorie Kinnan Rawlings Farm
Lucinda Lavelli, University of Florida
Kathryn Lehman, Santa Fe College Spring Arts Festival
Jacki Levine, Gainesville Sun
Ferdinand Lewis, University of Florida
Gilbert Levy, Tioga Town Center
Marty Liquori, Friends of Jazz
Madeline Lockhart, University of Florida
Abhi Lokesh, Fracture
Rodney Long, Martin Luther King, Jr. Commission of Florida
Agapitus “Augi” Lye, Trendy Entertainment
Anthony Lyons, Community Redevelopment Agency
Debbie Mason, United Way
Angie McCann, Oaks Mall
Donald McGlothlin, University of Florida
Linda McGurn, McGurn Investment Group
Bob McPeck, Center for Applications of Psychological Type
Rebecca Micha, Academy of Music & Art
Cindi Morrison, Appleton Museum of Art
Nick Moskowitz, Protocol Gallery
Tina Mullen, Shands Arts in Medicine
Rebecca Nagy, Samuel P. Harn Museum of Art
Laurie NeSmith, Art in Public Places

Mallory & John O'Connor, OConnorArtLLC
Allan Penksa, Gainesville Regional Airport
Lori Pennington-Gray, University of Florida
Robert Ponzio, Oak Hall School
Todd Powell, Plum Creek
John Pricher, VisitGainesville
Robert Richardson, Thomas Center Associates
Peg Richardson, Former Director, Florida Arts Council
Jim Robbins, University of Florida
Margaret Ross-Tolbert, Artist
Amir Rubin, Paracosm
Joe Rush, Melrose Business & Community Association
Joseph Saccocci, Shakerag Culture Center
Carolyne Salt, Marketing Professional
Bhavani Sankar, India Cultural and Education Center
Chuck Sapp, Paddiwhack
Jan Scott, TC Associates
Mark Sexton, Alachua County Communications
Ilene Silverman, Ilene Silverman Show
Judy Skinner, Dance Alive National Ballet
Maggie Slomiany, 160over90
Kathie Southwick, PACE Center for Girls
Fred Sowder, Cultural Affairs Board
Tiffany Stephenson, Baughman Center
Sam Tarantino, Groovespark
Adrian Taylor, Gainesville Area Chamber of Commerce
Angela Terrell, Duval Elementary School
Bryan Thomas, City of Newberry
Jerry Uelsmann & Maggie Taylor, Artists
Ellen Vause, City of Hawthorne
Bill Warinner, Historic Gainesville, Inc.

Keith Watson, Keith Watson Events
Tony Weinbender, The Fest
Ellen West, Art Association of Alachua County
Chase Westfall, Gallery Protocol
Bob Woods, City of Gainesville
Kim Worley, City of Walso
Nicole Yucht, University of Florida
Carol McCusker, Samuel P. Harn Museum of Art
Kelly Thompson, 160over90

**The 2014 University of Florida
URP Urban Planning Studio**

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**January 2014 Planning Summit
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