



City of Gainesville

Planning, Design Development and Operation of a Cultural Arts Center

Community Meeting
August 9, 2023



Wilson Butler Architects

FDA
Fisher Dachs Associates
Theatre Planning & Design

AMS
PLANNING
& RESEARCH





Welcome

AMS Charge

Assist the City of Gainesville to define a vision for the development of a cultural arts center in East Gainesville and evaluate how to develop a venue.

Today's conversation

Agenda

- AMS's Assignment / The Team
- Process
- Key Questions
- Defining Success
- Next Steps

Goals for the day

- **Gather input** on what programs and activities could happen at an East Gainesville Arts Center
- **Document** your questions
- Begin to **define success**

The Project Team



Steven Wolff, AMS



Lynette Turner, AMS



Meg Friedman,
AMS



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AMS



Rebekah Boggs,
AMS



Tom Hains, AIA
Wilson Butler Architects



Joe Mobilia
Fisher Dachs Associates



Wilson Butler Architects



Our team has collaborated on arts and cultural projects for over 20 years. We have deep knowledge of the sector, Florida, and southeastern U.S. market.

Our team is highly adept at engaging with stakeholders to create venues that support the needs and reflect the vibrancy of the communities they serve.

The Process

Listen, Learn, Think



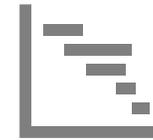
I. Situation Analysis (Months 1-3)

- ✓ Background Review / Kick-Off
- ✓ Key Stakeholder Interviews
- ✓ Cultural Asset Mapping
- ✓ User Engagement & Prospective User Needs Survey
- ✓ Community Input Meeting 1
- Community Input Meeting 2
- ❑ Visioning/Defining Success Workshop
- ❑ Deliverable: Success Workshop Deck



II. Defining the Mission (Months 4-6)

- ❑ Case Studies/Best Practices
- ✓ Site and Building Assessment
- ❑ Scenario Development
- ❑ Scenarios Workshop and Report
- ❑ Deliverable: Preferred/Recommended Scenario & Report



III. Implementation

- ❖ *To be determined*

Key Questions

Please use the boards around the room to share your thoughts ...

- What should a cultural arts center in East Gainesville offer and for whom?
- What are the needs and aspirations of the East Gainesville community, artists, educators, performing arts and cultural organizations, and participants?

Little Haiti Cultural Center

Vibrancy and collaboration. Many partners drive deep local engagement.



Latino Cultural Center (Dallas, TX)

\$9.8M Capital investment leads to long-term operating partnerships



South Dallas Cultural Center

City investment is home to a range of creative programming, emphasizing “the African contribution to world culture.”





What is Success?

What are the goals for an East Gainesville Arts Center?

- The center is embraced by the East Gainesville community
- Programming that responds to gaps in the current arts and culture landscape
- Active with many opportunities for participation
- Affordable, welcoming with a sense of belonging

Community Input Exercise

■ What does *success* look like for an East Gainesville Cultural Arts Center?

5 steps

- 1) On one of the note cards are your table, please describe one key program or activity that describes success at the proposed Arts Center
- 2) Exchange cards with someone else (you will do this 5 times)
- 3) Read the front of the card and on the back indicate how important you feel the program or activity is (1: not so important ... 5 very important)
- 4) The fifth person to receive the card, writes their score and totals all 5
- 5) Reporting out

Next Steps

- City community survey
- Visioning/Defining Success Workshop
- Case Studies/Best Practices

Cultural Arts Center in East Gainesville Community Feedback Survey

To participate:



En español

gainesvillefl.gov/encuesta

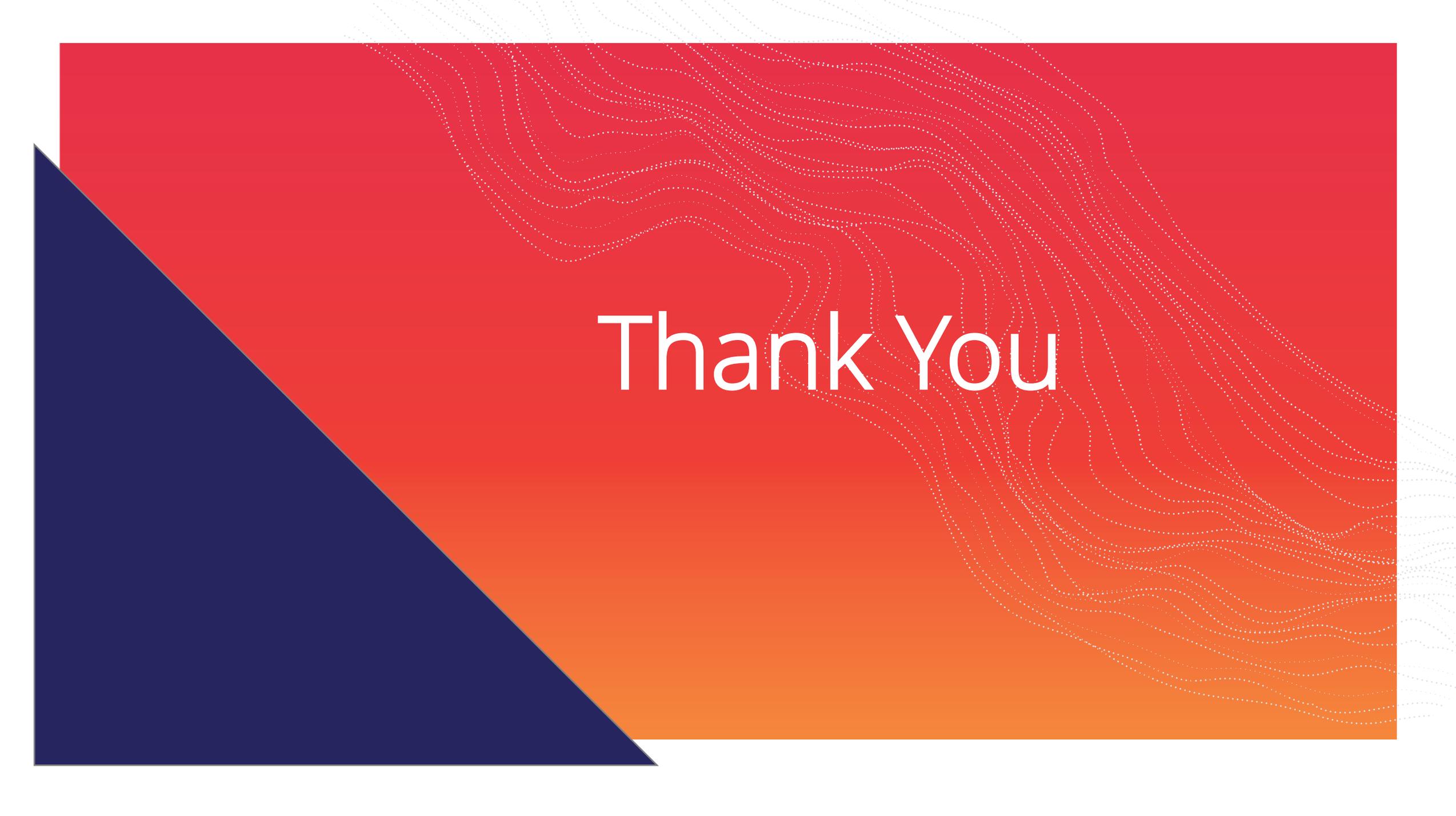


In English

gainesvillefl.gov/artscentersurvey



Your
questions?



Thank You