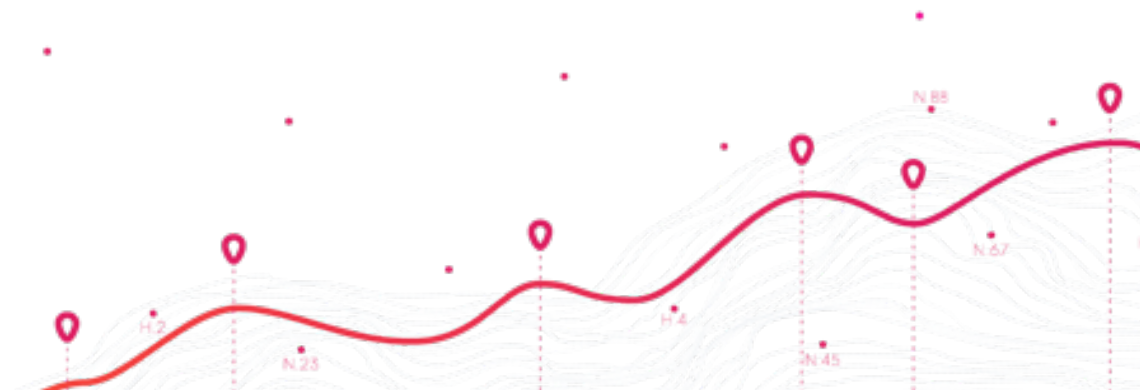# Visioning/Defining Success Workshop

Gainesville Cultural Arts Center

September 25, 2023

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Agenda

Introductions

Study Process

Key Questions

What We've Learned

SWOT Analysis

Vision Statement (Draft) Discussion

Location Discussion

Prioritizing Success Exercise

Outcomes

- SWOT Discussion
- Draft Vision Statement Review
- Location Discussion
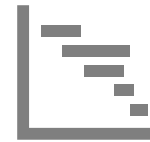- Prioritize Success

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The Process

Phas2 1. 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

Phase 2. 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

Phase 3. Plan Development/ Implementation

- ❖ *To be determined*

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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?

Community Meeting 2

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SWOT Analysis

Strengths	Weaknesses
A Passionate Community Support from Politicians A Thriving Arts Community (150+ orgs) Identified Potential Users	Lack of organizations, programs and venues in East Gainesville Lack of Accountability to Local Community
Opportunities	**Threats/Challenges**
Potential Partnerships Continue to Strengthen Community Communication Share A Defined Vision Statement	Lack of Identified Location Lack of Confirmed Funding

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What We Heard

Programming desire is diverse, including all of the performing arts genres and include spoken word, visual arts/exhibits, festivals, arts education, summer camps, and humanities

The cultural center should speak to the needs of youth and adults in East Gainesville, and be a place with free space, programming and training (arts and life skills), and where there is support for *creativity, collaboration*, and *community gathering*

The space (performance, rehearsal, studio, office) should be safe, *accessible*, *affordable,* and *active* and evoke a sense of belonging and community pride

Community Meeting 2

Key Takeaways

A multi-use Cultural Arts Center in Gainesville will satisfy the needs of many arts organizations

Organizational Information

- 42 respondents (including 2 individual artists)
- 55% of respondents have an annual budget < $100,000
- Respondents cover a variety of audiences in the community
- 48% expressed strong interest in using the new facility

Activity & Facility Information

- Majority of the respondents have free programming in Gainesville.
- Free tickets are often offered
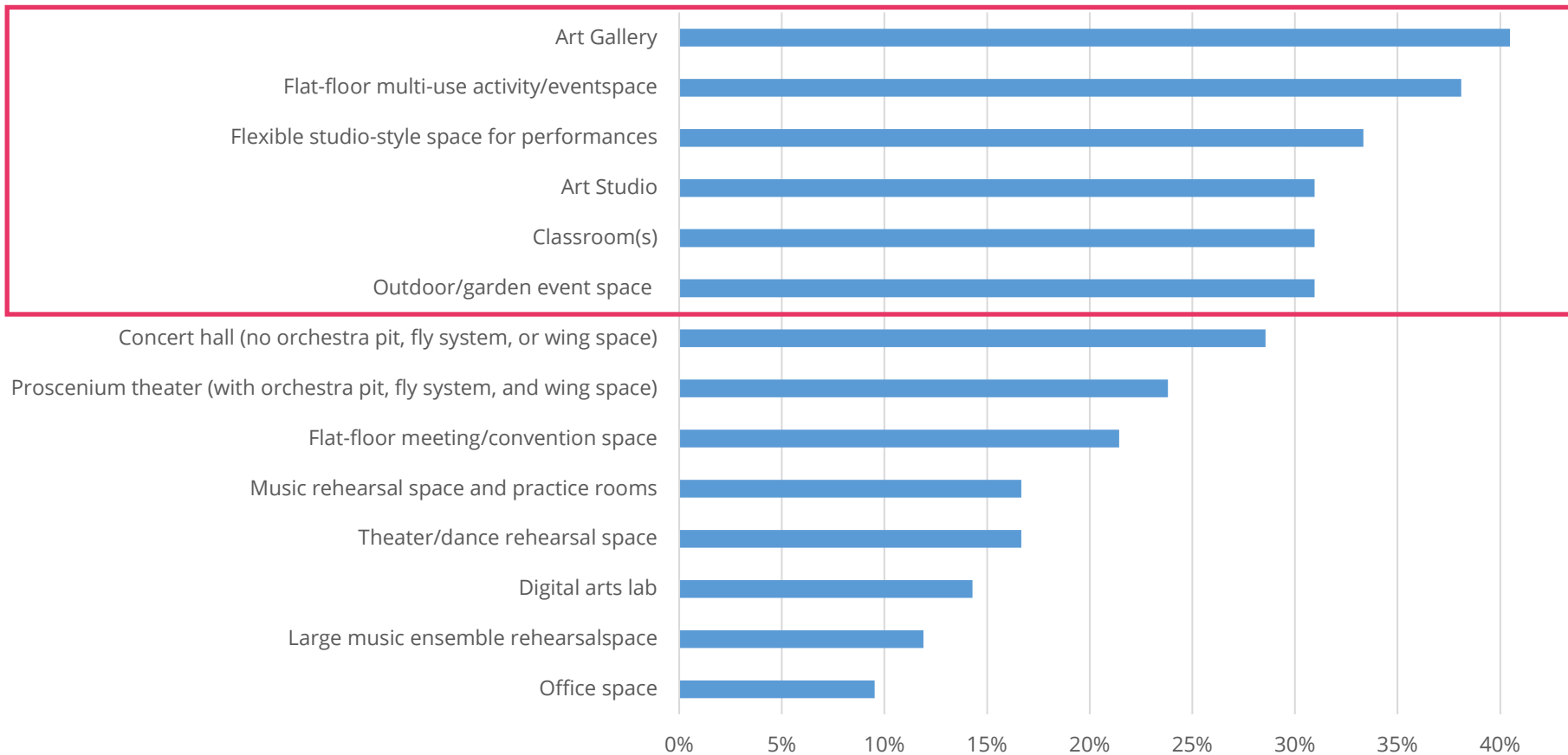- Attendance levels vary by organizations

New Facility and Usage

- Most influential factors in choosing a new facility:
  - *Affordability, Accessibility, and Availability*
- Frequencies of use vary from once to year-long use
- The desired capacity has a broad range for different functional spaces

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Preference for Space Types at the New Facility

The Center is preferred to be multifunctional.

If you were to use a new facility, what type of space would you most likely use?
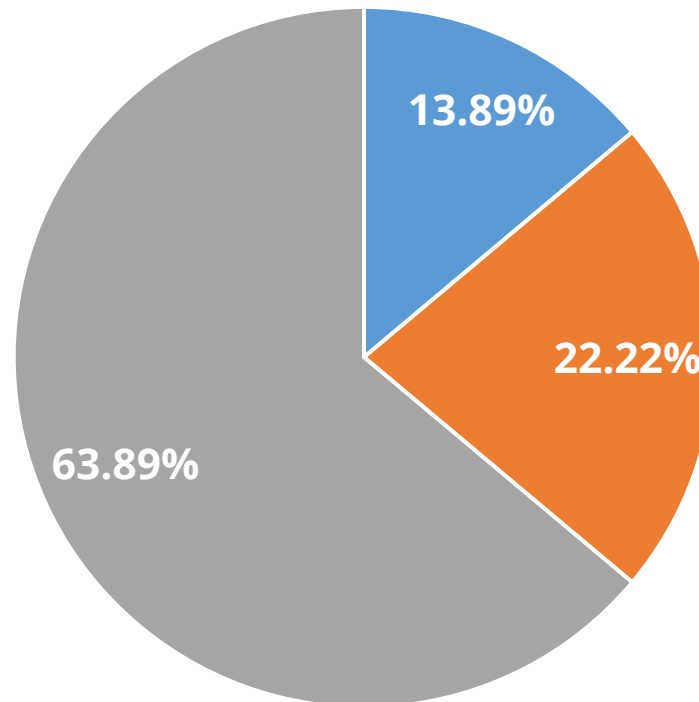**(Check all that apply)**

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The New Facility Could Help Expand Programming

The new facility could become home to both current and expanded programming.

Would a new facility meet your needs primarily for:

■ Relocation of existing programming   ■ New or expanded programming   ■ Both

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Vision Statement (Draft) Discussion

Vision Statement (Draft)

The vision for the East Gainesville Cultural Arts Center is an inclusive community gathering space that offers diverse and relevant programming.

It is a safe space that celebrates our history and embraces our artists, youth, family, and elders.

At its heart, the East Gainesville Cultural Arts Center promotes collaboration, a sense of belonging and fosters community pride.

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

Not Visited

- ❖ *Property being developed in conjunction with UF Health and Alachua County*

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Prompts

There are no viable existing facilities that can be adapted. Should a new facility be built? If so, where?

Who will be responsible for programming?

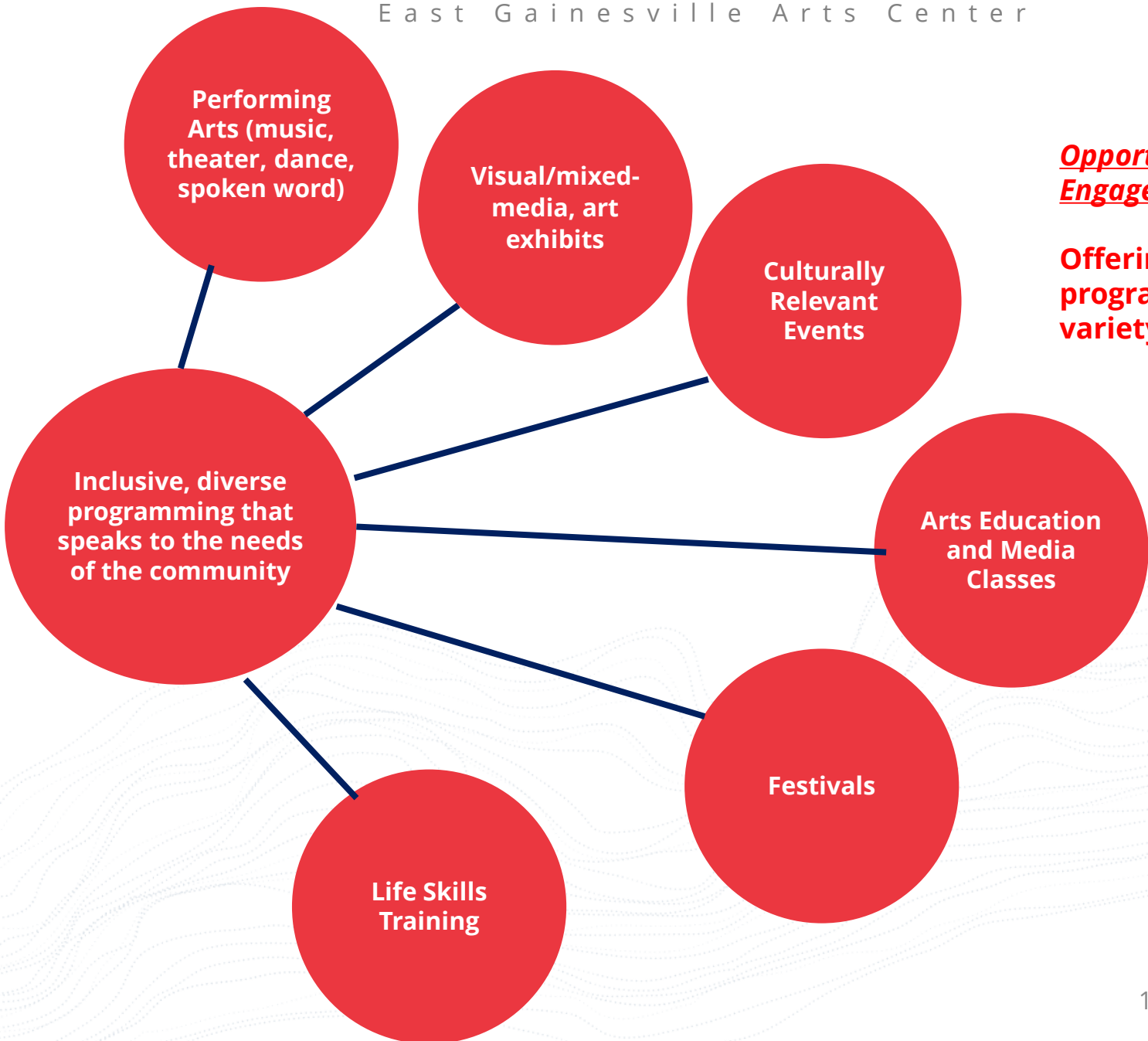What "resources" are available to fund programming or facility development?

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Establishing Priorities

Responding to the Community

Photo by Isabella Ferrie
The Independent Florida Alligator

Performing Arts (music, theater, dance, spoken word)

Visual/mixed-media, art exhibits

Culturally Relevant Events

Inclusive, diverse programming that speaks to the needs of the community

Arts Education and Media Classes

Life Skills Training

Festivals

Opportunity for Engagement

Offering programs in a variety of spaces

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Success Defined

- The space is built new or renovated

- The needs/desires of the East Gainesville community are the [first] priority

- Deep community engagement with planning and executing programming

- Multi-use, multi-functional space that is affordable/free

- Frequent, year-round activity for youth and adults, in a safe, welcoming environment

- Diverse programming, (performing arts, visual arts, festivals, arts education, humanities, life skills training)

- Incubator space that supports creativity

- Sustainable funding

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Prioritize Success Measures

Three **Red** dots (top priority)

Three **Green** dots (medium priority)

Three **Yellow** dots (lowest level of priority)

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Prioritizing Success Exercise

Red (Top Priority)   **Green** (Medium Priority)   **Yellow** (Lowest Level of Priority)

The space is built new or renovated			Frequent, year-round activity for youth and adults, in a safe, welcoming environment			Other:		
Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow
The needs/desires of the East Gainesville community are the priority			**Diverse programming** (performing arts, visual arts, festivals, arts education, humanities, life skills training)			**Other:**		
Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow
Deep community engagement with planning and executing programming			**Incubator space that supports creativity**			**Other:**		
Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow
Multi-use, multi-functional space that is affordable/free			**Sustainable funding**			**Other:**		
Red	Green	Yellow	Red	Green	Yellow	Red	Green	Yellow