

2024-206D

City of Gainesville

Planning, Design Development and Operation of a Cultural Arts Center

Community Meeting
May 31, 2023

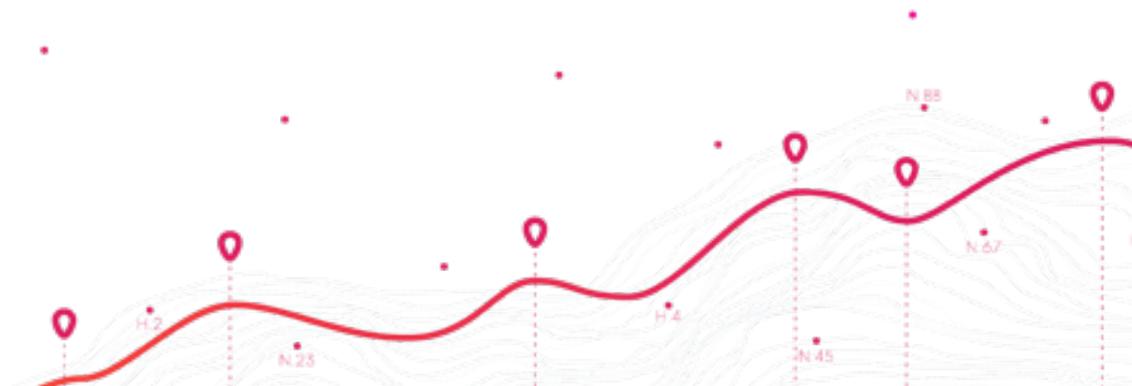
Wilson Butler Architects

FDA

Fisher Dachs Associates
Theatre Planning & Design

AMS

PLANNING
& RESEARCH



Today's conversation

Agenda

- Introductions
- Key Questions
- What We've Learned
- Defining Success
- Next Steps

Goals

- **Listen to you and document** your questions and ideas
- **Affirm** initial observations
- **Agree** on a working definition of success

AMS Charge

Assist the City in defining a vision for the development of a cultural arts center in East Gainesville

Our Project Team



Steven Wolff, AMS



Lynette Turner, AMS



Meg Friedman,
AMS



Yuwen Chen,
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.

Our Process

AMS's approach: *Listen, Learn, Think*



I. Situation Analysis (Months 1-3)

- ✓ Background Review
- ✓ Project Kick-Off
- ✓ Key stakeholder Interviews
- ✓ Cultural Asset Mapping
- ✓ User Engagement & Prospective User Needs Survey
- Community Input Meeting
- ❑ 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

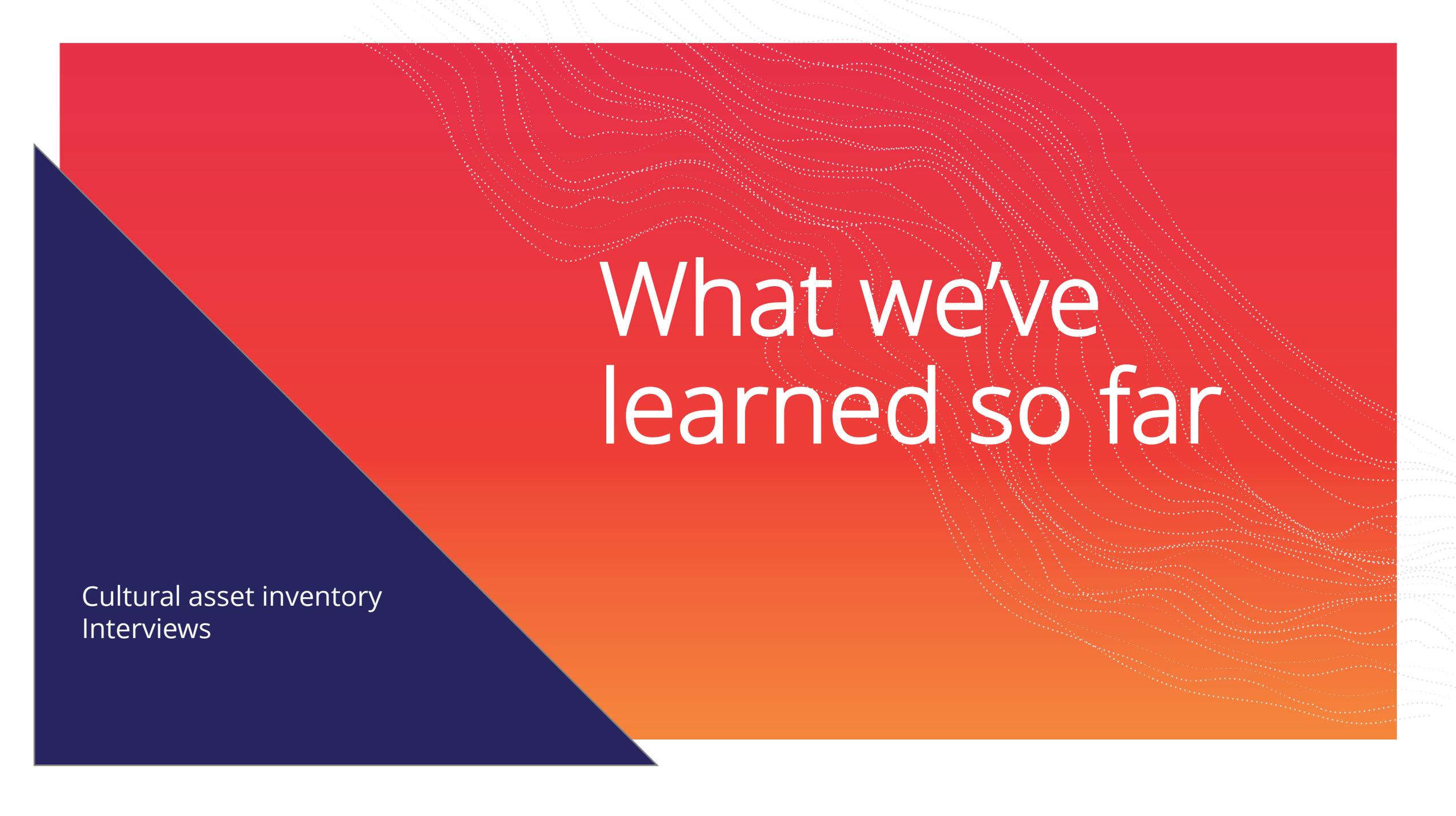


III. Plan Development

- ❖ *To be determined*

Key Questions

- 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?
- What does success look like?



What we've learned so far

Cultural asset inventory
Interviews

Getting to know Gainesville – especially East Gainesville

Many different tools and techniques

We interviewed 21 community stakeholders, including 5 commissioners and Mayor Ward.

Interviewees

- ❖ Jessica Hurov, Tourism Director, Alachua County
- ❖ Judy Skinner, Dance Alive
- ❖ Jackie Collins, Seniors on the Move
- ❖ Clarence Collins, Mental Health Professional
- ❖ Cathy Norman, Community
- ❖ Chelsea Carnes, Parks, Recreation, and Cultural Affairs, City of Gainesville
- ❖ Brandon Telg, Arts Producer
- ❖ Tyler Thompson, City of Gainesville
- ❖ Kali Blount, Community Advocate
- ❖ Dr. Kandra Albury, Mental Health, Vice Pres.
- ❖ Derek Wolhust, Arts Engagement Coordinator, UF
- ❖ Janice Vinson, Soil & Water Conservation
- ❖ Timothy McShane, Retired Public School Teacher

- ❖ Dr. Carrie Geiger, Principal, PK Yonge
- ❖ Andrea Young, Arts Educator
- ❖ Greg Johnson and Evans Haile, Gainesville Orchestra
- ❖ Leslie Peebles, Sweetwater Print
- ❖ Stephanie Silberman and Osubi Craig, UF College of the Arts
- ❖ Anne Gilroy, Curator

Mayor and Commissioners

- ❖ Mayor Ward
- ❖ Commissioner Chestnut
- ❖ Commissioner Eastman
- ❖ Commissioner Saco
- ❖ Commissioner Book
- ❖ Commissioner Duncan Walker

Important Sites, On Paper and In Person

Many different tools and techniques

The AMS team has made **2 visits to Gainesville**, where we **visited 13 sites**, from the Duval Learning Academy to the Hippodrome and Bo Diddley Plaza.

Cultural Center Considerations

- ❖ Duval Learning Academy
- ❖ Graybar
- ❖ Fire Station #1

Additional Visits

- ❖ Curtis M. Performing Arts Center
- ❖ Hippodrome State Theater
- ❖ Cotton Club Museum & Cultural Center

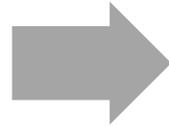
- ❖ Star Center Theatre
- ❖ Bo Diddley Plaza
- ❖ RTS Site
- ❖ Thelma A. Boltin Center
- ❖ Phalanx Defense Building
- ❖ Rosa B. Williams 352 Art Space
- ❖ A. Quinn Jones School and Museum

What (We Think) We Know...

Our research affirms the importance of today's discussion

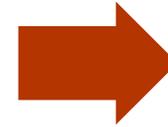
Gainesville and the surrounding area have a lot going on.

- Lots of venues
- 140+ self-identified cultural organizations
- Many artists
- Community cultural calendar



Formal arts & culture assets are concentrated in specific areas.

- Arts entities appear to be clustered in the central and western parts of Gainesville
- Community engagement is essential to success



Our priority is to **discover what East Gainesville needs** in (and from) a cultural center.

- **Today's conversation**

Gainesville's cultural venues (usually) fit one of three models

What are the common benefits of different operators? What are the common challenges?



City-Run

- Bo Diddley Plaza
- Evergreen Cemetery
- Q. Quinn Jones Museum & Cultural Center
- Rosa B. Williams Center352artspace
- The Historic Thomas Center
- Tench Building Artists Studios
- Wilhelmina Johnson Resource Center (operated by the Cultural Arts Coalition)



University of FL

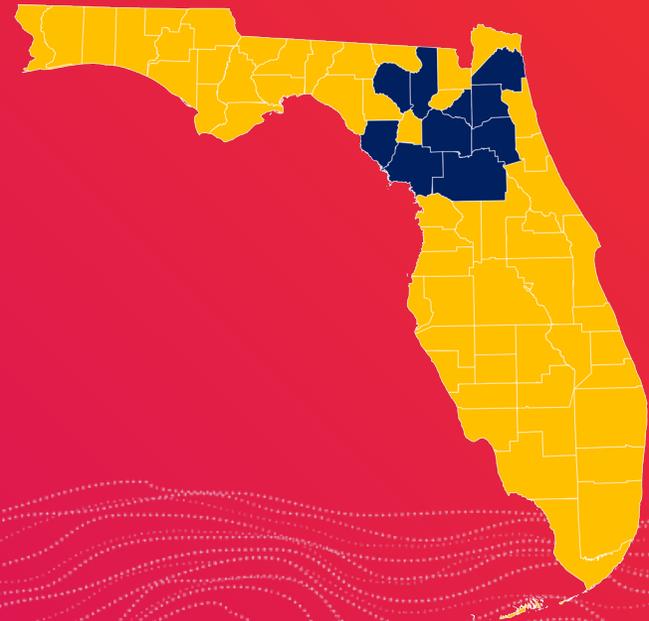
- Curtis M. Phillips Center for the Performing Arts
 - Fackler Foyer (East & West)
 - Upstage (on the mainstage)
 - Squiteri Studio Theatre
 - University Auditorium
- Baughman Center
- Florida Museum of Natural History
- Harn Museum of Art



Privately Operated

- Black C Art Gallery
- Hippodrome Theatre
- Vivid Music Hall
- Star Center Theatre
- Actors' Warehouse
- Steinbrenner Band Hall
- Lightnin' Salvage Enterprises
- Heartwood Soundstage
- Gainesville Cotton Club
- High Dive
- The Backyard and Boca Fiesta

Ten counties comprise the charitable marketplace



*Alachua, Bradford, Clay, Columbia,
Dixie, Duval, Levy, Marion, Putnam,
Suwannee Counties*

200+

not-for-profit
organizations that do any
arts activities

\$71.7M

Total revenue in the most
recent filing year

70%

Contributed revenue

Alachua County

58

not-for-profit
organizations that do any
arts activities

\$11.4M

Total revenue in the most
recent filing year

50%

Contributed revenue

*Source: 990 data for counties bordering Alachua County; range is up to 80 miles
from Gainesville.*

The new cultural plan prioritizes vitality, vibrancy

The plan prompted development of a directory of artists and businesses, as well as an activity calendar



Arts collaborations are essential

Gainesville has a model for improving quality of life through arts-based initiatives



352walls/The Gainesville Urban Art Project is an expansive public art initiative. Its mission is to position Gainesville as a vibrant cultural destination, stimulate urban renewal, foster cultural tourism and economic development, beautify the urban landscape, boost community pride, and serve as a platform for urban art studies.

THE AVENUE | ART AND THEATER

New artist collective encourages community engagement through interactive art pop-up

OOPS made its debut appearance at the 4Most Gallery June 18 and 19

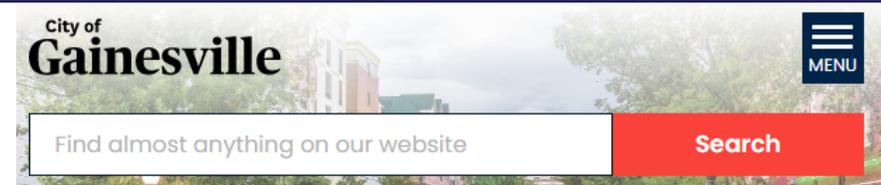
By Heather Bushman
June 21, 2021 | 6:01am EDT



Dennis Pfeiffer, 22, adjusts the position of items in the Out Of Pocket Society pop-up event at 4Most Gallery on Friday, June 18, 2021. Photo by Mingmei Li | The Independent Florida Alligator



The scene at 4Most this weekend was unorthodox — a DJ booth to the right and a classic TV to the left, one set atop a tablecloth displaying a Paris Hilton quote and the other decorated with dinosaurs and flamingo figurines.



Home / Community / Community Interests / One Nation One Project GNV

One Nation One Project GNV

1. [What is One Nation One Project?](#)
2. [Phase One Community Listening Activity Application](#)
3. [How will local artists, mental health practitioners, and community organizations be able to get involved?](#)
4. [Come to our upcoming events!](#)

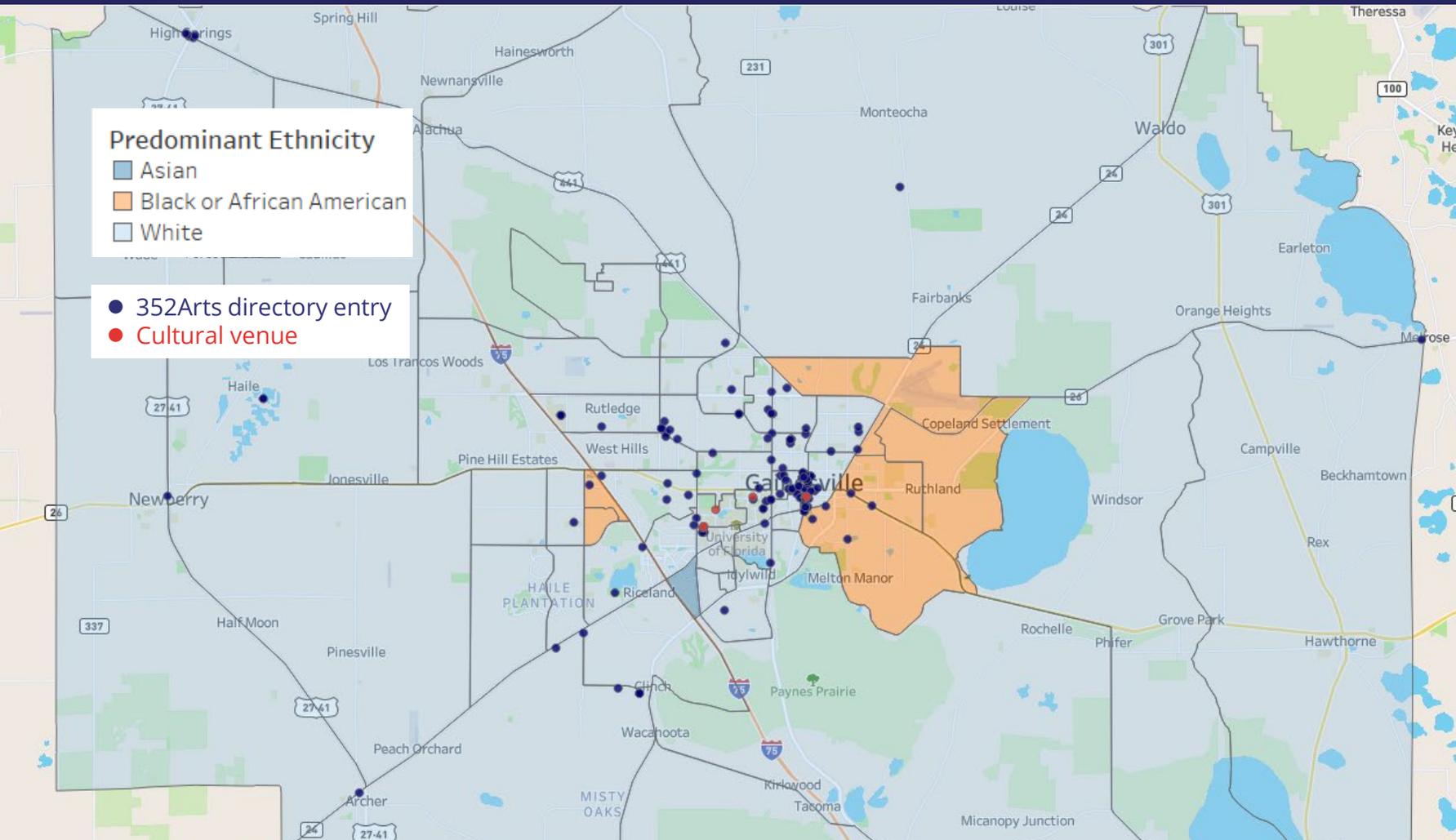
1. What is One Nation One Project?

One Nation One Project (ONOP) is a national initiative with Gainesville and eight other U.S. cities. The goal of ONOP is to use the arts and culture to promote community healing and well-being. This



Alachua County has 150+ cultural assets (venues + orgs)

Concentrated in predominantly white + Asian Census tracts



What does this mean?

It does *not* mean there is a lack of culture in predominantly Black/African American tracts.

It *suggests* there is a lack of formal cultural entities and purpose-built cultural venues in East Gainesville.

Interviewees affirm that this is the case.



East Gainesville Today

Historic inequities have had a lasting impact. The current \$14 million plan aims to drive positive health and economic impacts.



A ten-year plan is underway to drive resources to underserved parts of Gainesville. The Gainesville Community Reinvestment Area includes significant investment in targeted studies, a new transit center, and more.



Our work centers the cultural activity and space needs of East Gainesville.

What We Heard

Interview Themes

Awareness of the cultural center project is mixed, but the **need for space** is a consistent theme.

East Gainesville has **abundant activity**. New or expanded **programming needs to be defined** to advance the project.

There are many ideas about **who the cultural center is for** – East Gainesville’s local communities or visitors and tourists.

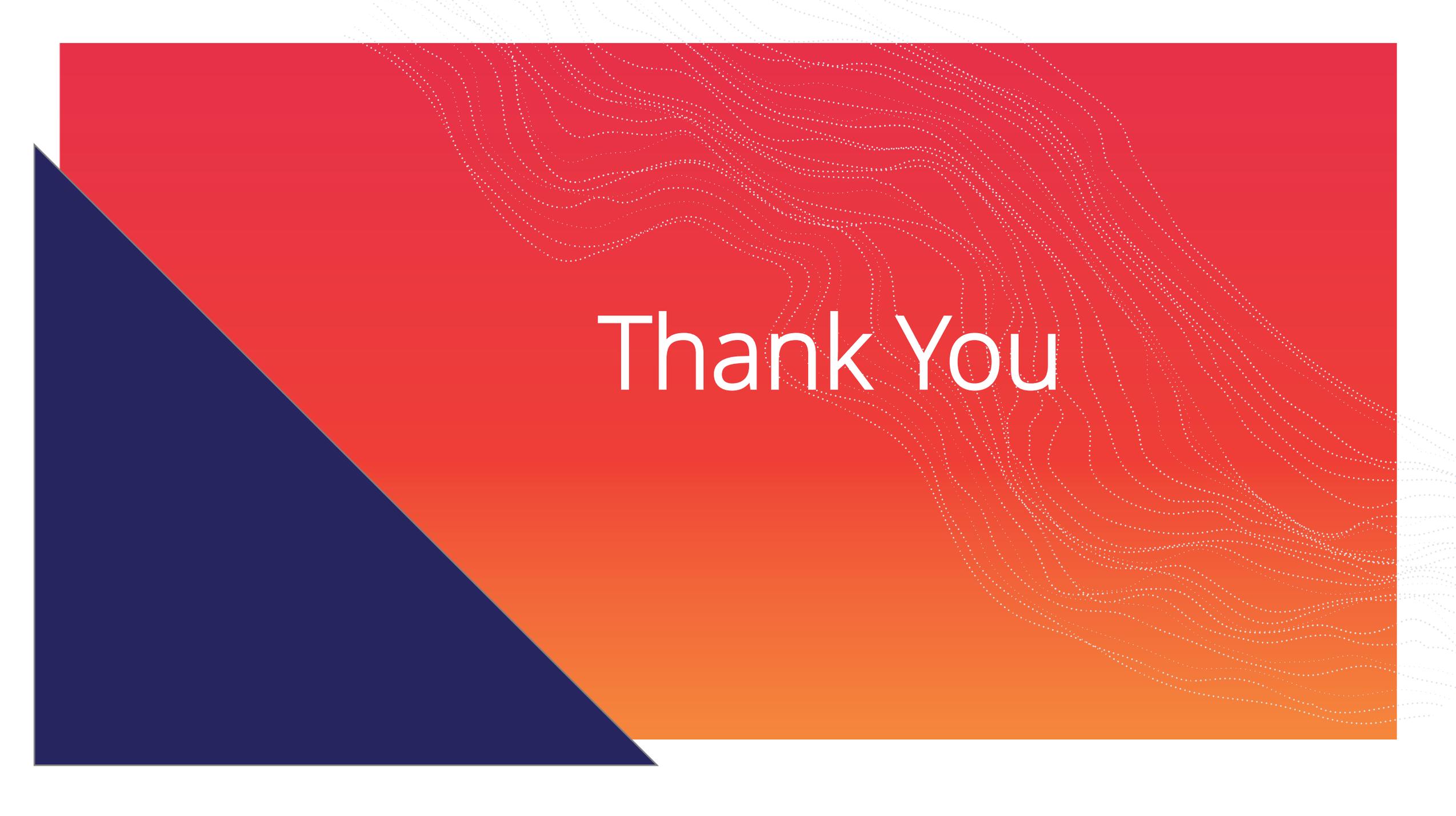
What does success look like?

- The center is embraced by the Gainesville community
- Programming that responds to gaps in the current arts and culture landscape
- The center is active and there are many opportunities for participation
- The center is affordable and each person that enters feels that they are welcome and belong there

Community Meeting Exercises/ Questions

■ Community Input

- 1) What are the *needs* and *aspirations* of the arts and cultural community and the community at large in Gainesville, *that a cultural arts center might address?*
- 2) What *programming* should a cultural arts center in East Gainesville offer?



Thank You