



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



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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*



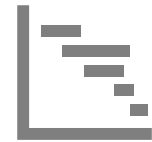
### I. Situation Analysis (Months 1-3)

- ✓ 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](https://gainesvillefl.gov/encuesta)



In English

[gainesvillefl.gov/artscentersurvey](https://gainesvillefl.gov/artscentersurvey)



Your  
questions?



Thank You