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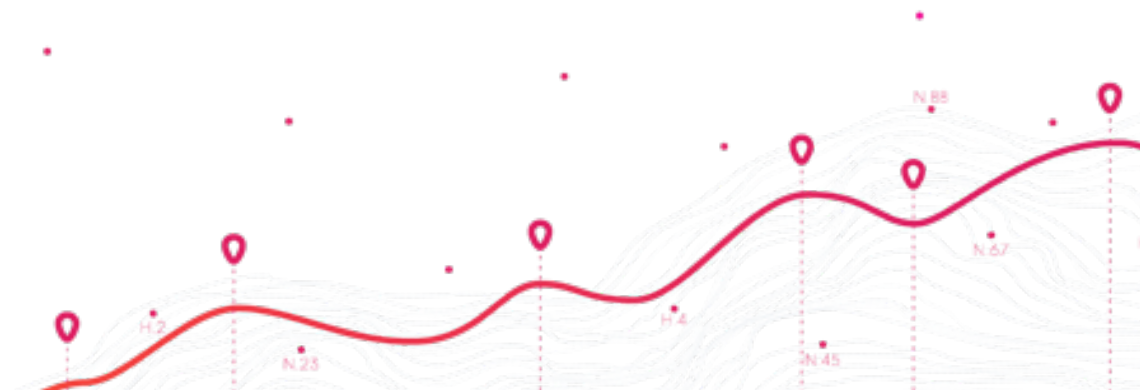
Final Presentation

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

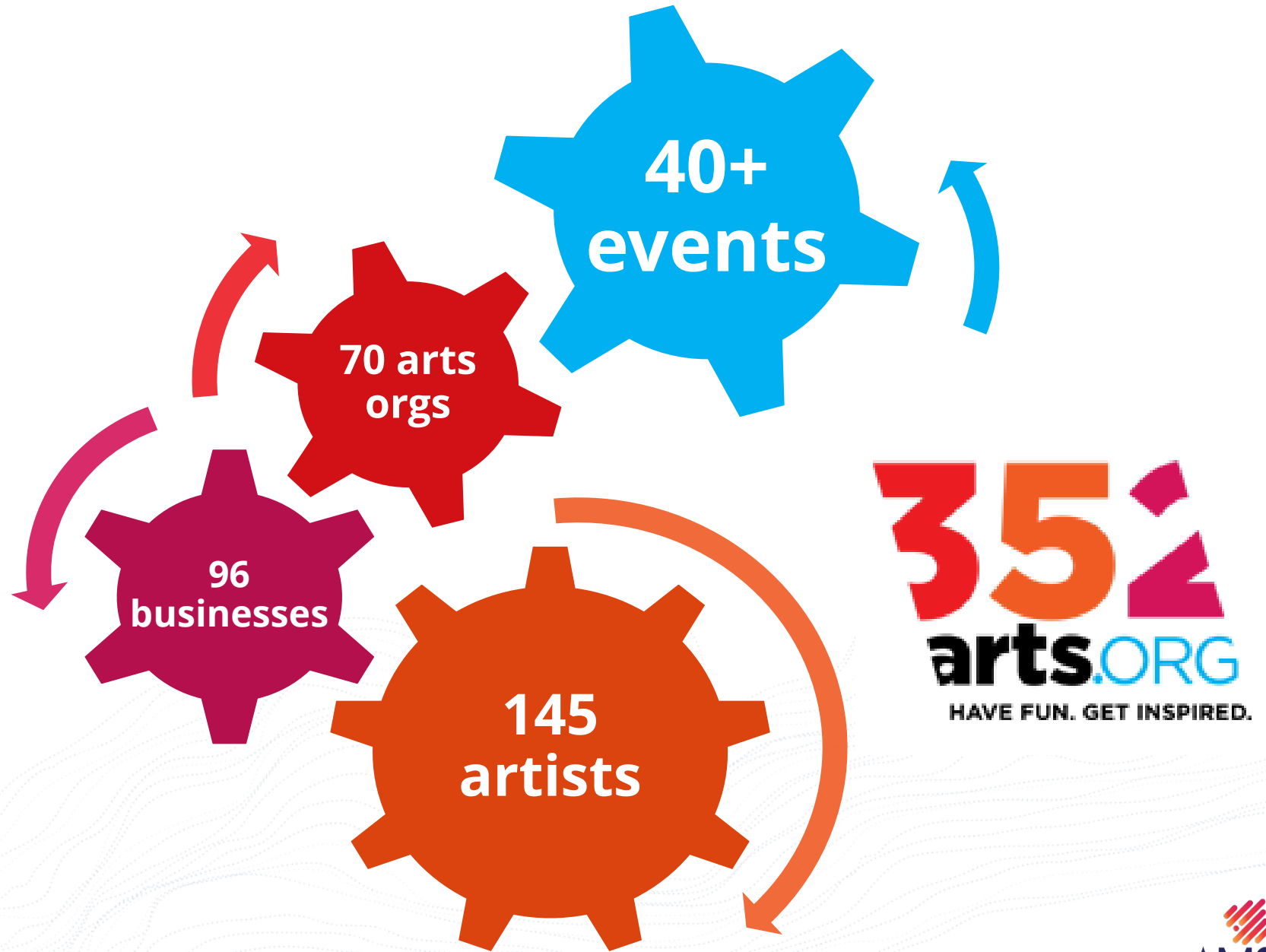
- How does the context of East Gainesville shape arts and cultural activities?
- What should a cultural arts center in East Gainesville offer and for whom?
- What are the needs and aspirations of the East Gainesville community, artists, educators, performing arts and cultural organizations, and participants?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

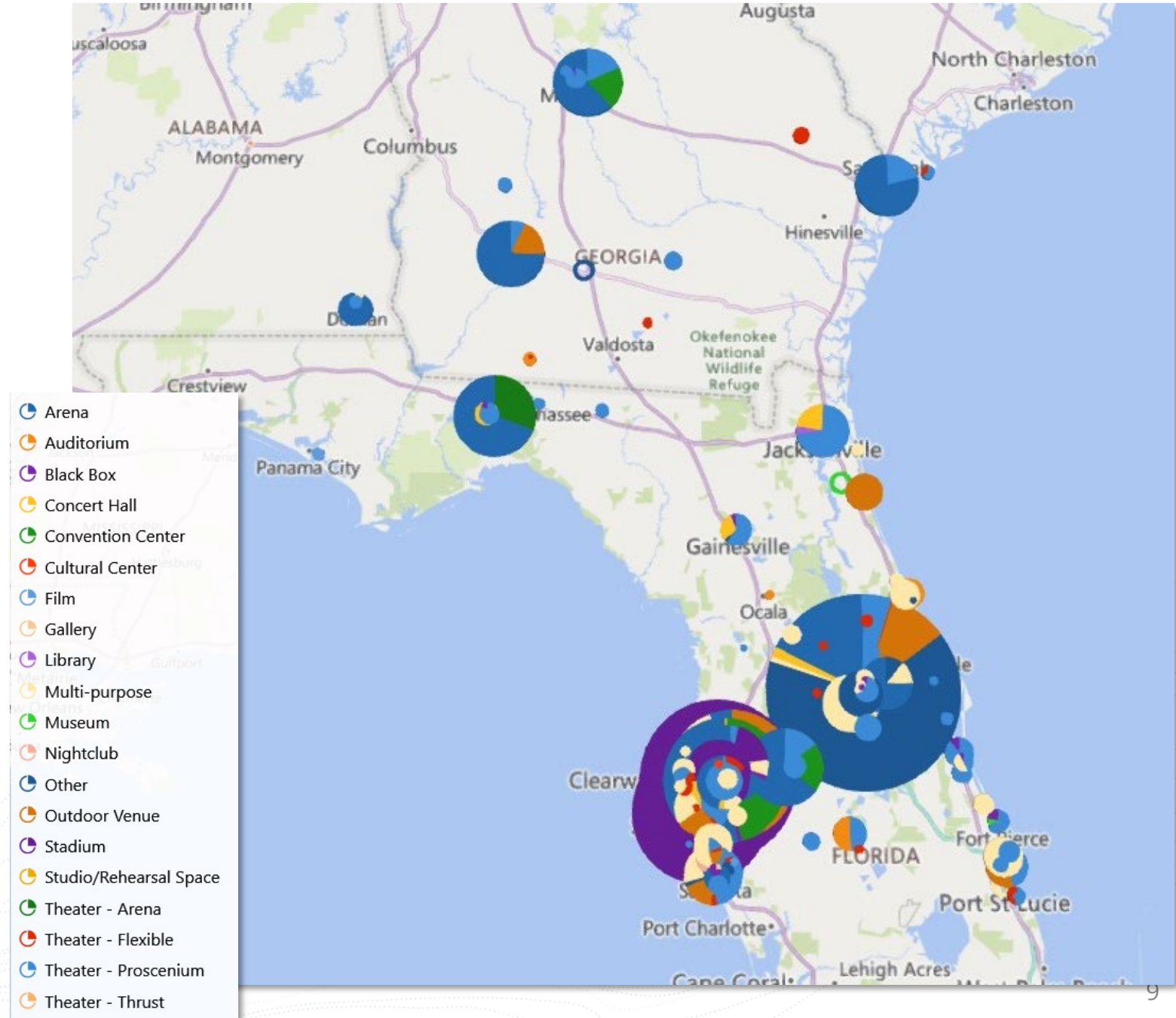
The City's cultural plan prioritizes vitality, vibrancy

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



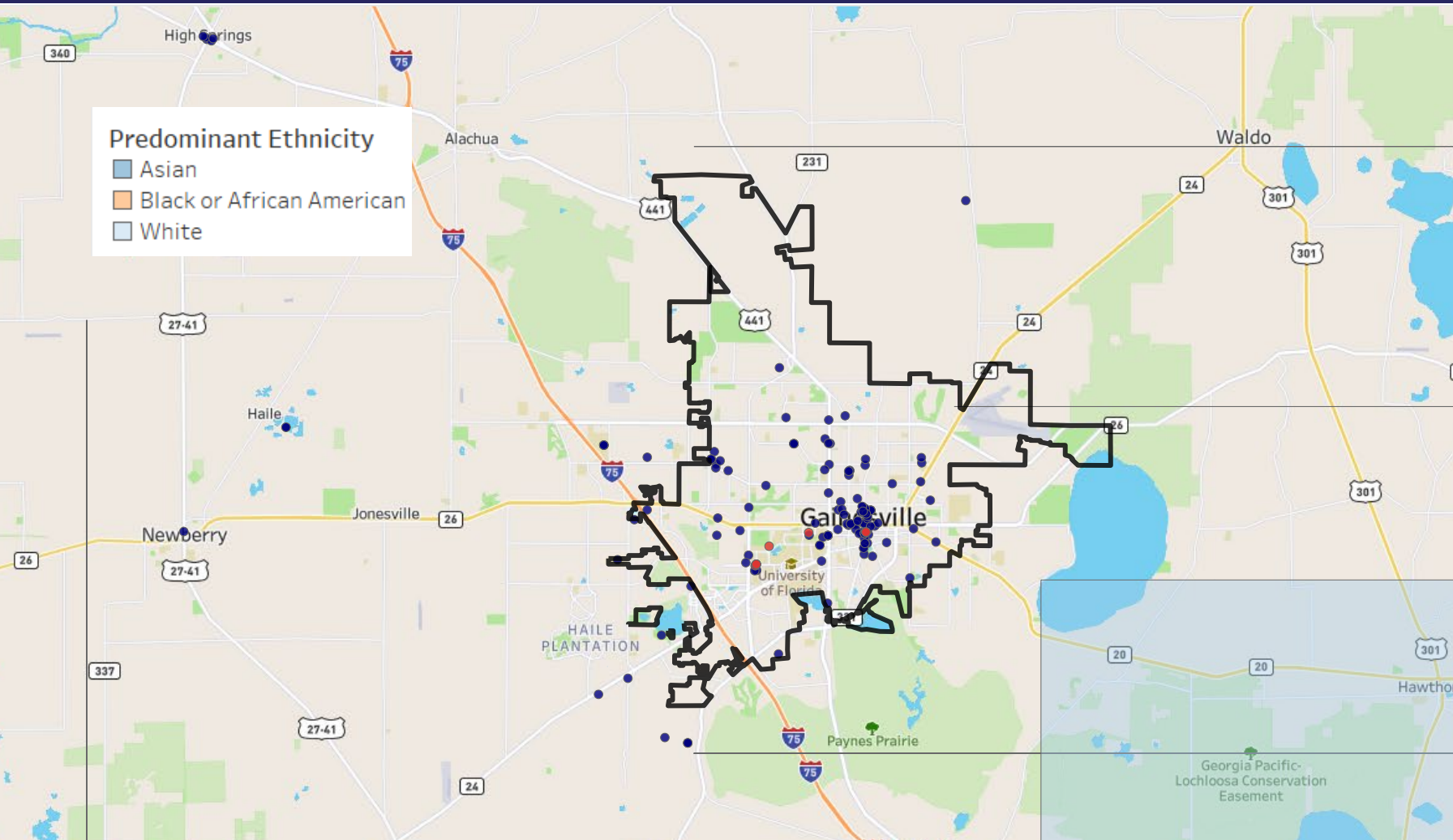
While Florida has a rich landscape of cultural venues

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



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

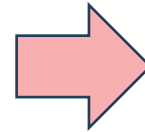
What we learned ...

- 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

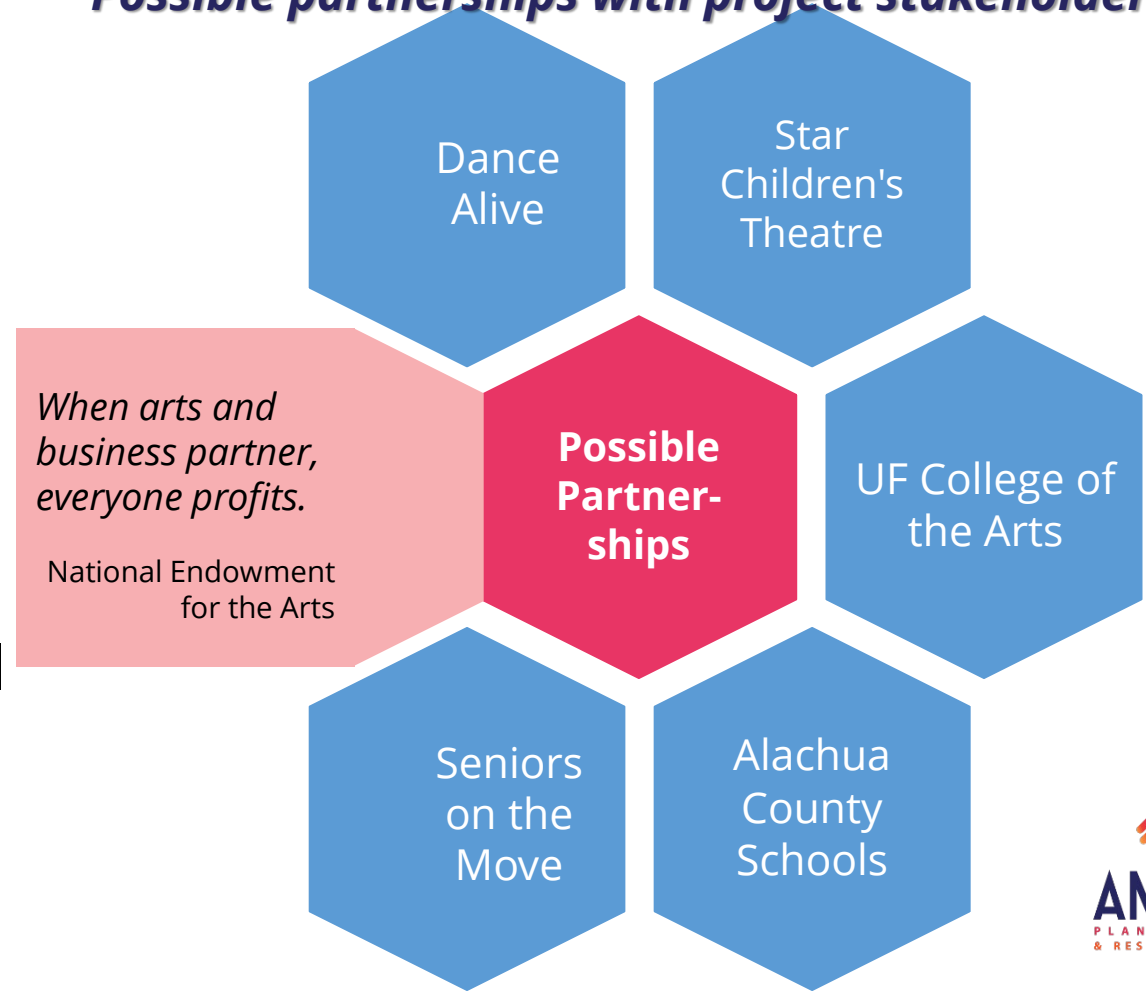
Partnerships

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

search by name or keywords

all types

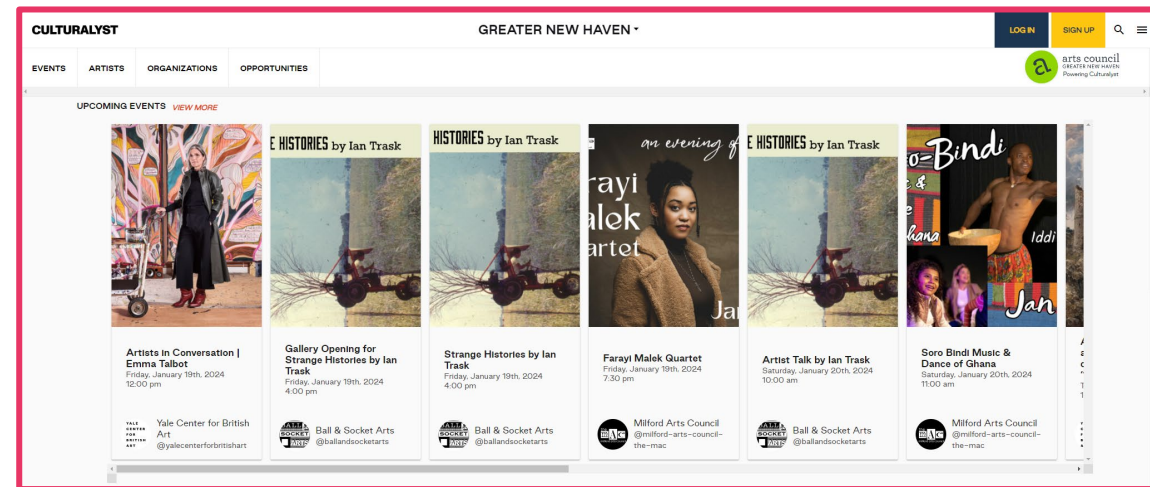
medium

identify as

location

GO

sort by



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!