

2024-206L

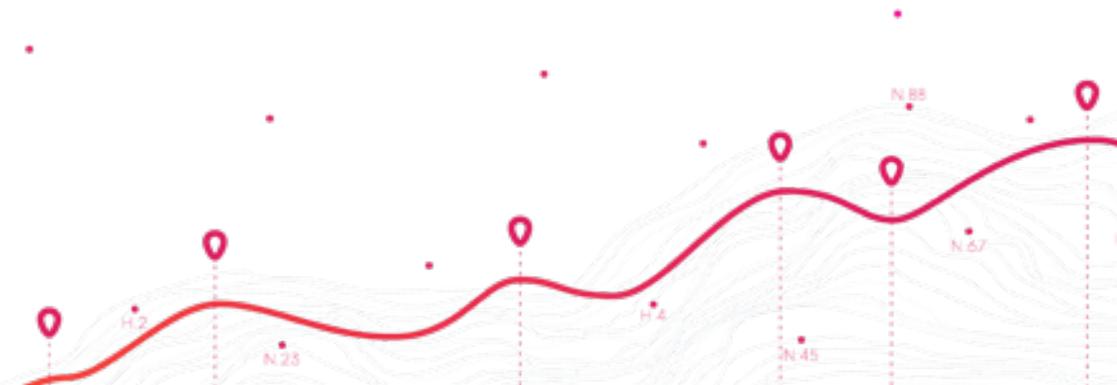
# Final Presentation

Gainesville Cultural Arts Center

March 7, 2024



**AMS**  
PLANNING  
& RESEARCH



# Our Project Team



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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.

# Outline

- Approach & Key Questions
- Gainesville Landscape
- Research Findings
  - Interviews
  - Survey
  - Community Meetings
  - Visioning Workshop
- Success Defined in the Visioning Workshop
- Site Assessment
- Key Takeaways from Best Practices and Case Studies
- Recommendations



# Approach & Key Questions

# Our Process

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



### I. Situation Analysis

- ✓ Background Review
- ✓ Project Kick-Off
- ✓ Key stakeholder Interviews
- ✓ Cultural Asset Mapping
- ✓ User Engagement & Prospective User Needs Survey
- ✓ Community Input Meetings
- ✓ Visioning/Defining Success Workshop
- ✓ Deliverable: Visioning/Defining Success Workshop Deck



### II. Defining the Mission

- ✓ Case Studies/Best Practices
- ✓ Site and Building Assessment
- ✓ Deliverable: Final Report

# Key Questions

- How does the context of East Gainesville shape arts and cultural activities?
- 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 can be learned from other, cultural-heritage and museum facilities?
- How will the project be carried out?
- What does success look like? What resources (financial, human, capital, facility, etc.) are required to achieve success?



# Gainesville Landscape

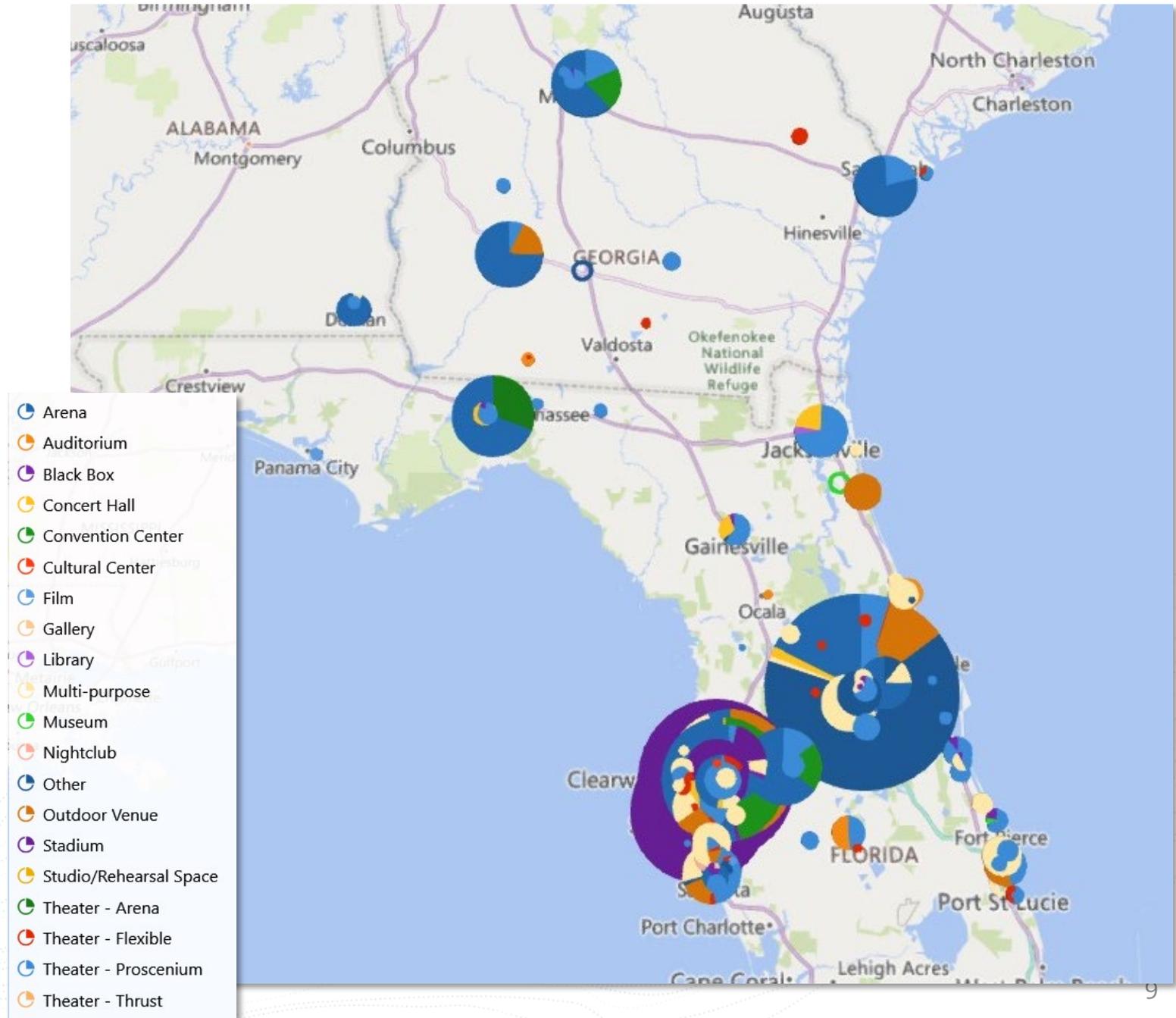
# The City's cultural plan prioritizes vitality, vibrancy

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



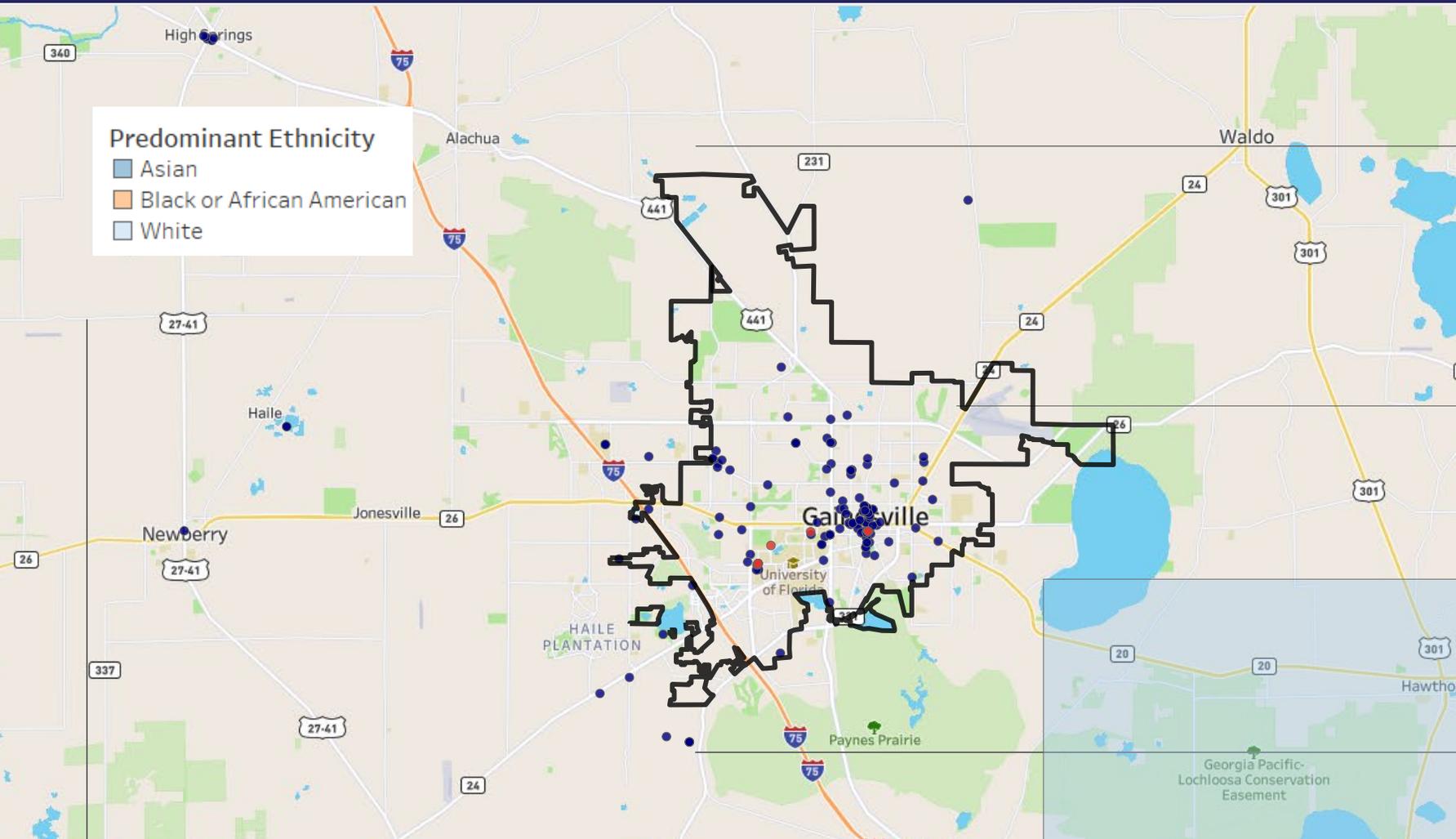
While Florida has a rich landscape of cultural venues

Gainesville's inventory is smaller than major cities' but just as varied



# 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

There are over \$57 million in Eastside Gainesville Community Reinvestment Area investments.



The 8th Avenue  
and Waldo Road  
Sports Complex

\$17.1 million

Cornerstone/GTEC  
campus

\$22.2 million



Heartwood  
neighborhood

\$6.2 million

Downtown

\$12.2 million

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



# Research Findings

## Who is the Center for?

- The primary focus is the East Gainesville community
  - Artists
  - Youth
  - Family
  - Elders
  - Visitors and tourists

# What Types of Programming are Desired?

- Programming desire is diverse
  - Performing arts
  - Spoken word
  - Visual arts/exhibits
  - Festivals
  - Arts education
  - Summer camps
  - Humanities
  - Life skills training
- Facilities at the center should be developed to accommodate new programming, as well as programs that would be relocated from other venues

# What are the Critical Factors for the New Center?

- The need for dedicated program space, in East Gainesville, is a consistent theme
- Sustainable funding is highly prioritized
- The Center should be safe, accessible, affordable, and active
- The East Gainesville community should be deeply engaged in planning and executing programming
- The Center should provide a welcoming environment
- The Center should promote collaboration among community-wide Gainesville partners
- The Center should evoke a sense of belonging and community pride



## Collective Inputs to the Vision

- 21 Key Stakeholder Interviews
- 42 Potential User Survey Responses
- 2 Community Input Meetings
- 150+ Community Feedback Survey Responses
- 1 Visioning/Defining Success Workshop

# Vision Statement

## Vision Statement for East Gainesville Cultural Arts Center

*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 embraces East Gainesville's history and celebrates artists, youth, family, and elders.*

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



Success Defined

# Success Defined

## Highest Priority

- East Gainesville-based
- Sustainable funding
- Welcoming

## Medium Priority

- Frequent year-round activity for youth and adults, in a safe, welcoming environment
- Sustainable funding
- Community-wide Gainesville Partners
- Diverse Programming

The slide features a background with a red-to-orange gradient and a pattern of white dotted lines. A dark blue triangle is positioned in the bottom-left corner. The text "Site Assessment" is centered in white.

# Site Assessment

# Site Visits

## Many different venues

The AMS team has made **2 trips 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
- ❖ Old RTS Site
- ❖ Thelma A. Boltin Center
- ❖ Phalanx Defense Building
- ❖ Rosa B. Williams 352 Art Space
- ❖ A. Quinn Jones Center
- ❖ A. Quinn Jones Museum and Cultural Center

### Not Visited

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

# Conclusion

## No available venues currently

- Theater consultants Fisher Dachs Associates and Wilson Butler Architects undertook a preliminary evaluation of existing conditions and potential use of the Duval Early Learning Academy, as the original focus defined in the Request for Proposals
- While the Duval Early Learning Academy (or some part thereof) could be renovated as a community arts center it is not available at this time.
- Two other East Gainesville located, potential sites that the city identified, the Thelma A. Boltin Center and the Graybar Building, were also evaluated, and deemed not suitable options.

# Moving Ahead...

Best  
Practices &  
Case Studies

# Learning from...

12 local arts agencies and independent organizations that serve the communities

## ■ Best Practices

- City-run, local arts agency structures
- Example program offerings
- Partnerships in existing community facilities

## ■ Case Studies

### • *Independent Organizations*

- Focus on program offerings, exemplars of youth offerings, residency programming, and family events

### • *Cultural Arts Center*

- Miami, African Heritage Cultural Arts Center

## We Learn from...

### ***Best Practices***

- The City of Santa Fe Arts and Culture Department
- The City of Atlanta's Office of Cultural Affairs (OCA)
- DC Commission on the Arts & Humanities
- Detroit Arts, Culture, & Entrepreneurship
- Arts, Culture, and Tourism Division of the City of New Haven
- Arts Council of Greater New Haven
- Miami Beach Cultural Arts Programs within the Department of Tourism and Culture
- Miami-Dade County Department of Cultural Affairs
- The City of Chicago Department of Cultural Affairs and Special Events

### ***Case Studies***

- Manchester Craftsman Guild
- AS220
- African Heritage Cultural Arts Center

# Key Takeaways

## from Best Practices and Case Studies

- **Partnerships enrich** the opportunity for programming and fiscal support in the city and region.
- **Utilizing different arts and cultural facilities** in and around the city can serve as a means for **community engagement**. The venues host events, exhibit artworks, provide access to more residents and visitors, and expand outreach.
- **Arts Education programs** are a good **supplement** to school education and fill a need some school systems cannot meet.
- **Community events** can **celebrate** the local arts and **attract** tourism at the same time.
- **Online programming** provides rich **resources** to artists, art workers, and arts organizations, as well as builds meaningful **networks**.



# Recommendations

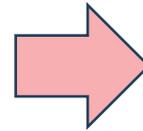
## What we learned ...

- The project's original charge was to define a vision for a cultural arts center in East Gainesville, and included an assessment of the Duval Early Learning Academy to see if it would be a suitable facility to be adapted as a Community Arts Center.
- Duval Early Learning Academy is not available and is not likely to be available in the foreseeable future.
- AMS recommends that the City focus on expanding its offering of arts and cultural programming for East Gainesville residents, by leveraging, where possible, space in existing venues.

# Key Takeaways

East Gainesville residents have broad and diverse interests

What East Gainesville residents shared that they want to see in a Community Arts Center



***Strategies to deliver expanded programming:***

- Theater
- Music or all genres
- Dance
- Museum
- Movies
- Art gallery
- Arts education programs for youth (including summer camps) and adults
- Arts and cultural workshops
- Programs that share African American history
- Poetry readings
- Multi-media programming
- Classes that teach life opportunity skills in non-arts related fields (bookkeeping, electrical technician)



# Community Engagement

Venues for arts programming are present in East Gainesville

## *Recommendations*

- The City of Gainesville should utilize the City-managed spaces already rooted in East Gainesville.
- The City should provide consistent arts programming that more deeply engages the East Gainesville community in the facilities on the right side.

## *Facilities in Gainesville that can be considered*



Thelma A. Boltin Center



Martin Luther King Jr.  
Multipurpose Center



Gainesville Technology  
Entrepreneurship Center



T.B. McPherson Center



Clarence R. Kelly  
Community Center



A. Quinn Jones Museum and  
Cultural Center

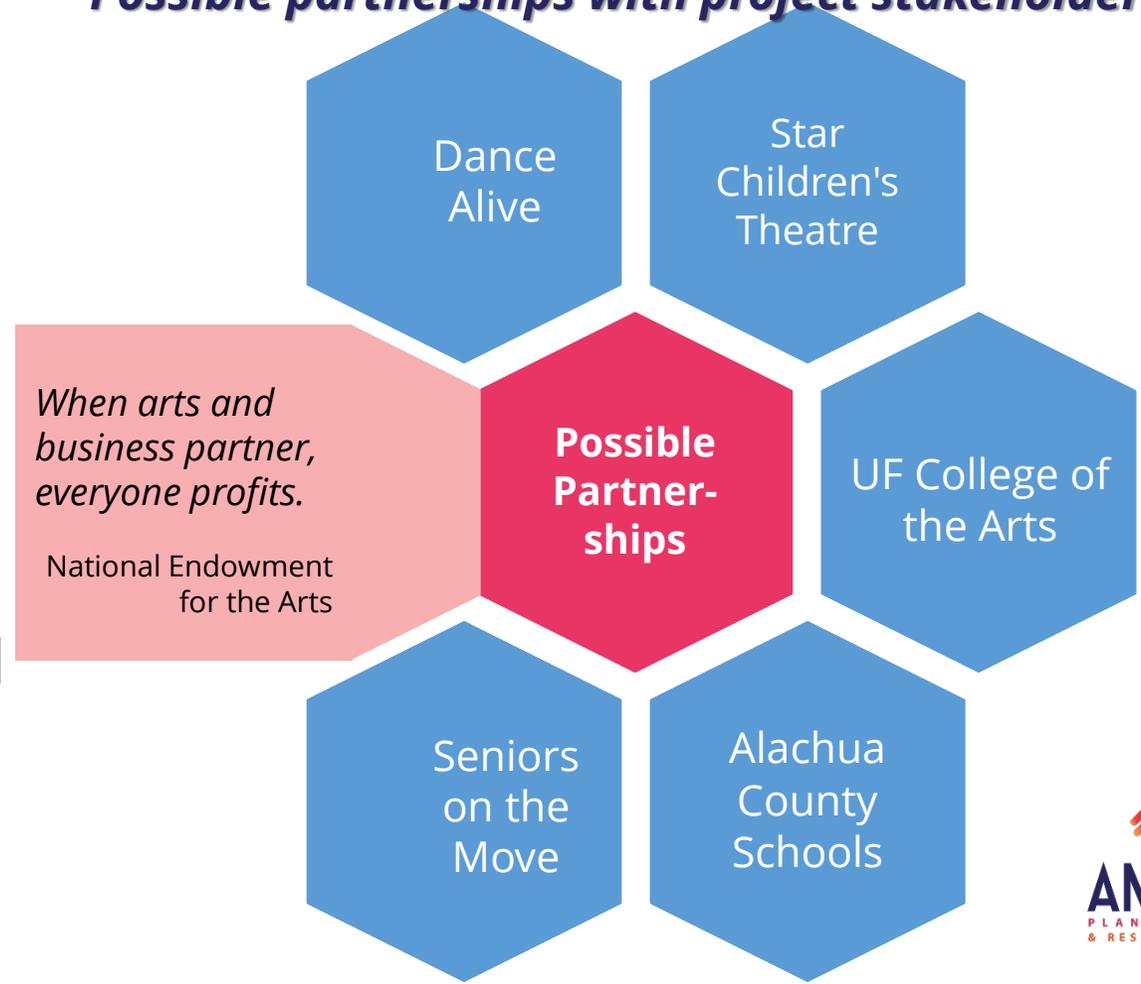
# Partnerships

The City's initiatives can be leveraged through partnerships

## Recommendations

- The City of Gainesville should expand access to programming in East Gainesville through partnerships with institutions and organizations that currently service art programs in the community.
- Potential partners include The Cultural Arts Coalition, Gainesville Circus Center, and other stakeholders.

### Possible partnerships with project stakeholders



# Arts Education

A central focus should be arts education programs

## *Recommendations*

- The City of Gainesville should encourage and support the school districts' commitment to full-time art and music teachers in elementary schools.
- The City should partner with the Alachua County Public Schools' Curriculum Specialist for Fine Arts to see how expanded programming can be offered in East Gainesville in middle and high schools.
- The City should partner with existing UF arts education programs for East Gainesville.

## Partner with existing programs for East Gainesville



### **The Imagination Station**

The UF Art Education Program sponsors the Imagination Station each fall at the Downtown Festival + Art Show.



### **School-day Performances**

Through grant and private funding support, UF Performing Arts provides free School-Day Performance opportunities to K-12 students at the Phillips Center.

# Community Events

Creating community-wide events in East Gainesville would benefit the entire community

## ***Recommendations***

- The City should use community events to celebrate local arts and attract tourism.
  - Partner with Students, Opportunities, Academics, Resources (S.O.A.R ) a mentoring service that organized the East Gainesville Backyard BBQ which promoted equity and inclusion, including music and children’s activities.
  - Develop programming to engage East Gainesville artists.
- The City should create a festival for East Gainesville that is specific to the community and supports local artists, based on existing city-run festival and events.
  - Opportunities include: the Cotton Club Museum and Cultural Center or Fred Cone Park

## ***Existing city-run events supported by the local community***

- Annual Downtown Festival & Art Show
- Hoggetowne Medieval Faire
- Free Fridays Concert Series



# Online Programming

Access to online information and programming should be expanded

## Recommendations

- The City of Gainesville should leverage existing resources to create an arts online platform and online programs that meet the needs of East Gainesville.
  - Leverage streaming platforms, social media, and technical expertise.
- The City should fully fund 352arts.org, an online resource for artists and community members, with a focus on East Gainesville opportunities.

## Examples of online programming

- Podcast
- Public art online database
- Online network platform for promoting events, artists, organizations, and opportunities
- Online searchable database of murals
- Online professional resources
- Searchable online inventory of artists

### Directory

sort by ▼

search by name or keywords

all types ▼

medium ▼

identify as ▼

location ▼

GO

The screenshot displays the 'CULTURALYST' website for 'GREATER NEW HAVEN'. The navigation bar includes 'EVENTS', 'ARTISTS', 'ORGANIZATIONS', and 'OPPORTUNITIES'. The main content area is titled 'UPCOMING EVENTS' and features a grid of event cards. Each card includes a thumbnail image, the event title, date, time, and the organizing institution. The events listed are:

- Artists in Conversation | Emma Talbot**: Friday, January 19th, 2024, 12:00 pm. Organized by Yale Center for British Art.
- Gallery Opening for Strange Histories by Ian Trask**: Friday, January 19th, 2024, 4:00 pm. Organized by Ball & Socket Arts.
- Strange Histories by Ian Trask**: Friday, January 19th, 2024, 4:00 pm. Organized by Ball & Socket Arts.
- Farayi Malek Quartet**: Friday, January 19th, 2024, 7:30 pm. Organized by Milford Arts Council.
- Artist Talk by Ian Trask**: Saturday, January 20th, 2024, 10:00 am. Organized by Ball & Socket Arts.
- Soro Bindi Music & Dance of Ghana**: Saturday, January 20th, 2024, 11:00 am. Organized by Milford Arts Council.

# Funding Partners

For Building partnerships, Community Engagement, Arts Education Programming, Community Events, Online Programming

## Public Resources

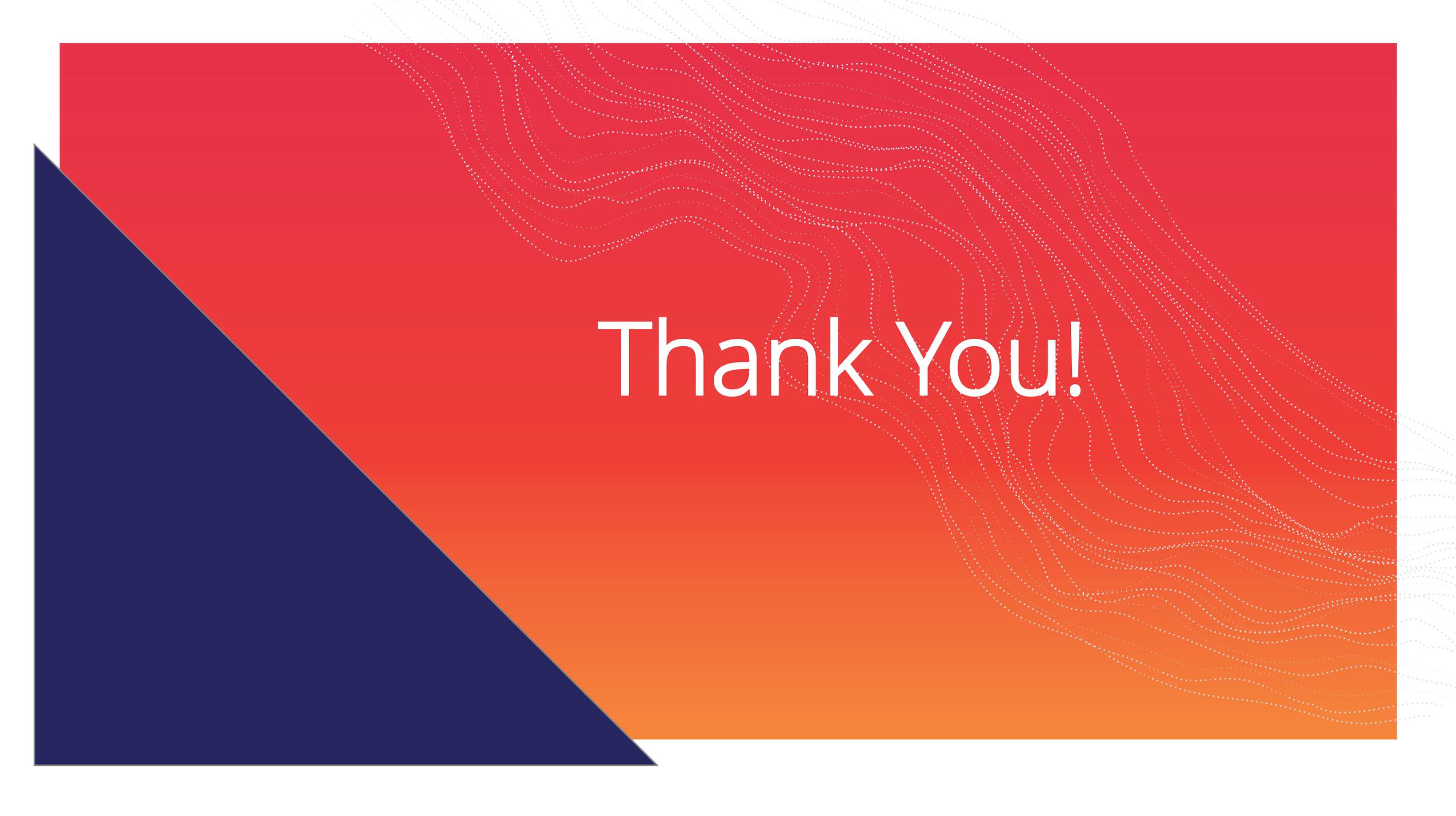
- Florida Division of Cultural Affairs
- National Endowment for the Arts (NEA ArtsHERE)
- National Endowment for the Humanities (NEH)
- Community Development funds: Community Development Block Grant (CDBG) supports community development activities
- Americans for the Arts

## Private Sector Resources

- Bloomberg Philanthropies
- Enlist Corporate sponsorships/support from Gainesville-located Businesses
- Arts in Education
  - Karsh Family Foundation
- Visual Arts
  - The Andy Warhol Foundation for the Visual Arts
- Community Engagement
  - The Kresge Foundation

## Next Step

- Provide final narrative report, taking into consideration any changes recommended by the city council



Thank You!