

University of Florida Aligning Strategic Initiatives Through the Arts Report

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Mataraza Consulting
St. Augustine

ALIGNING STRATEGIC INITIATIVES THROUGH THE ARTS CAMPUS & COMMUNITY PLANNING COMMITTEE

Deepest gratitude is extended to all committee members, *present at every step of this process*, for their expertise, enthusiasm, and willingness to imagine together what could be.

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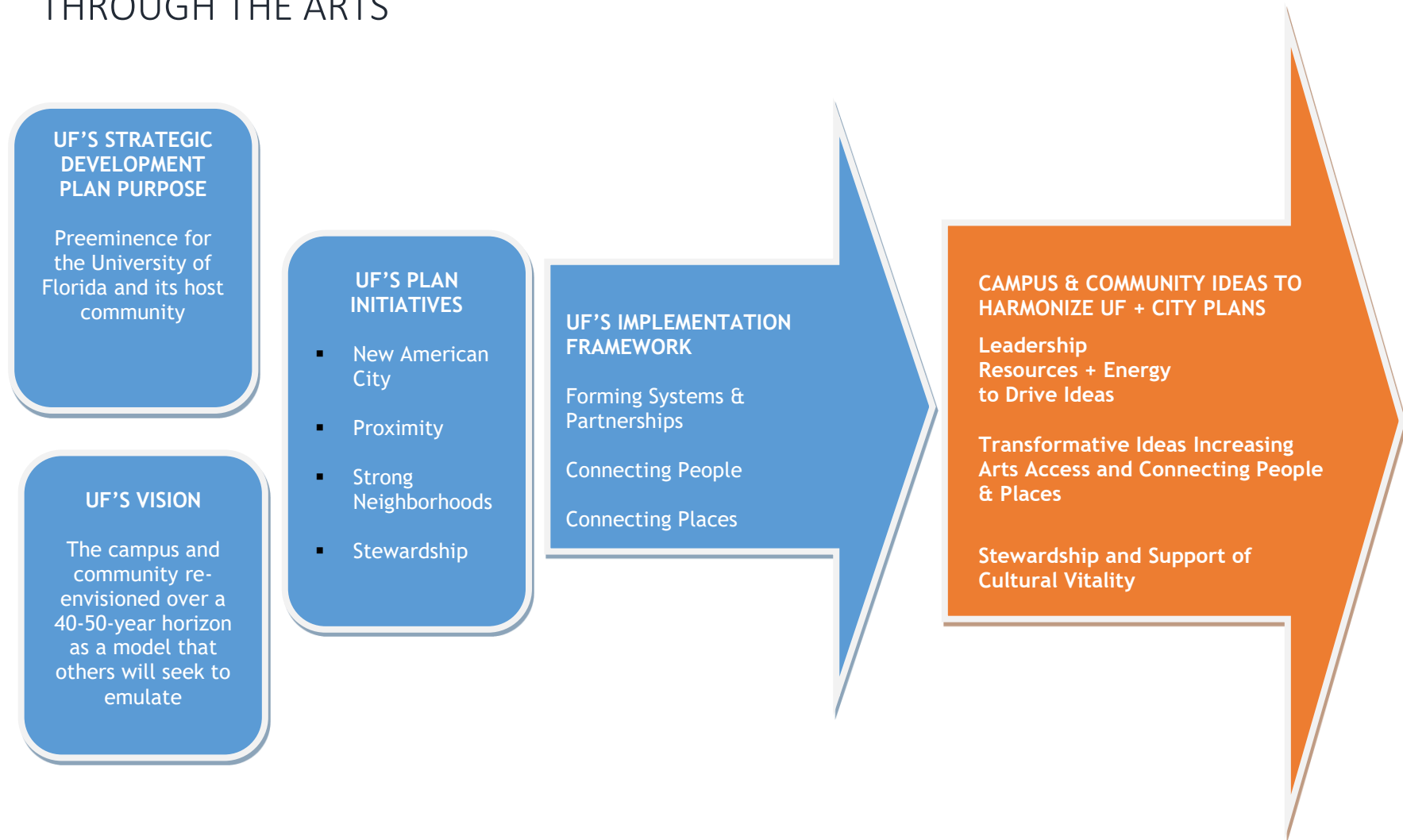
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SUMMARY OF RESULTS

ALIGNING UF AND CITY PLANS' STRATEGIC INITIATIVES THROUGH THE ARTS



PROJECT OVERVIEW

INTRODUCTION

The University of Florida's 2016 Strategic Development Plan envisions the campus and community coming together to achieve a level of preeminence that will be inspirational on the global stage. Toward that end, in February 2017, the University commissioned a project led by the College of the Arts' Dean Lucinda Lavelli and consultant, Diane Mataraza, to harmonize arts-related elements with UF's Strategic Development plan. For best coordination of resources and opportunities the four City of Gainesville plans were included in the process.

- ▶ *City of Gainesville's 2015 Strategic Plan;*
- ▶ *Parks, Recreation and Cultural Affairs Master Plan, Vision 20/20;*
- ▶ *East Gainesville's Master Plan; and,*
- ▶ *352Arts Roadmap, a Cultural Plan for Gainesville and Alachua County*

Ms. Mataraza was the 352Arts Roadmap planning consultant engaged to design and facilitate a broadly inclusive process guided by a newly formed Campus and Community Planning Committee. Finding answers to these three questions was the project's aim:

- ▶ Which UF and City plan objectives could yield greater success if approached collaboratively?

- ▶ Which collaborative projects could optimize community resources and potentially leverage additional investment, only further strengthening the cultural and economic impact of the arts?¹
- ▶ Which projects could be game changers for Gainesville increasing UF's accessibility to the community as never before?



¹ Arts & Economic Impact Research, page 23

CROSSCUTTING THEMES

These crosscutting themes in UF'S Strategic Development Plan and the City's major plans, where arts and creativity could be catalytic, served as the Campus & Community Planning Committee's launch point and the foundation for community conversations throughout Gainesville.

UNIVERSITY OF FLORIDA STRATEGIC DEVELOPMENT PLAN

New American City

Connect Talent to Issues
Form a Cooperative Body
Create a Smart City Lab
Establish an Innovation Investment Strategy
Promote University Programs Downtown
Increase Community Participation Opportunities at University of Florida

Proximity

Concentrate On-Campus Development
Plan for Implementation
Undertake a Residential Life Plan
Concentrate Downtown Development
Create New Civic Spaces

Neighborhoods

Preserve Neighborhoods
Connect Downtown and Campus
Support Appropriate Regulation
Improve the Identity of SW 13th Street

Stewardship

Plan Campus Open Space and Infrastructure
Partner with City and County on Environmental Issues
Develop Exemplary Efficient Resource Cycles
Promote Model Healthy Food System

Source: UF SDP – UF Board of Trustees, December 2017

POINTS OF RESONANCE AND OPPORTUNITY ACROSS ALL PLANS

Community Livability

- Increasing community engagement and influencing quality of life for all residents
- Strong neighborhoods
- Connecting as one community and optimizing all relationships
- A vibrant community culturally and socially
- Providing broad opportunities for access
- More creative opportunities for all residents everywhere

Historic Preservation

- Supporting reuse/preservation of historic buildings

Our Reputation

- Striving to be a cultural destination
- Striving to be a distinguished New American City

Environment

- Focusing on aesthetics and beautification of natural and built environment
- Creating authentic experiences that focus on environmental appreciation, ethical stewardship of natural resources and on the urban forest and its value to the City's quality of life.

Community Vitality

- Striving to be an economically and creatively vibrant community
- Influencing innovation
- Shared prosperity

Source: Mataraza Consulting with inputs from Gainesville City Planner, Forrest Edelson

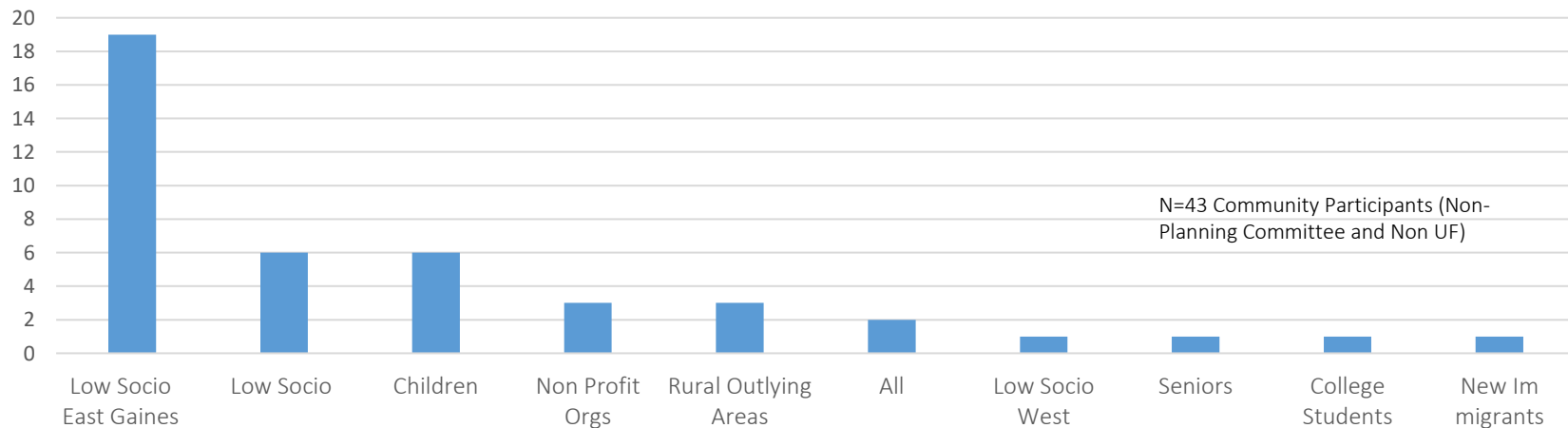
TOWN HALLS

Following the information gathering process of UF's Strategic Development Plan, the Campus and Community Planning Committee scheduled five Town Hall meetings held at UF, the Thomas Center, and the Martin Luther King Center. These meetings attracted more than 150 participants including representatives from 40 different nonprofit arts and cultural organizations, area schools, all university cultural resources, artists, and residents from around Alachua County. All were eager for the opportunity to discuss ideas important to them and how UF and City of Gainesville agendas could coalesce for greater gains. Participant input was collected anonymously and voluntarily in questionnaires.

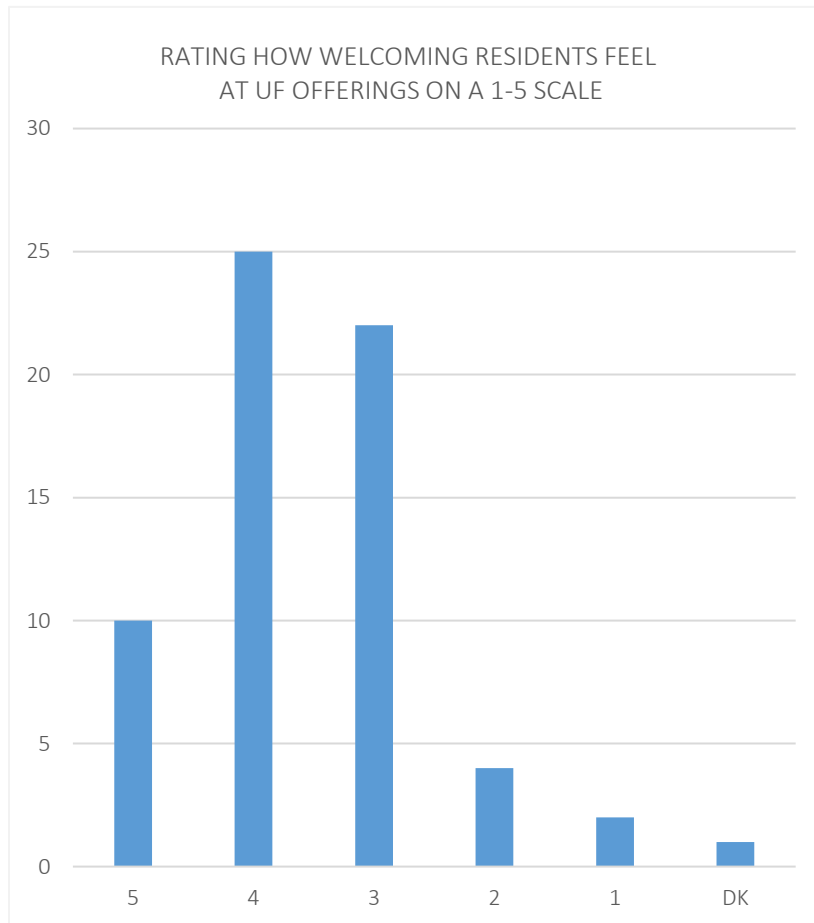
Scores of inputs were documented and filtered to eliminate inadvertent bias between community opinions and opinions of UF employees and Campus and Community Planning Committee members.

Discussions topics spanned the gamut from identifying community challenges of such magnitude that only collective action could possibly address them, to suggestions how to increase opportunities for even more student service learning interface with Gainesville residents. ²

TOWN HALL RECOMMENDATIONS
IDENTIFYING PRIORITY ISSUES/POPULATIONS
FOR UF AND THE CITY TO COLLECTIVELY ADDRESS FIRST

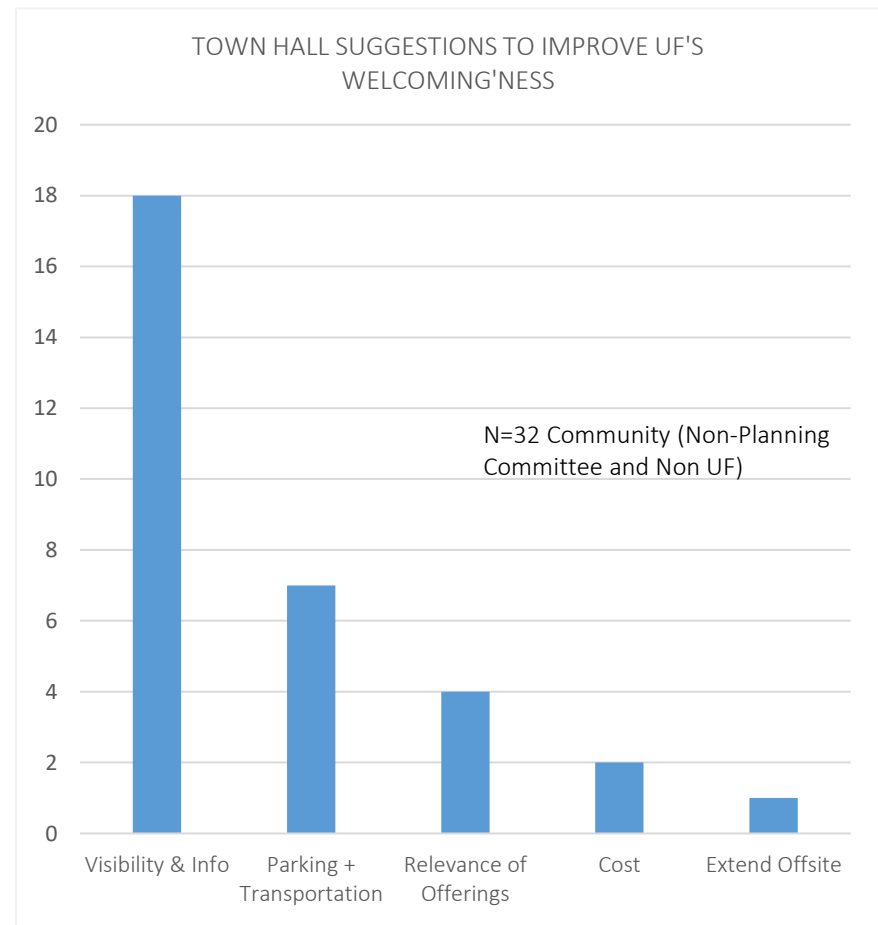


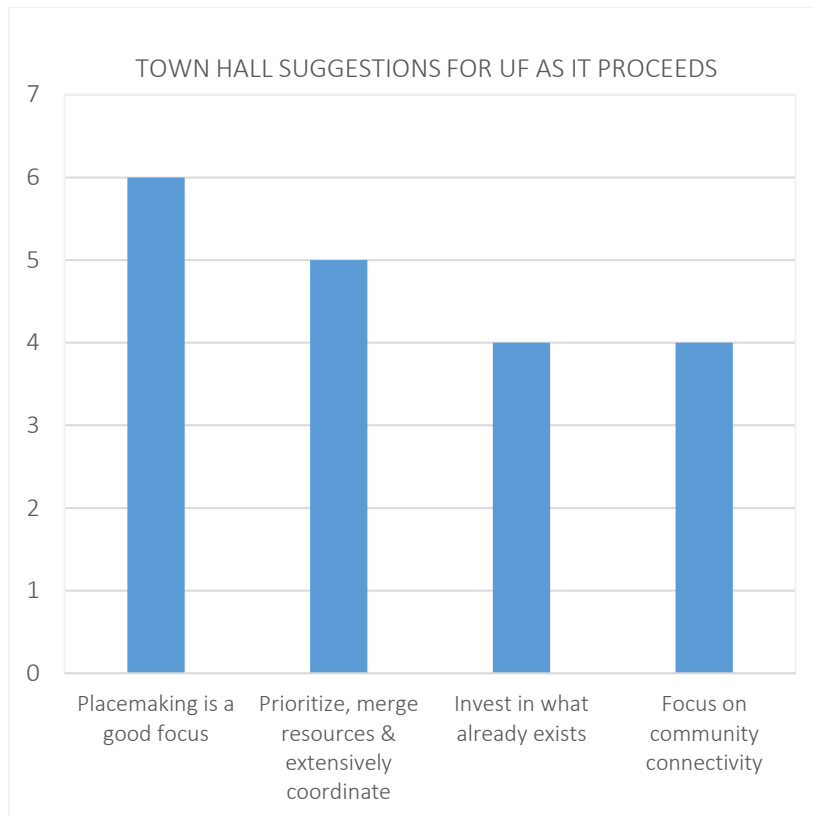
² Town Hall Feedback page 22



N=64 Community (Non-Planning Committee and Non UF)

Town Hall participants were invited to rate the extent to which they feel welcome at University offerings such as the Harn Museum of Art, the Phillips Center, Museum of Natural History, College of the Arts and, the University Library. Participants also were asked how UF could increase community participation at campus events and offerings. Surprisingly, increased promotion and information sharing outpaced parking and mobility issues by three to one.





N=23 Community (Non-Planning Committee and Non UF)

UF even sought advice from Town Hall participants as to how it might best approach collaboration, as well as *please do's and please don'ts*, and received the 140 suggestions included in this report's appendix. Overall enthusiasm and optimism at Town Halls for what could be ran high!

THE BIG IDEAS TO HARMONIZE UF AND CITY PLANS

Based on information gathered from the Town Hall meetings, the Campus and Community Planning Committee and a subgroup of the committee composed of the four leaders of the university's arts units (the College of the Arts, Florida Museum of Natural History, Harn Museum of Art and the University of Florida Performing Arts Center) three major collaborative strategic initiatives emerged as recommendations and are accompanied by additional commentary.

1. FORM PARTNERSHIPS AND SYSTEMS: LEADERSHIP RESOURCES AND ENERGY TO DRIVE IDEAS

Successful implementation of big collaborative ideas requires ongoing relationship building and resources. *Connecting as One Gainesville* is an extraordinary concept requiring focused leadership constantly watching for new opportunities to further advance strategies that plans can never anticipate.

This can be accomplished in multiple ways. First, the Campus and Community Planning Committee recommends continuation and expansion of the Campus and Community Planning Committee into a joint UF/City/Community art-based strategic body, with the right expertise, networks and representation to keep UF/Community communications and connections effective and strong. This would be chaired by a university arts culture leader. As the success of the interactions expanded, increased professional management would be sought. A sample model would be the creation of a full-time position, a UF Strategic Initiatives Through the Arts Community Liaison, with financial resources to manage initiative implementation, relationships, and communications. Structural ideas can be sought from other cities and universities where funding is shared through MOUs or contracts for services.

2. TRANSFORMATIVE IDEAS CONNECTING PEOPLE AND PLACES: POSITION COTA AND THE CULTURAL PLAZA AS CENTERPIECES IN LONGER TERM DEVELOPMENT OF CORE ARTS HUBS ACROSS GAINESVILLE

A preliminary Town Hall participant idea for a hub and spoke network of places and partnerships across Gainesville gained enormous momentum. What emerged was a vision of transformative collaborative university /city partnerships deeply woven into the fabric of each hub's neighborhood, an idea with the potential to be inspirational on the global placemaking stage.

When people love where they live, the level of pride is deeper, and there is greater investment in growth, shared prosperity, and economic vitality. Overtime, these hubs will be catalytic in transforming neighborhoods and, most importantly, the lives of residents within and surrounding them. The eventual comprehensive network of well-designed, well-planned arts hubs will improve and enhance social, physical, and economic aspects of Gainesville neighborhoods on a grand scale that will align with and more rapidly propel UF's Strategic Development Plan's aims.

This report recommends UF's locations as the Campus and Community's Core Arts Hubs pilots. The College of the Arts could be

UF's welcoming East Edge Gateway at University Avenue & 13th Street, connecting the community and campus. Cultural Plaza Hub anchor institutions--the Harn Museum of Art, Florida Museum of Natural History, and Phillips Center for the Performing Arts--integrated with 34th street neighborhoods, would open an unprecedented level of community access to UF programs and opportunities.

Together, these two UF Core Arts Hubs would explore, experiment, and constantly improve hub design and programming methodologies with residents and partners for subsequent hubs. The entire initiative will be bolstered by UF's renowned research and expertise. Shared learning would contribute to creation of best practices. Benefits would be far reaching, not only to UF students and citizens of Gainesville, but as a model for others nationally - even globally. University planners and Hub leaders could work side by side with City Planners and Cultural Affairs leaders in boosting other hubs' readiness to come online.

The Committee developed preliminary criteria which best illustrate the kinds of community-building activity envisioned.

- At least one anchor facility
- Cultural relevance
- Cross-hub collaboration to keep all hubs fresh, vibrant and relevant
- Community will: neighborhood buy-in – authentic connection
- Involvement and buy-in of those already serving these communities
- Recognition of existing cultural amenities and resources
- Overlap with UF service learning wherever possible

- Partners' commitment: resources + funding
- Vehicle & pedestrian easy (access to bike and public transportation)
- Welcoming, appealing architecture – green
- Link to Urban Arts Initiative – murals and public art
- Multi-functional:
 - Public space
 - Residential housing (non-student) relevant + varied programming that better connects with communities
 - Gallery and sales opportunities
 - Food
 - Maker space
 - Artists live/work space

The Committee's preliminary list of Core Arts Hubs additionally included these locations:

- Downtown: Hippodrome, Bo Diddley Plaza, The Thomas Center
- SoMa (South Maine Arts District): 32-acre Depot Park, Firehouse as Arts Incubator and Social Design Center, the Power District Redevelopment Initiative and Emerging Art District
- Fifth Avenue and Pleasant Street
- Innovation Square: Arts and Entrepreneurship, Design and Tech

To the extent possible, all hubs would link to Gainesville's existing Civic networks (City Parks and community Centers, Cornerstone expansion and GTECH, Downtown and other libraries, Alachua County schools and others) as well as Gainesville's heritage, ensuring authentic connections to neighborhood traditions and values.

Gainesville's early and recent history (native history, role in Southern History through Rock 'n' Roll, Cotton Club, Civil Rights Movement and more) would be reinvigorated and a prominent focus. Art & Design Curriculum for all ages would be woven into hub activity. UF would advocate and model preservation and adaptive reuse of historic structures and existing spaces rather than new construction. Additionally, the university could have an off campus hub housing arts disciplines. This facility could offer curricular opportunities not currently available to the students and offer another point of contact with the community.

Community members regularly raised concern about the manner in which UF would develop its property at the corner of 13th St. and University Avenue. This became an urgent concern with the completion of the highly controversial Standard apartment complex. Both Committee and community members responded positively to the idea of the arts being one aspect of the focus of the corner's development, a university building with some availability to the community. A hypothetical idea of a school of music building was offered and that was positively received as it would offer access and visibility to the art form and beneficial economic impact on the neighborhood.

Any project's level of impact soars exponentially when surrounding conditions are ideal. Committee discussion focused intently on potential barriers in Strategic Initiatives through the Arts implementation and how critical it will be for them to align with UF's Strategic Development Plan's overarching stewardship intent. Gainesville's mobility issues pose major challenges from insufficient public transportation and limited campus access to parking. The

Committee believes mobility solutions will be as important as the strategic arts initiatives themselves.

3. STEWARD AND SUPPORT GAINESVILLE'S CULTURAL VITALITY

This recommendation has several components:

- ▶ Though not yet formed with the level of detail as Core Arts Hubs, Town Hall participants felt strongly that a preliminary strategic initiative through the arts should directly target Gainesville youth, preferably through schools. Youth, children, and schools were mentioned 127 times in comments collected in Town Hall questionnaires, *five times more than families, marginalized neighborhoods, residents, or any other idea.*

During the final Town Hall, participant Nicole Harris, who also is Alachua County Teacher of the Year, came forward and suggested building on an existing Youth Arts Engagement program.

Harris' proposal excerpt states: *"I have taught hundreds of students and learned so much about Gainesville families. In the last town hall, there were several suggestions involving community youth and comments about the disconnect in community arts education and integration, particularly involving public school students. It is impossible to discuss investing in a city without consideration of the most non-transient population who quite literally hold the greatest stake in shaping the future. The Youth Engagement Project would produce lifelong, productive investors in their community, essentially leading to a return on investment as there becomes a culture of arts patronage among citizens. Efforts to involve grade school students have been seasonal and events-based with little collaboration across multiple departments, Alachua County Public Schools, and city-wide*

organizations. What could be more impactful is a unifying organizational structure within UF's Strategic Development Plan's burgeoning framework. Many of UF's aspirational peers have a department dedicated to developing youth artists and programs directly involving school districts. Studies from the prestigious national arts organizations such as the Kennedy Center and Carnegie Foundation support the idea that initiatives involving young artists through arts integration in education affect change long-term. As a premier educational institution, UF has an opportunity to broaden its impact to shape productive, global citizens beyond its enrolled students, reaching public school aged students and their families as stakeholders in the community where they live.

The consultant recommends serious exploration of this model. While there are thousands and thousands of arts education programs for elementary school age youth, teens are much tougher to program for because their radar for authenticity is more discerning.

Core Arts Hubs could be a link between Youth Engagement in neighboring schools and their communities. It is an arts education initiative with the strongest potential to bridge one aspect of the community-university gap. It also has potential to catapult UF's reputation for arts education nationally.

► Building a central arts center with lifelong learning in Gainesville, has been a longtime Gainesville aspiration. In 2014 development of the 352 Arts RoadMap, 84% of 1,337 public opinion survey respondents rated a centrally accessible arts and cultural center as

“good” or “great.” Thirty five percent of artists in the Roadmap Assessment indicated space is a critical issue and among arts and cultural organization leaders, 95 percent indicated space needs of some kind were impeding organizational success. Performance venue and classroom space were the most needed.

City funding for a cultural center where lifelong learning opportunities would be available as well as performance, classroom, exhibition, and maker space has been approved and a plan created by Parks, Recreation and Cultural Affairs outlining specifications for a multiuse center is already in place.

Though not UF driven, UF advocacy, expertise, and influence could impact the arts center in the following ways:

- Contribute to Cultural Center Design
- Artist entrepreneurship and innovation program design and delivery with Cultural Affairs
- Location for UF service learning, creativity interface with local artists, arts & cultural organizations, youth, seniors, marginalized populations, and more
- Spill over venue for Core Arts Hub activities

► UF's involvement, to the greatest extent possible, in support of Gainesville's cultural vitality will be critical. From collaboration on arts and cultural wayfinding to community building with artists and long-time Gainesville cultural organizations, the heft of UF involvement would expedite and bolster the success of all.

THE BIG IDEAS: IMPLEMENTATION DETAILS

FORM SYSTEMS AND PARTNERSHIPS				
	Actions in Priority Order	On Point	When	Metrics
1.1	Evolve Campus and Community Planning Committee into a joint UF/City/Community art-based strategic body. Eventually, appoint a UF Strategic Initiatives Through the Arts Community Liaison (Liaison)	Lane, Lavelli	asap	Silos disappear Connectivity increases Things get done
1.2	More intentionally connect creative students with community employers and connect employees with the creative work of the college for retention of professional talent	UF and its Business Community Partners	1-10 years	Percentage of UF alumni working in Gainesville increases. Number of UF contracts annually awarded to local vendors increases
1.3	Address environmental barriers: Increase access through transportation and mobility solutions	UF Planners City Planners	1-10 years	Annual increases in transportation usage Public satisfaction levels improve
1.4	With the City, investigate Ride share services: <ul style="list-style-type: none"> - With Uber, Lyft, Juno and Getty explore expanded innovative solutions that could serve as models in other cities - Bike Shares - Models such as PhillyCarShare 	UF Planners City Planners Gainesville Regional Transit System	1-5 years	
1.5	With RTS, investigate Broward model providing free access on public transportation for all students (K-20)	UF Planners City Planners Liaison	1-5 years	
1.6	Expand G1 card as a civic card for access to cultural and nature-based programming and more	Cultural Plaza Leaders, COTA Liaison	1-5 years	

		Parks, Recreation and Cultural Affairs		
1.8	Expand Downtown to Campus Connectors, shuttles and hop on and off routes	UF Planners City Planners Liaison Parks, Recreation and Cultural Affairs	1-5 years	
1.9	With the City and private developers, find new parking solutions on campus and at cultural destinations	UF Planners City Planners Liaison	1-10years	

INCREASE ACCESS, CONNECTING PEOPLE AND PLACES

	Actions in priority order	On Point	When	Metrics
2.1	Make COTA the welcoming UF East Edge Gateway connecting the community and campus	UF COTA Campus + Community Arts Liaison City	1-5 years	Citizen presence and engagement at UF annually increases
2.2	Establish the Cultural Plaza hub as premier example of community access to UF programs and opportunities	UF Cultural Plaza Leaders City	1-5 years	
2.3	Develop an implementation plan and budget for each pilot hub	UF and City Leaders Liaison	1-5 years	Plans expedite action Things get done

INCREASE ACCESS, CONNECTING PEOPLE AND PLACES				
	Actions in priority order	On Point	When	Metrics
2.4	Establish model civic hubs and partnerships, starting with a COTA off campus location, ideally an anchor in the Emerging Arts District Hub Explore, experiment, and constantly improve arts hub methodologies and best practices to share with other arts hubs	COTA and Cultural Plaza leaders UF with the City	5-10 years	Shared learning benefits annually increase
2.5	Link hubs to Gainesville's heritage efforts, ensuring authentic connections to neighborhood traditions and history	Liaison Parks, Recreation and Cultural Affairs	1-10 years	Citizen presence and engagement in hubs annually increases. Resident satisfaction levels continually improve

STEWARD AND SUPPORT GAINESVILLE'S CULTURAL VITALITY				
	Actions in priority order	On Point	When	Metrics
3.1	Add strength and support to existing successful arts education initiatives Explore Youth Arts Engagement Initiative (a full proposal accompanying this document)	Alachua County School Board Nicole Harris Teacher of the Year	1-5 years	Students impacted
3.2	Advocate for, influence, and assist with creation of a central arts center with lifelong learning. <ul style="list-style-type: none"> - Design - Curriculum development and instruction 	Liaison Parks, Recreation and Cultural Affairs		

STEWARD AND SUPPORT GAINESVILLE'S CULTURAL VITALITY				
	Actions in priority order	On Point	When	Metrics
	<ul style="list-style-type: none"> - Location for UF service learning, creativity interface with local artists, arts & cultural organizations, youth, seniors, marginalized populations, and 			
3.3	Assist with universal networking and communications to better connect creatives and organizations with each other and the community.	COTA with Cultural Affairs	1-5 years	tbd
3.4	Offer programs for creatives and organizations to continually improve artistry and capacity.	COTA with Cultural Affairs	1-5 years	tbd
3.5	Implement cohesive, collaborative city-wide arts and cultural marketing and scheduling, especially linked to tourism. <ul style="list-style-type: none"> - Explore models from other cities: CNYArts, Philly Culture Guide, SF Arts.org., ArtServe (Fort Lauderdale); ArtsBoston.org, NowPlaying Austin, Arts hound (Houston), or ArtsCrush.org (Puget Sound). 	COTA with Cultural Affairs	1-5 years	tbd
3.6	Implement collaborative promotion <ul style="list-style-type: none"> - Universal postering services. - Cohesive, city-wide wayfinding 	COTA with Cultural Affairs	1-5 years	tbd

APPENDIX

A. COLLECTIVE OF ALL IDEAS FOR FUTURE CONSIDERATION

This project's focus was to develop transformative ideas harmonizing the intent of City and UF's plans – ideas that would be inspirational on a global level. Scores of innovative, compelling ideas documented in this section also emerged. As resources and opportunities emerge, the joint UF/City/Community art-based strategic body will consider which ones might be implemented, when, and how.

NEW AMERICAN CITY UF/Gainesville as lab to address income inequality, workforce development, demographic shifts, health, entrepreneurship, food, housing, transit, technology, schools, arts, and culture.				
	Actions in order by theme	On Point	When	Metrics
1	Create a Smart City Lab: Interdisciplinary focus and capacity for broader impacts, community-engaged co-design, and other community-building and communication initiatives/challenges			
2	Promote University programs downtown: <ul style="list-style-type: none"> Arts curricula have shifted in the last 20 to 30 years to be much more about partnerships and serving as community asset. We are well poised for this transition 			
3	Increase community participation opportunities at UF: <ul style="list-style-type: none"> Like sports, Arts are well positioned to host community participation and programming Innovative transportation options: Gator1 Card becomes Gainesville1 Card Unified communication: City/Community/UF Arts and cultural events and programming clearinghouse/schedule 			
PROXIMITY Embrace compactness and urban densification and create environment to encourage interdisciplinarity. Densification of campus and city will also better define meaningful open spaces.				
	Actions in order by theme	On Point	When	Metrics
4	Undertake a residential life plan: <ul style="list-style-type: none"> New living/learning communities: Arts and Engineering, Business and STEM, etc. 			

5	Concentrate downtown development: <ul style="list-style-type: none"> Hub and spoke model: core, civic, and spatial Arts/Design and residential live/work spaces Increased UF presence in SoMa area and in Downtown Innovation Square: Arts, Design, and Tech Arts and Entrepreneurship Incubator/and Social Design Center 			
6	Create new civic spaces: <ul style="list-style-type: none"> Hub and spoke model: core, civic, and spatial Extend/renew Cultural Plaza as park-like, better connected to 34th Street and its surrounding community College of the Arts sits on the East edge of campus, prime for becoming campus' side door through development of the "Creative Corridor" Arts for space activation Civic spaces as sites of curricular and community based programming/partnerships 			
STRONG NEIGHBORHOODS: Listen, support, work with, and collaborate with neighborhoods to create strong east-west corridors connecting to downtown, define UF's eastern gateway, and the parcels at University Ave. & 13th St.				
	Actions in order by theme	On Point	When	Metrics
7	Preserve neighborhoods: <ul style="list-style-type: none"> Heritage efforts with Curricular ties, communications strategies 			
8	Connect downtown and campus: <ul style="list-style-type: none"> Art faculty and graduate student studios downtown; will increase partnerships, visibility, creative economy 			
9	Support appropriate regulation: <ul style="list-style-type: none"> Tax incentives or other regulatory mechanisms for arts or cultural heritage integration into new development 			
10	Encourage residential options:			

	<ul style="list-style-type: none"> ○ Live/work spaces for faculty, students, local artists; adds to creative economy and is attractive to retaining and recruiting new talent/investment ○ Public art and heritage preservation efforts indicate public investment/attention, and have been shown to increase public safety. Can have transformative impact on residential spaces and development 			
STEWARDSHIP: Promote the stewardship of Gainesville’s physical environment, and knit campus and community together.				
	Actions in order by theme	On Point	When	Metrics
11	Plan campus open space and infrastructure: <ul style="list-style-type: none"> ○ Intentionality behind “Arts Axis” from COTA on the NE corner to the Cultural Plaza on the SW corner of Campus, growth of “Creative Corridor” 			
12	Partner with city and county on environmental issues: <ul style="list-style-type: none"> ○ Arts as partner for communication strategies (data visualization and sonification, graphic design and public dissemination) ○ Stable of interdisciplinary Arts + Design experts to partner with developers, entrepreneurs, ecologists, others 			

B. PLAN ALIGNMENT

Information culled from UF and the City of Gainesville's four major plans provided the initial groundwork for aligning strategic initiatives through the arts. Forrest Edelson, City Planner, provided inputs for this.

	University of Florida	Vision 20/20 Master Plan	City of Gainesville + East Gainesville*	352 Arts RoadMap
Community Livability	<ul style="list-style-type: none"> Strengthen public engagement of UF programs with local, national & international communities Promote interaction and connection via strong neighborhoods... <ul style="list-style-type: none"> Downtown Arts District Arts Walk Second Avenue Union Road Campus Square Newell Drive/Plaza of the Americas UF Health UF Cultural Plaza 	<ul style="list-style-type: none"> Access for all residents Acquire open space for nature-based activities Upgrade existing community centers New walking/biking trails and paths 	<ul style="list-style-type: none"> Plan so that adequate space for recreation and cultural activities can thrive Provide access opportunities for all Create vibrant networks via a mix of multi-modal transportation opportunities Strive to accommodate increases in student enrollment ... within 1/2 mile of campus & Innovation Square area. 	<ul style="list-style-type: none"> Increase opportunities for all residents including new and nontraditional audiences Create opportunities where people live by encouraging individual communities to develop local cultural priorities Support arts education and lifelong learning Use arts and culture to bridge and connect communities
Historic Preservation	<ul style="list-style-type: none"> Preserve historic neighborhoods 	<ul style="list-style-type: none"> Create a series of interpretive (nature, history, culture, environment) walking tours of City park Integrate more history through exhibits in parks (a lot of parks in the City have historical significance, sites of battlefields, etc.) 	<ul style="list-style-type: none"> Protect historic resources + support Incorporate historic structures into cultural programming Preserve natural resources while incorporating them into the urban landscape Reuse historic structures and vacant land* 	<ul style="list-style-type: none"> Reuse historic structures for arts spaces
Our Reputation	<ul style="list-style-type: none"> Collaborate in the creation of pride and place 	<ul style="list-style-type: none"> Cement the City's reputation as a Cultural Center in Florida. 	<ul style="list-style-type: none"> Make arts a primary element of the community's character 	<ul style="list-style-type: none"> Solidify a regional brand Boost image as cultural destination regionally, nationally and internationally

	University of Florida	Vision 20/20 Master Plan	City of Gainesville + East Gainesville*	352 Arts RoadMap
Natural and Built Environment	<ul style="list-style-type: none"> Create strong east-west corridors connecting to downtown Define University's Eastern Gateway Define University's Western Gateway (Cultural Plaza) Collaborate with City to connect campus and downtown Consider outdoor spaces as a key feature of city and UF character-link between natural environment, infrastructure, and culture Create opportunities for large-scale open space and bike/pedestrian trails 	<ul style="list-style-type: none"> Expand existing and provide new cultural facilities and programs. Implement 352 Arts Roadmap Upgrade existing neighborhood and community parks 	<ul style="list-style-type: none"> Weave Environment into urban fabric Make urban forest and street trees a primary feature of the community Pursue Cabot/Koppers cultural arts park Fund public art and sculpture along thoroughfares Link environment, infrastructure, and social quality Create access to environmentally significant open space parcels Establish an urban green network 	<ul style="list-style-type: none"> Promote more public art and design - murals Facilitate the use of vacant and underutilized land for cultural purposes Develop funding incentives for old building repurposing Develop space for creative enterprise + activity Create multi-purpose art center
Economic Vitality	<ul style="list-style-type: none"> Increased technology translation and entrepreneurial activities 	<ul style="list-style-type: none"> Economic contribution 	<ul style="list-style-type: none"> Support + stewardship for arts and culture organizations Promote redevelopment to foster vibrant urbanism Strengthen UF and City partnership in Innovation Economy and Innovation Zone Collaborate with CRA for redevelopment 	<ul style="list-style-type: none"> Leverage cultural assets in transformative ways Increase municipal commitment + action to boost community vitality through the arts Provide strong stewardship to support the cultural ecosystem + creative business Strengthen collaboration between higher ed, innovation industries and cultural sector

C. ECONOMIC IMPACT DATA



The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Alachua County, FL (Fiscal Year 2015)

Direct Economic Activity	Arts and Cultural Organizations	+	Arts and Cultural Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$36,563,147		\$67,892,593		\$104,455,740

Economic Impact of Spending by Arts and Cultural Organizations and Their Audiences

Total Economic Impact of Expenditures	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	863		1,984		2,847
Household Income Paid to Residents	\$21,791,000		\$38,642,000		\$60,433,000
Revenue Generated to Local Government	\$1,152,000		\$2,835,000		\$3,987,000
Revenue Generated to State Government	\$1,210,000		\$3,914,000		\$5,124,000

Event-Related Spending by Arts and Cultural Audiences Totaled \$67.9 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident ¹ Attendees	+	Nonresident ¹ Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	1,750,513		674,020		2,424,533
Percentage of Total Attendance	72.2%		27.8%		100.0%
Average Event-Related Spending Per Person	\$20.21		\$48.24		\$28.01
Total Event-Related Expenditures	\$35,377,868		\$32,514,725		\$67,892,593

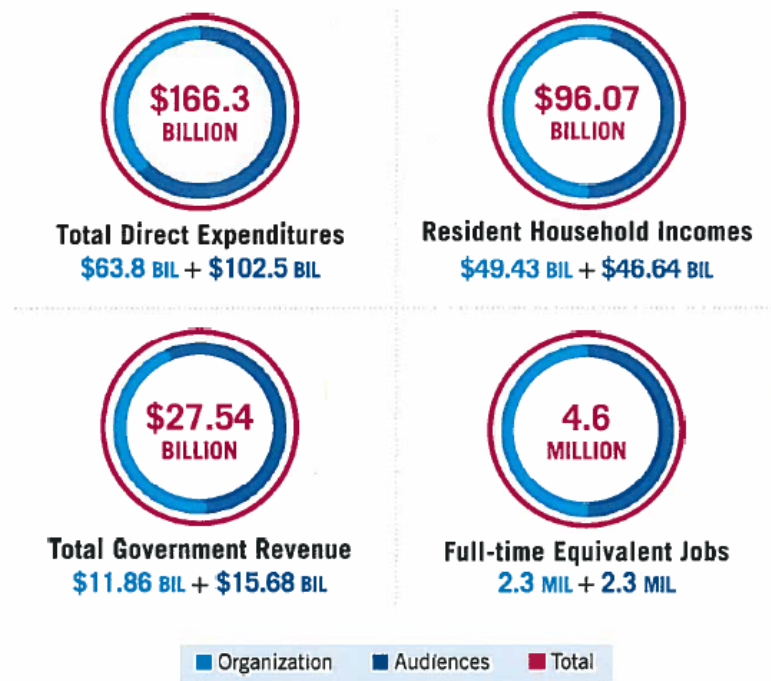
Nonprofit Arts and Cultural Event Attendees Spend an Average of \$28.01 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident ¹ Attendees	Nonresident ¹ Attendees	All Cultural Audiences
Meals and Refreshments	\$12.70	\$20.02	\$14.74
Souvenirs and Gifts	\$2.04	\$6.92	\$3.40
Ground Transportation	\$1.70	\$5.65	\$2.80
Overnight Lodging (one night only)	\$0.29	\$7.72	\$2.36
Other/Miscellaneous	\$3.48	\$7.93	\$4.72
Average Event-Related Spending Per Person	\$20.21	\$48.24	\$28.01

Source: Arts & Economic Prosperity 5: The Economic Impact of Nonprofit Arts and Cultural Organizations and Their Audiences in Alachua County. For more information about this study or about other cultural initiatives in Alachua County, visit the City of Gainesville Division of Cultural Affairs's web site at www.gvlculturalaffairs.org.
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National Economic Impact

Economic Impact of the Nonprofit Arts & Culture Industry (2015)



Economic Contributions of the University of Florida and Related Entities, Excerpts from the Sponsored Project Report to the University of Florida Office of University Relations

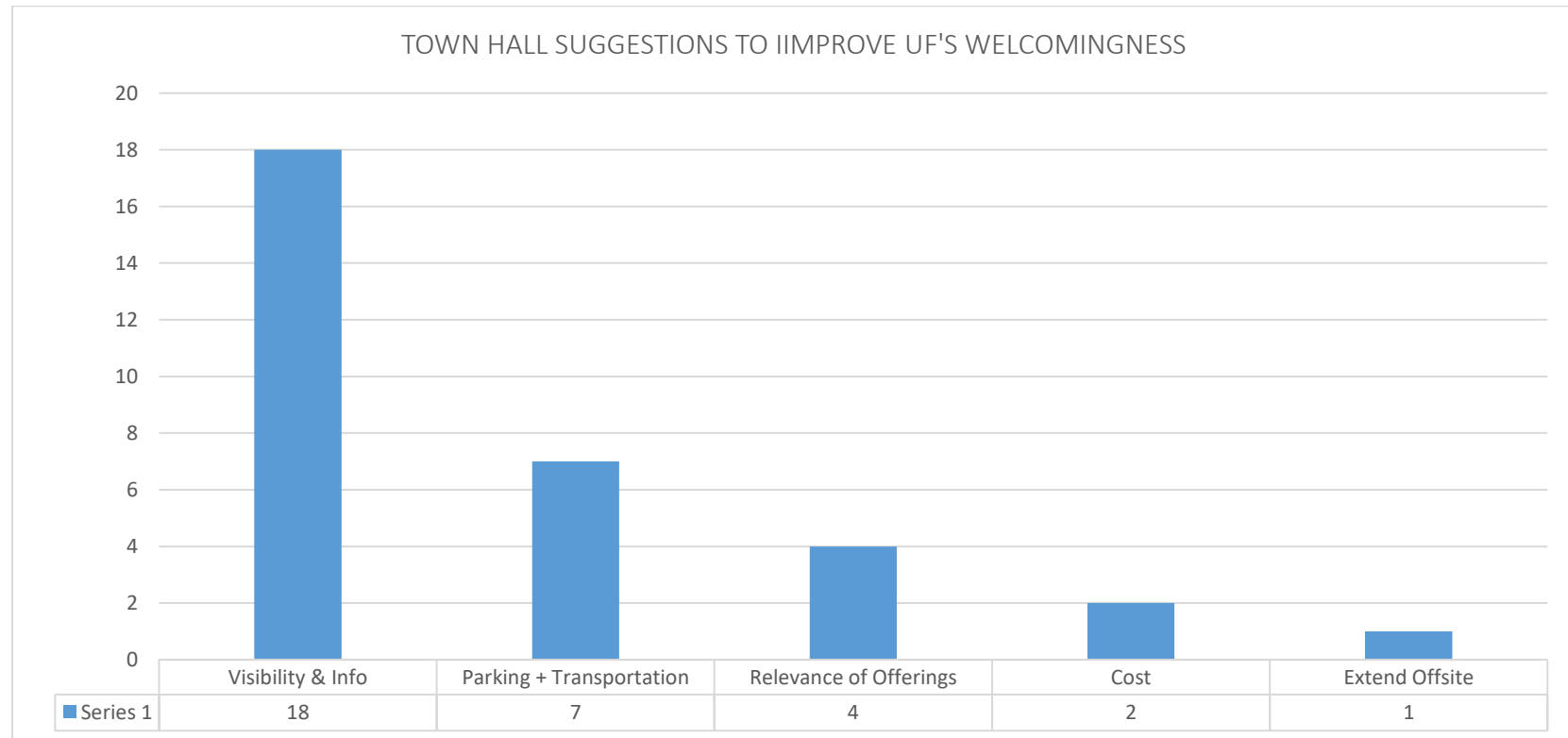
- In 2014-15, UF and its component units received total revenues of \$5.01 billion from all sources, of which 66.7 percent were from sources outside the state that represent new final demand. Total expenditures amounted to \$6.70 billion, including \$5.87 billion in spending within the State of Florida, of which \$3.84 billion was attributable to sources outside the state.
- UF entities had direct employment of 41,013 jobs, and total employment contributions of 135,576 fulltime and part-time jobs in Florida including regional multiplier effects, which represented 1.26 percent of the state workforce in 2014.
- The total industry output or revenue contributions were estimated at \$12.56 billion, including \$3.85 billion for UF operations, \$4.61 billion for healthcare services by hospitals and clinics, \$2.27 billion for technology licensing companies located in the State, \$505 million for capital outlays, \$794 million for student spending, \$271 million from visitors to campus academic, cultural and athletic venues and events, and \$260 million for Direct Support Organizations
- The University of Florida has a wide array of facilities that attract visitors for educational and cultural purposes.

Activity / Venue	Total	Resident, Nonaffiliated Visitors	Nonresident Visitors
Museum of Natural History	207,028	82,811	41,406
Philips Center for Performing Arts	171,112	51,334	17,111
University Auditorium	38,526	13,869	3,853
Harn Museum	110,161	55,081	11,016
Total visitors to UF	1,489,187	1,292,654	196,533
	14%	6%	21%

C. TOWN HALL FEEDBACK

Five Town Hall meetings were attended by more than 150 individuals including representatives from 40 different nonprofit arts and cultural organizations, area schools, all university cultural resources, artists, and residents from across Alachua County. Participants' input was gathered anonymously (and voluntarily) in questionnaires and has been sorted, filtered by respondents (residents, UF employees, and Campus and Community Planning Committee members), and included verbatim here.

1. HOW WOULD YOU RATE THE EXTENT TO WHICH YOU FEEL WELCOME AT UNIVERSITY ARTS OFFERINGS (I.E., THE HARN, PHILLIPS CENTER, MUSEUM OF NATURAL HISTORY, COLLEGE OF ARTS, UNIVERSITY LIBRARY) ON A 1-5 SCALE, WITH 5 BEING THE BEST?



1A. WHAT ADVICE WOULD YOU OFFER TO IMPROVE YOUR RATING?

My First Town Hall General³

- Parking (21) Hard for handicap parking.
- Give a better understanding of campus layout.
- Promotions and incentives directed towards residents on a lower economic level.
- I am a UF graduate and feel comfortable coming to campus, but less educated residents may be intimidated to come to events or not know about them.
- Time of events doesn't allow participating due to work.
- It is hard to figure out what is going on... communication is fragmented.
- Reaching out to locals and price reduced local rates. Social media and info sharing. Welcoming local's nights.
- My students and friends I have that are "non-academic" Gainesville residents do not feel as though they are targeted or promoted to.
- Be more inclusive of more diverse cultural groups more often.
- A central information hub online (maybe there is one). New residents funnel to this info.
- Provide enhanced accessibility via mass transit (bus routes). Integration of landscape at Cultural Plaza to create more of a "destination" for visitors.

³ Because numbers of individuals attended multiple Town Halls, only My First Town Hall comments were included herein.

- Encourage and actively pursue collaborations among the various performing arts organizations and the arts venues (museums, performance venues).
- For the events in the interior of campus, parking is a problem. Need to have events in locations with ease of accessibility. Work with RTS routes to facilitate accessibility with public transportation.
- Greater visibility for non-students. As a recent transplant, if I hadn't known people who were UF alum, I wouldn't have known so many cultural resources existed. Additionally, I live very close to SW end of campus so I am very close to the museum, less than one mile away. Use of satellite spaces. Variety of younger, POC (People of Color) artist and groups to the organization of cultural resources.
- A lot of events are free, well marketed, accessible, etc. Parking is great in our area. Seems pretty welcoming to the public at large.
- Cost, discount for City/County residents.
- Have as many free programs for disadvantaged youth and their families that draw them to the Cultural Plaza. Many disadvantaged families are not reading the paper, listening to public radio, reading blogs, access to computers, etc. Young children can be reached through schools during the school year but what about summer? Middle class and upper classes have access but others do not. Love the Broward County bus pass idea!
- Accessibility - being able to easily attend events on campus (Library, COA, U Gallery) accessibility during normal business hours is nonexistent. Also, the experimental nature of the arts at the COTA (SA & AH) seems threatening to the general public.
- Greater awareness around campus and City. In classrooms encourage instructors to utilize facilities, performances, etc. in curriculum.
- Traffic flow, billboard on I75, large sign on 34. Create a "park environment" in the Plaza. More events coordinated by all three venues. Dining facility in area.
- Perception is that campus is inaccessible during the day for specific events. Representative could meet people arriving at given parking area with parking permits. Consider other means of transportation.

- A transit system that would connect the Cultural Plaza with downtown and all parts in between. Not as elaborate as a monorail, but maybe a trolley. Remember that we must (should) serve more than a city. We also must serve a region - north central Florida and relatively rural counties surrounding Alachua County. Transit, again the key, as well as outreach.
- Awareness and welcoming. Improve athletics and make visual enticing environment (gardens, sculptures) to catch the eye from 34th Street. More PR needed within UF population and community. People just need to be educated on where to look.
- Better public transportation.
- A connection between all facilities - a bike trail, an eco-tour between art facilities.
- Signage, maps to connect institutions on the Plaza. Publication. More food vendors on Plaza.
- Better parking for College of Art venues. (Music building, black box theatre, Harn/Phillips/FMNH all good.
- Awareness of College of Arts and Library offerings is limited to public. News of offerings is not widely distributed. Further access to campus, except for Cultural Center, is difficult with extremely limited and difficult parking.
- I am aware and able to use the UF Arts offerings - But children and families only use these facilities on occasion. It sits empty in the day when children could use them. They have great programs that schools can use. But getting buses here (\$) and having programs that have more interaction with the schools. I use the programs sometimes with my students, but not always. Transportation is an issue. A barrier is transportation.
- The physical accessibility of events and places on campus is a major deterrent to attending/accessing. I am a graduate of UF and I am familiar with campus, but still feel I am circling a fortress. I have three family members who work here and still feel we are not "connected" in a way that allows us to reach events, walking paths, libraries, etc. (The Harn closes at 5 pm - how can visitors who work possibly visit)? A trolley system that moved frequently through campus (remember thunderstorms!) would help. Frequently. Hop on - hop off. Extend the reach into downtown, run late hours, allow people to have reliable physical access without needing to take a car.
- Cultural Plaza has better visibility and awareness than most other UF arts events. Very welcoming. Cost of some events may be a barrier for some but very reasonable compared to other communities. Our museum (FL Museum of Natural History) has 208,000 visitors annually,

which is good reach for a community of our size. Yet we know many in our area aren't familiar with our offerings. The Cultural Plaza is such a perfect platform for town-grown engagement. UF could capitalize on that more intentionally.

- I am aware of events in Cultural Plaza, but not as much COTA & ULib. Are library cards available for public? Art events on campus advertised @ Harn/Cultural Plaza? Transportation on campus? Bus stops could advertise nearby art spaces at each stop. One source for event information.
- Awareness and welcoming. Promotion during popular events such as football games, etc. - in the form of large digital signage such as is used during professional sports events. Physical access improvements would allow access to the Cultural Plaza by bridges or tunnels under 34th Avenue.
- Awareness...reaching out @ neighborhood level w/activities that give a small sample of museum/arts experiences. Variety of options for programming that may relate more to lives and interests of underserved/under represented communities. *Good ideas - park and bike, dedicated trolley or shuttled parking, RTS bus routes, transportation costs, local art magazine or marketing piece....
- Need more diverse offerings outside of the month of February for minorities.
- Programs for local families and children. More programming. Increase accessibility (trolley service parking, how to get there), affordability, awareness for all socioeconomic groups.
- More public notice
- Awareness - not sure what the College of Arts and the University Library offers.
- Improve customer service and outreach.
- My experience is excellent but I work at UF. I wish there was better access to diverse population and parking. Bring into community / awareness. Outreach to public schools.
- Easier access, central information area, use local artists, offer (community) classes and transportation, hop on hop off bus.

- Name tags at entry
- Better communication of events.
- More family-friendly programs (FLMNH is exception - they are awesome!) Affordable camps, arts events in the community (i.e. FLMNH pop-ups).
- Physical access
- Extending to the east side downtown
- Advertisement / Social Media
- None. Citizens need only seek and find.
- Visible invitations to events (Facebook events so people can RSVP and I can see my friends are going) on social media and invitations from friends via social media and otherwise. (I may not be plugged into all these FB pages)
- Cost equality for residents with students.
- More visibility and interaction in "local grassroots" fine arts community.
- University library lacks a physical public face. All transport; parking; messaging (Welcome!) Involve community in planning.
- UF going out to communities. From listening to everyone at meetings: Access by transit, mapping and signage, PR and marketing.
- For non-UF students increase awareness on how to access University offerings and resources. Parking.
- At all these venues are open and inviting when you are on site.
- Greater outreach of programs/efforts, maybe through email.

- Transportation accessibility; awareness thru advertising - trolley arts.
- Parking on weekdays. Advertising for public access to library (general public needs to know they can visit/use the libraries). Public transportation.
- Talks at libraries and community centers and retirement communities.

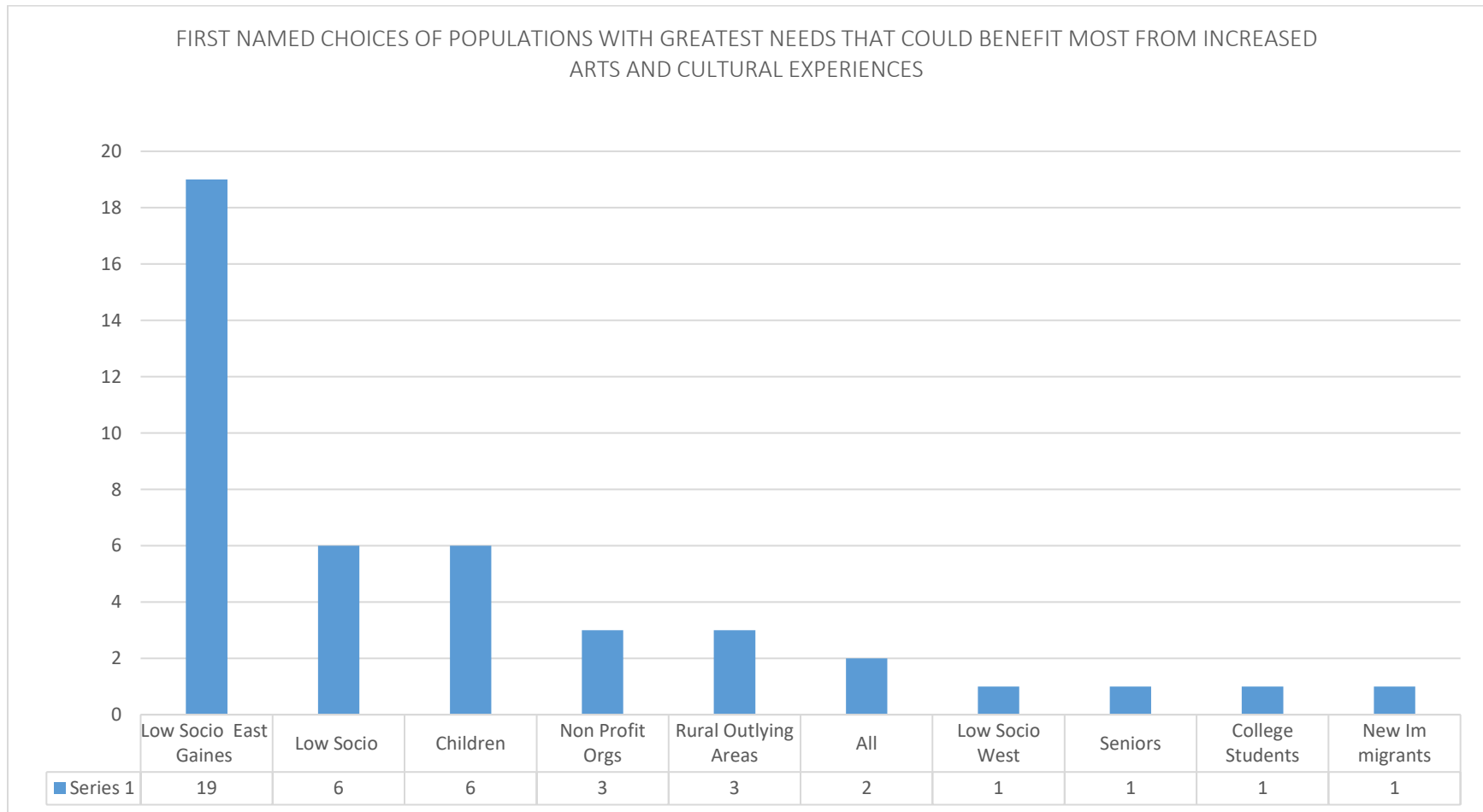
Steering Committee

- Parking varies at Cultural Center depending on time. On campus parking is horrible (except University Gall).
- Visibility of Cultural Center through signage could be better.
- Wayfinding to campus is awful.

UF Staff

- Transportation and parking. Easy buses/shuttles to Cultural Plaza.
- Consolidated calendar for broad awareness - web hub, social media hub, physical hub too (for brochures, calendars, announcements?).
- Notion of hubs in distinct parts of town and connecting w/trolley.

2. FROM YOUR VIEWPOINT, WHAT ARE AREAS OR POPULATIONS IN GAINESVILLE WITH GREATEST NEEDS THAT COULD BENEFIT THE MOST FROM INCREASED ARTS AND CULTURAL EXPERIENCES?



My First Town Hall General

- School aged children.
- Elementary school children
- Low income citizens. Citizens with little exposure or understanding of the arts. We should try to reach people who don't think they want to participate in the arts.
- Low income/eastside /all youth /children refugees /recent graduates /UF art /EHS Culinary Arts
- People without UF connections and especially children, likely lower income.
- Westside, lower income, multi-cultural populations. Visual, performing and culinary.
- Not only lower income areas but we are working on starting art studio "Grace thru Art" at the homeless centers. Giving creativity and possible income opportunities.
- The eastside of town can feel like a desert. Historic places like Pleasant Street definitely need more than a mile marker, bus restoration and active participation, tours, events. M.A.M.A.S Club on 13th Street.
- Dance Alive Studio and performance space. Many arts (performing) need a small theatre.
- 5th Avenue and Pleasant Street /East Gainesville
- East Gainesville
- Lower socioeconomic scale, especially for children
- Quality performances for kids. Weekend performances for adults (not on weekdays).
- All...why limit

- College students
- Downtown Gainesville, Haile, Tioga Town Centers, UF Campus, Alachua, High Springs, Newberry
- Elementary /middle school children
- East Gainesville /Porters /Pleasant Street area /5th Avenue arts. After school programs - children/students. Studio space for working artists /warehouses. Interaction between UF art students and the greater Gainesville community
- Eastside / southwest seniors / Children
- Middle class with kids. Cross-racial
- East Gainesville /Cotton Club /Porters Quarters. Better advertising of events, transportation for or to this community (Depot Park).
- Low socioeconomic regardless of race! Ability to access more that they would like to access.
- Kids. Eastside & downtown. Music, dance classes, art classes for community.
- Outreach to churches, communities and schools most in need (socioeconomically). Porters, east Waldo communities, Hawthorne, Waldo and other outlying cities.
- Home school students. Know what is going on.
- Pleasant Street /Porter's /Grove Street - areas
- Grove Street neighborhood /Home school children / Reichert House
- Smaller rural towns /lower income. I work with these kids in a summer camp and they want to learn and they have a ton of untapped talent that needs to be encouraged.

- African Americans
- Perhaps seniors, but I believe already participating w/NW Senior Center @ SR 121 /34th Ext, no?
- Eastside
- Activists and activist organizations in the community. It's more important than ever for people to be engaged. Citizens and arts events are a major way to engage people.
- Eastside past Waldo Road
- At risk communities, local grassroots artist community.
- Youth /Elementary /Seniors - transportation, handicap parking. There are some events for school children.
- East Gainesville /SWAG /area behind Applebee's on NW 13th Street/10th Avenue /K-12 students and families
- East/SW Gainesville (area where SWAG is). Historic African American neighborhoods
- Newberry Road between Tower Road and 34th St. /East Gainesville past downtown /Residential areas
- Immigrant populations /homebound elderly /Grace Marketplace
- Southeast Gainesville
- Eastside Gainesville /Students - to keep them after graduating - paying jobs
- Eastside /Tower Road to I-75 between 8th Ave and 20th /Porters area /Home schoolers
- North & East Gainesville /Homeless shelters and residents.

Steering Committee

- Underserved neighborhoods may not be at all aware of these amenities or, if so, think they are not for them. In reach and outreach on a regular basis.
- Latino and African Americans. East Gainesville

UF Staff

- Much focus on downtown and east end... how about central and north central areas? Rural Alachua County too.
- East Gainesville schools, but connecting them better to existing strong resources vs. reinventing the wheel. Always great to have new efforts but it seems that awareness and ease of connecting to strong existing resources as a first step would serve to better anchor the efforts and provide a strong platform for elaboration.
- Porters Grove /East/West /outskirts /children /college students /millennials /retired

3. WHAT ARE COMMUNITY CHALLENGES THAT MIGHT BE BETTER ADDRESSED COLLECTIVELY? (UF, THE CITY PARKS, RECREATION & CULTURAL AFFAIRS, ARTISTS, ARTS & CULTURAL ORGS, AND MORE).

My First Town Hall General

- New development. Architectural guidelines.
- Use art to improve solid waste receptacles at transit stops, downtown and neighborhoods. Design transit stops with benches and shelters. Artistic bike parking.
- Performance dance and circus arts spaces. Dance friendly floors and lofty ceilings. Low rent permanent shop spaces for local artists and farmer's market food trucks (like Portland, OR).
- The University community gap is large. UF is my alma mater and I am passionate about bridging that gap and supporting local artists.
- Performance space - UF, RTC Affairs, Artists

- Lack of inclusion of cultural groups in the arts.
- Amenities in East Gainesville.
- Accessibility /Affordability /Awareness - website hub, /Programming - all ages
- Centralized marketing and listing efforts. Very difficult to find comprehensive information about optional activities.
- Public arts installations
- Availability /Accessibility /Awareness /Diverse offerings /Family friendly
- Music programs /Dance programs /Art programs in elementary school
- Better communication between UF and City/County entities. Advertising - collective info, social media. Address diversity through the arts.
- Transportation, information centralized and easily accessible. Complete packet for new individuals. Natural play spaces with water features, learning features, Tai Chi, Yoga, shade
- More local business. Utilizing buildings already existing. Stop corporate devastation of our lands.
- Marketing /posters /graphic resources. One calendar - one headquarters.
- Community arts classes /Transit /Local food and health /Affordability /Playscapes
- Criteria for "Hubs"
- Communications /TV spots

- Making mobile for areas like Waldo, etc. People love art but cannot get to the arts in Gainesville. Archer, Waldo, Hawthorne, Alachua, Micanopy - cannot get into Gainesville.
- One central website - The Gainesville Sun events site is good because it is a paper and print.
- Website hub? Social
- Event calendar and coordination.
- Supporting local nonprofits instead of competing with, taking over, or making soulless rip-offs.
- Senior citizens discount /Transportation

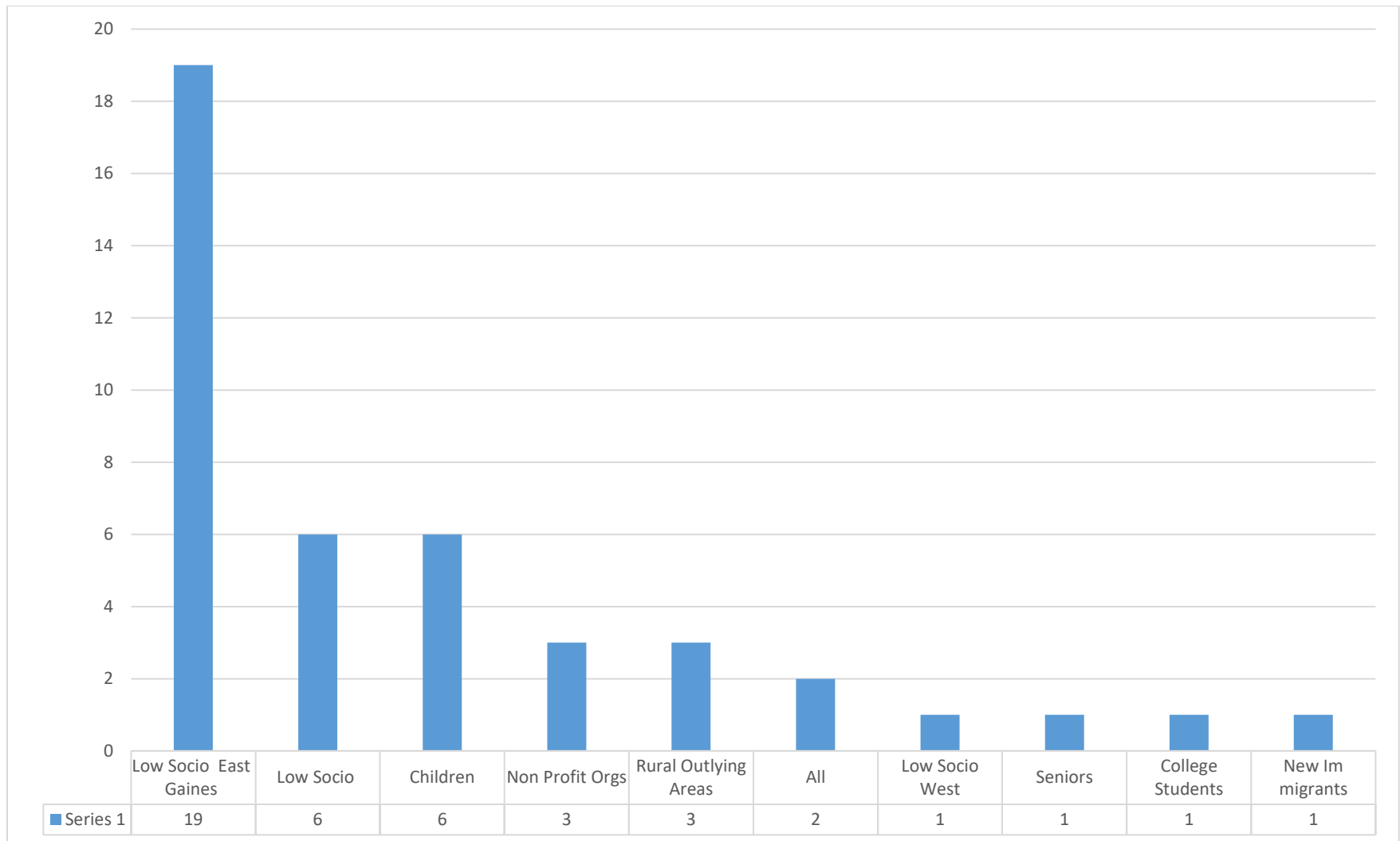
Steering Committee

No responses

UF Staff

- Transportation for underserved communities. Outreach to the community - being present outside the institutions. Giving to making arts vital and accessible. Education.
- Taking the arts to and bringing people into cultural centers from underserved areas. Transit!
- Income disparities... the haves vs. the have nots.
- Transportation /Membership /Advertising
- More non-English resources. Coordinate PR for opportunities and more signage about all Gainesville. Homeless issues - engage rather than moving them away.
- Marketing /Blur the line

4. IT HAS BEEN SUGGESTED THAT THE FOCUS BE PLACES - AND MAKING PLACES AND WHAT HAPPENS IN THEM EVEN MORE INTEGRAL TO GAINESVILLE'S COMMUNITY VITALITY. PLEASE CIRCLE PLACES YOU THINK WOULD BE BEST TO APPROACH FIRST.



5. ARE THERE OTHER PLACES YOU WOULD RECOMMEND FOR INCREASED ART MAKING EXPERIENCES AND OPPORTUNITIES?

My First Town Hall General

- Unused retail space, old Sam's Club, etc.
- Any plans to run projects in other cities in Alachua County?
- Pleasant Street and Stephen Foster neighborhoods
- Satchel's repurpose project warehouse area to the north
- Bo Diddly Plaza
- A free trolley that takes people from the east side to free festivals like Art walk, Bo Diddly Plaza, Civic Media Center, Porter's community.
- The HIPPP
- Wilhelmina Johnson Center /Rosa B Williams Center /A. Quinn Jones Museum
- Fifth Avenue Pleasant Street
- Downtown Plaza (BDP) /Cotton Club
- Thomas Center is a great resource that can be used for increased cultural activities for kids and adults.
- North Main art district /NOMA
- Neighborhoods - historic preservation neighborhood near? Square
- Public schools /Outlying areas /Playscape (natural) park
- Schools (all levels). No one from SBAC is here today.

- Cotton Club /Bo Diddly Plaza
- Grove Street /Main Street to 6th Avenue /8th Avenue to 23rd Avenue
- Grove Street area / Pleasant Street
- Grove Street
- Pleasant Street
- Grove Street Median /NW 4th Street between NW 10th - 16th Avenues
- Waldo's new library is going to have an art maker space.
- Cotton Club area /Downtown power district (see CRA Staff) Senior Center on SR 121
- Near East 15th Avenue and Waldo Road
- K12 schools in summer and after hours. Assist CRA/City in free programming at Bo Diddly Plaza.
- South Primary business district. Start at the Baird Center Complex Heartwood.
- University Auditorium /UF Music Concerts
- Hippodrome /Bo Diddly Plaza
- The schools
- East Gainesville but not sure of exact best spot.
- Newberry Road near Oaks Mall /NW Gainesville - largely residential (go to where the people are).

- Bo Diddly
- Tower Road neighborhood and branch library/Veterans Park
- Connect restaurants and bars to these destinations.
- City community centers /Schools /Libraries

Steering Committee

- Infinity Hall

UF Staff

- Main Street /Engage SAW of Gainesville /Public schools

5A. THE UNIVERSITY IS COMMITTED TO WORKING WITH THE CITY, THE CITY PARKS, RECREATION AND CULTURAL AFFAIRS DEPT., THE COUNTY AND ALL RESPECTIVE PLANS TO IDENTIFY PROJECTS WHERE WORKING TOGETHER WOULD YIELD GREATER GAINS THAN WORKING SOLO - ESPECIALLY PROJECTS IN WHICH THE ARTS COULD SERVE AS CATALYST. IT HAS BEEN SUGGESTED THAT WE FOCUS OUR ENERGY ON PLACES - AND MAKING PLACES AND WHAT HAPPENS IN THEM EVEN MORE INTEGRAL TO GAINESVILLE'S COMMUNITY VITALITY. DO YOU THINK THIS IS A GOOD DIRECTION THE UNIVERSITY SHOULD PURSUE? IF SO, WHY? IF NOT, WHY NOT?



- This is an innovative idea, but more importantly there needs to be a more fleshing out and pairing of the right spaces and the right programs. Please consider Lynch Park as a location.
- If you build something new, you have to adapt what's old to the new model or else it will be forgotten. Most new places overshadow what's old because people are drawn to new investments. I think we should put as much energy promoting older spaces and maintaining older facilities as they are the new buildings. Can we use what we already have? I don't think it is a good idea to take additional revenues to create new buildings instead of taking the money and helping make the buildings you already have more accessible. People travel from all over the world to go to sports outings simply because of the experience. How can we make them just as enthusiastic about our fine performing arts?
- No. Make space, incubator, etc. already exist, help what is here instead of recreating. Should belong to citizens - UF stay out. UF takes too much ownership, credit, and in fund raising too much money.

- I think merging resources and exposing art to multiple public areas is an excellent concept and will take extensive coordination. We should select 3-4 sites geographically distributed and supported by a facilitator. Do not expect existing staff from City/UF to be able to accomplish this without support. Create support and guidance for a few sites to achieve success - a rec center - Fred Cone Park or TB McPherson - Innovation Square - something the middle, in between.
- Involve students! Of course, it is a good idea! It has been needed for 30+ years! We must remember that the role of the arts can be not just for enjoyment or entertainment. Arts often challenge, and we need to encourage that aspect as well!
- Broaden scope of building, i.e. Harry's (Opera House), Cotton Club. Possible integration of Taco Charlie upon closure (possible Med/Art complex).
- Yes, gives immediate community pride and accessibility to arts centers.
- Yes, it is a good idea. We need more diversity and opportunities for the community and artists.
- Most of these could provide for UF and community to interact, teach and learn, i.e. pop-up museums, art shows, classes, workshops, performances. Opportunities for populations from different groups who are usually separate to encounter each other and share information.
- Definitely yes. It is also a good facilitator for creating that "sense of place" the new form-based Land Development Code is supposed to provide. All on the list - yes and more. I like Dean's idea for SE corner of University Ave and SW 13th Street.
- Priorities! As long as we set priorities important to all and start with those we would be going in the right direction. Why start a "new" place if we can't finish or complete what is already there? Cultural Plaza should be the "entry" portal.
- As an artist, I think this is a good direction, i.e. projects in which the arts could serve as a "catalyst". A lot of planning and organizing would be involved. Is the list of 12 prioritized already? Also, all of the arts should be included in any project.
- Connectivity is most important. Recycle/preserve places. The heat problem - use shade and shelter along path. Incorporate open spaces - med school = exercise with the arts. Include food along art tour of town.

- This idea is dynamic! An inclusive process that draws all generations together to be engaged in new forms of art that make them come alive. I've felt intimidated in the past. This approach gives me a comfort level to try new creative activities.
- Yes, this is a good direction, but in an era of limited resources, prioritization of projects is important. What will make a real impact? Suggest the most viable projects are 1, 3, 6, 7, #2 may also be viable temporarily. What about City Hall Plaza? It is large, publicly owned, and has a prominent location.
- Difficult to answer the question when the list is ambiguous at best, confusing at worst. What is Depot? What Firehouse? What is a COTA desert? How can you expect a reasoned answer when the questions are not well posed?
- Are there places (benches, greenery, lighting) for people to relax, enjoy and use these "places"? Ask for an active sustained contribution from the protagonists (stakeholders). Look for ways to SUSTAIN the communities in the projects, and not just be a "one" off. Families can be asked to have a voice in the events that they could support - puppet shows, music events with food trucks but not just a Depot Park. Have a travelling van of cultural arts visiting different parks and places of families and children to interact and be active participants in the art, create drama, movement, visual arts with them (not face painting - they are a consumer of this, not a producer of this).
- If each (or many) of these listed places is isolated/inaccessible/parking challenged, then we will simply have more of what already exists: cultural entities that are difficult to access, close early, restricted to exclusive programming, etc. Interstices - the linking of these places is key to creating the "sense of place" that seems to be desired, but elusive.
- Connecting up efforts around town is great. Thinking about "where nature and culture meet" - are there natural areas that could also connect up with the arts? Make that City motto more meaningful. The Florida Museum of Natural History in the Cultural Plaza and the Natural area behind it are an example of blending/enhancing. Like Central Park and the great museums of NYC, people are inspired and refreshed by both nature and culture and it's our area's marketing tagline. Can this plan capitalize on that more? Cultural Plaza as a gateway.
- Yes, the University can support various arts in the community and culture including the architectural history of the town by repurposing these areas. No more new overpowering buildings. Creative art making space and put resources into facilities for state-of-the-art technology.
- Yes, if funds for development are shared by the developers and planners, and if there are ways to easily resolve disputes over funds.

6. ARE THERE OTHER COLLECTIVE APPROACHES OR IDEAS (WITH CREATIVITY AT THE CORE) THAT WOULD HAVE EVEN DEEPER AND GREATER IMPACT THAN ANYTHING GAINESVILLE HAS EVER DONE?

My First Town Hall General

- An architectural master plan with a focus on iconic, modern buildings to increase Gainesville as a destination. Strategic development with minimal impact on nature.
- Solar lit bike paths. Parking lots with astronomy art in reflective paint (glow at night). Incorporate solar design to illuminate murals at night. Nonprofit collaboration. Art in County Jail.
- More focus on local art and artists. We bring in so many artists from other areas for the fall and spring art festivals. Bring the dance companies in town for joint ventures.
- A person appointed to be a liaison between the City, public schools, 2nd UF to include, recruit, devise, manage youth AES Engagement, while utilizing student research to help run program. Director of youth AES Engagement. Youth create brand loyalty to the University even if they don't attend. College students working with community causes empathy.
- Theatre for Performing Arts
- Partnerships to infuse arts into schools.
- Innovation in transportation and communication methods. Innovation and collaboration in programming.
- Kids activities in the downtown area - gymnastics, indoor venues for summer days.
- Centralized point of information on the arts in Gainesville. Involve private galleries. Art events at football game half time.
- Through architecture and buildings, eliminate road blocks to new development and revitalization of downtown, midtown and elsewhere.
- A neighborhood that attracts working artists to live - subsidized? UF purchase residential property to bring art students into the community to live and work. Torpedo Factory studios (Alexandria, VA).

- More public (and paid) learning classes. Trams to commute. Include nonprofits in dialog. Local conferences.
- Music - Old haunts /Bo Diddly Plaza /Performance areas at Depot Park
- Visual arts with Yoga Park. Stages for music, theatre and dance.
- Food and arts connections linking cultural roots of food and art to create experiences that bridge differences. Community land trust to hold land and space in community ownership for arts and cultural activities.
- Bring theatre in these areas.
- Include libraries.
- All the music festivals
- Active streets /Chimera Fest
- Approach art and creative based businesses in the South Main district. SOMA Art Media Hub, S.A.W. Sequential Artists Workshop, across town REP Theater. Heartwood GFAA. We're all full of ideas. Don't exclude the local art community from these events.
- Define Hubs, map them
- Emphasis on culinary arts - biggest most reputable cities are known for culture and food. Supporting local restaurateurs/entrepreneurship would be beneficial on many fronts. Branding - give the community an identity to unite and distinguish it.
- UF architecture department uses students and faculty to renovate derelict properties w/LEED
- Network cultural and natural destination via buses or dedicated trams.

Steering Committee

- Design Center /Interdisciplinary /Torpedo Factory - open studios /Multistory - Glass. Camps for kids and classes for kids and adults.

UF Staff

- Community Center for fund raising for arts initiatives. Hubs - UF, Santa Fe. Tax incentive to bring in \$. Not enough \$ now in Gainesville.
- Sculptural tables at Hub location for meal/cultural art gatherings. Connecting nature and culture with parks at Hub locations.
- Significant interactive community engaging large outdoor public art installation.

7. ADVICE TO UF -

- 1) Ideal Hubs (architectural) walking distance to restaurants. Plenty of parking. Well-lit areas (safe). Available in the evenings. Available for the working public. Well-advertised events, easy to use websites with all art/music events.
- 2) Be sure that there is enough organizational support to sustain the efforts and planned programs. Also, financial support.
- 3) Giving accessible space to smaller organizations such as dance groups, performance, art showings at affordable prices if not free. Signage in a uniform manner in keeping with the overall planning of how the City wants to be represented. Better communication of what is going on where. I found out about this venue as a fluke. Send communication through the high schools and middle schools. Is there a community wide calendar?
- 4) As a public-school educator, I have won Teacher of the Year primarily because of the "Canes On Da Mic Poetry Club". We are a part of an international organization called Brave New Voices. We got invited to the Kennedy Center last year and San Francisco this year but had to forfeit because of funds. I run a yearly teen poetry showcase with 30 kids from seven different schools at the Thomas Center. Schools all throughout have expressed the need for this at their schools but it may come to a halt without funding. I was flown to Texas to meet other poetry coaches (as far as S. Africa) and all major cities had the financial support of their major University where students citywide could participate in civic engagement and literacy efforts, therefore parents and DIVERSE kids could feel connected and not alienated from their

city. UF needs a collaboration with the City and school board and appoint a liaison that is in charge of youth AES Engagement. I spoke a lot about poetry club but the vision for youth engagement is much larger.

- 5) What Hubs could be /Architectural aesthetic /performance spaces near Hub (Small) but central large performing theatre (750 seat). There is not one that fits the needs of larger organizations. Should have more space for 750 seat theatre with fly system /Black Box /Art Studio /Music rehearsal rooms /Dance rehearsal rooms /Convention Hall to make money for pageants, etc.
- 6) Be truly receptive of integrating arts/culture in East Gainesville, not just talk about doing something for another decade.
- 7) Start asap website Hub, main place for all information.
- 8) Working on amped-up programming at all individual facilities (COG, UF). Analyze and create the physical gap connections. Look at "bird's eye" view of COG, UF, etc. Promote to local community as well as tourism - historical, cultural, music, art, environmental, bikes.
- 9) Use vacant storefronts and spaces downtown for community activities.
- 10) Activate Thomas Center basement for arts and classes for kids and adults -- By Harn & Natural History Museums?? Use Thomas Center A 2nd Floor for community classes (music conservatorium?).
- 11) Indoor play area in downtown.
- 12) UF creates free/low cost education seminars, workshops for Alachua County residents for seniors/retirees, people - held at campus locations where there is plenty of parking. For example, UF students providing workshops on landscaping, art, music classes by UF students helping or teaching. UF creates office or department through Shands Health to communicate with residents and residents could ask where to find their solution.
- 13) Focus on the areas that already have legs and figure out what can be done to connect them. Awareness /connectivity /accessibility.
- 14) Adopt a classroom or school UF COTA (and other) students plan and execute arts programs before, during, and after school.
- 15) Focus on the things that have sustainability!

- 16) Communication /Engagement /Collaboration.
- 17) Keep going!
- 18) Community Hubs inclusive of different mediums in the arts. Include surrounding towns such as Hawthorne, Little Orange Creek. Nature /Art /Education. Involve the local museums in more cultural events. Events at Grace Market Place. Nature a bigger part in the arts - it is art.
- 19) Continue interacting with community - push community to react and respond. Communicate more often - again reach out.
- 20) Mobility!
- 21) Be humble and promote/support local private and nonprofit efforts to do this work. Be a collaborator and a partner without taking over or needing to own management or the credit.
- 22) Find creative funding mechanisms (i.e., 352 Arts /Future Music Makers /Girls Rock Camp, etc.) to provide community programming highlighting local artists and offering interactive workshops - dance, art, music.
- 23) Focus business services contracts toward locally owned business inclusion and open opportunities for business partnerships rather than exclusivity and multi-national corporations.
- 24) Artist mentorship program that is free or scholarships for allowing broad access.
- 25) Improve recruiting of high talent arts/music students.
- 26) Extend the resources to the community regarding the arts education. A feeder program that supports growth and their talents. Inclusive preservation with the community.
- 27) The City of Waldo is trying to get the Waldo Community School which will give us space to utilize for a number of things. We are trying to get a Main Street program going in Waldo. I think art might be a way to revitalize Waldo.

- 28) Effect communication... Objectives /Means /Time Frame. As to the arts (including good design)
- 29) A hub/center infrastructure for organization in Gainesville to provide plying services, etc. This could also include video services. Video speaks loudest online (compared to words and static images). These videos can come from 352 Arts roadmap (with teaser before - after video) drawing more engagement there. Badge system online encouraging social sharing on 352 Arts on a general badge system for all websites in the mix. Gamify cultural engagement online and give people a reason to migrate away from Facebook for community engagement online.
- 30) Support local organizations and nonprofits. Let them lead in local efforts.
- 31) University units to be self-reflective about engaging the community with openness to the idea that this will change how these units think/act.
- 32) Look at the cultural arts Hubs in the community and how they can be connected (for access and awareness) integrated into the Strategic Development Plan. They can be attractions and centers for going out to the people.
- 33) Make it accessible - parking space for many people.
- 34) Build upon existing projects/programs that already have collaboration in place with organizations, community and UF so as to reduce redundancy and maximize effectiveness. FYI, people love free classes.
- 35) UF needs to streamline and be more functional in its timeliness and communication. Move as quickly as possible. Raise awareness. Use student energy.

Steering Committee

- 36) Devote resources to staffing the ongoing coordination and development of this creative "think tank" and implementation initiative. Partner with the City to ensure City devotes financial resources to staffing.

UF Staff

- 37) UF adds a \$1 per credit hour for arts fund run by committees.
- 38) Add people to get to K12 and home schoolers for opportunities.
- 39) Engage Oak Hammock and other facilities to locate mentor and possible funds. Culture and sports.
- 40) UF must get business to move to Gainesville - currently art rich and cash poor.
- 41) Start with existing strengths and build from there. Develop these anchor units or hubs to make them dynamic and engaging spaces for town/gown engagement. The Cultural Plaza - develop interactive culture/nature park setting. Depot Park is similar on east end. Then connect them up with transportation, information. Then fill in strengths between (Innovation Hub, 13th Street, etc.) Don't spend resources (at onset) for brand new smaller initiatives. Build the anchors.
- 42) Blue the line. Bring people onto campus - maybe on Sundays, open house, not only culture but every college.
- 43) Create a center for mural art that is cooperative with all schools and creates in town classroom.

ADVICE TO UF -- PLEASE DO!

My First Town Hall General

- 44) Get public input.
- 45) Assure inclusive to all.
- 46) Accessible to public transportation.
- 47) Raise funds through the universities, hospitals. Give back.

- 48) Be more inclusive, reach larger community groups.
- 49) Develop ways to invite individual Hubs to interact w/other Hubs and encourage participants to do the same.
- 50) Have more collaboration with community organizations.
- 51) Build Green! Natural lighting focus.
- 52) Support long standing local arts organization (Dance Alive, HIPPP) by funding internships.
- 53) Help new art organizations with faculty advisors.
- 54) Improve transit and bike/pedestrian access to arts centers.
- 55) Fund Arts & Medicine!
- 56) Preserve buildings with historic and architectural value. Improve public spaces. Look at University Avenue historic Baptist Church building.
- 57) Incentivize faculty to work w/community members (the recent grants are a good start). Work with local materials - human and otherwise. Demand high quality even if it means bringing in consultants from other places. Reinforce and follow successes: Russell Etling, CRA, Bulla Cubana.
- 58) Encourage development of affordable artist workspaces and sales shops combined with smaller theatre and performance spaces. To encourage artists, bring in visiting/touring artists and make it possible for local artists to make a living as full-time artists.
- 59) Cross plan - bring the east to the west etc.
- 60) Use these community efforts worthwhile for college students to use in their research. It is a win-win if college students can conduct research from local projects.

- 61) Proposed Hubs: Rosa B Center /Wilhelmina Johnson Center /A. Quinn Jones Center /The Blue Center (NE 8th Avenue) /Duval Early Education Center /Various parks in the east part of Gainesville. Architecture that speaks to the history and culture of the community. Marketing.
- 62) Build ties to non UF art venues.
- 63) Encourage student engagement with the community such as mural at Sun Center.
- 64) Include nonprofit organizations. Include areas with shade, seating, water. Adopt a "mini park" for support with business and organizations.
- 65) Keep community involved.
- 66) Invite all groups to participate in these types of workshops (limited number of them). Include corporate entities (\$) to contribute via grants, personnel, etc. Market all activities and link all social media sites that were discussed during workshop.
- 67) Involve students in architecture with local projects. Involve student composers with local community projects, businesses, churches, nonprofits, and write music for us?
- 68) Include smaller towns in County. Think about lower income and inability to get to places. Incorporate food, nature, art. Figure out a way to get information in one spot for easy access.
- 69) Find more parking on campus.
- 70) Involve upgrades/redesign roadways to accommodate new/larger venues that will impact traffic patterns. Provide plenty of free parking. Mobility/Access.
- 71) Connect cultural hubs around Gainesville both physically and intellectually. Integrate their functionality. Remain flexible, agile - don't settle for business as usual. Use pre-existing foundational institutions or organization as community anchors of cultural connections. Exploit organic connections. Find ways for UF units to be more involved in the community.

- 72) Encourage transportation funding. Use small art gallery on 4th Avenue SW as a connector. Consider all ages, children, young people, elderly and consider all types of music, art, and performance each would enjoy. Consider non-UF students/alumni and UF students who are not traditionally drawn to "fine" art.
- 73) Integrate arts and engineering in the innovation district and use it as an opportunity to attract contemporary artists to exhibit.
- 74) Build upon what you have. Market what you currently have. Cultivate the investments you've already made.
- 75) Catalog and help current (non-City) efforts happening in town. Partner with local organizations more. Hire locals for consultation and implementation.
- 76) Identify all the potential resources that are available and rank them according to easy to access, available funding, how much funding is available, how accessible are students to support this initiative, etc. Focus on a few projects to and show success. Look at the Savannah model and see if it is feasible to apply some of that model here.
- 77) Engage the younger demographic of the community (under 30, not just over 60...).
- 78) Make the University art (visual) more valuable to the public. It needs to be accessible.
- 79) This is a "car" town. People drive everywhere. While we need better public transport, parking is key to get more involvement.
- 80) Improve University access (handicap parking at several locations almost non-existent especially University Auditorium). Correlate effort with C of C to highlight old "Gainesville" sites via pedestrian bicycle - Thomas Centre, Depot, etc. Possible print or web publication "trail guide" central city and outlying areas. Perhaps a "creative building design zone".
- 81) Listen to the community leaders who have interest in the arts as well as businesses at large.
- 82) Work on public perception of UF facilities and activities being exclusive and inaccessible.
- 83) UF students present art shows, performances, recitals at hubs.
- 84) Connect arts with natural spaces.

- 85) Ask the neighborhoods what they want to see happen. Include historic preservation in the plan - from the Hippodrome to Haile Plantation House - other grand homes and buildings - unique architecture.
- 86) Develop UF foundation property on SE corner of University Avenue and 13th Street as community "collision" center (not more student apartments as proposed last year).
- 87) Make Cultural Plaza the magnet not only for community but for visitors by developing gardens with sculptures and natural looking visual ways to attract everyone. Ask AND take into account the opinions of the people who work and live here and make this home. Give us a venue of lesser capacity more affordable to us "the little people" in area west of 34th Street.
- 88) Communicate with City representatives. Collaboration and cooperation to effect viable and creative change - such cooperation would benefit all.
- 89) Use solar energy (solar trees) /Use architecture /Connect the dots /Include science (bat houses) /TARGET children Cade Museum /Use Jonesville Fire Station and land behind
- 90) Include all ages, economic levels, educational levels. Create an environment that is inviting and nonjudgmental - good comfort level. Encourage thinking outside the box. Be strategic, have some outcomes. Foster all disciplines.
- 91) Engage the community to determine what people want to see out of "art". Determine what aspects of art are most economically sustainable and require the least ongoing public support.
- 92) Consider architecture and hardscape when developing "spaces" for the arts. Good design for the exterior can be almost as important as the arts displayed on the interior. Indeed, with proper design, art need not be limited to the interiors of spaces.
- 93) Consider everyone from birth through their adulthood to be a citizen with a desire to be actively engaged, learning with and through the arts as an active producer of their experience of the arts, not just as a consumer of the arts. Consider the exhibit from Reggio Emilia, Italy, "The Wonder of Learning - The Hundred Languages of Children" - It is about ART as a vocabulary of learning, making visible their potentials, theories and ideas about their world, through aesthetics and joy using the arts or "the 100 languages". Invest in ways that the arts can be sustained in the community with interest, but not to make the patrons "artists" - but supporters of the experience.

- 94) Create a space where arts experiences can be produced by the citizens, as an encounter, not focusing necessarily on the product to be consumed.
- 95) Create a cultural wagon filled with dance ribbons, music, art materials, costumes, props, puppet making materials, that journeys around the City and County bringing the arts to those who can't come to our places of arts. Layer the arts.
- 96) Culture business /Become open. Use RTS or some other City location as turnaround point for trolley/bus transport into campus. Install electronic schedule boards with all the cultural (not sports) events - "Take the red bus to College of Music - program begins in 23 minutes". "Take blue bus to Performing Arts Center program starts in half hour", etc. Add those types of real-time message boards at Bo Diddley, Depot, etc. Become open and welcoming - there is so much here.
- 97) Take arts and culture on the road! So much talent on campus - so much need off campus. Why wouldn't theatre, dance and music programs always include a stop (or more) in town, in rural communities, on the public places and stages? There is a rich and expansive wealth of culture on UF - there is an audience surrounding campus - connect them.
- 98) Capitalize on the Cultural Plaza's success as a platform for town/gown engagement. Improve access, highlight programming, and build connections to other cultural/natural nodes. Turn the Natural Area Teaching Lab into a more accessible nature experience and highlight it as an asset. Build bridges, connectivity pathways. Create more park-like community space at Cultural Plaza. Place people want to hang out - coffee bar, food, the cultural institutions, a park...
- 99) Use existing buildings /Keep green spaces /Signage - way finding /Include Cultural Plaza - not just spaces downtown! Use public transportation to ease traffic congestion and parking. Specific routes identified that service cultural locations. Love layering ideas.
- 100) Consider the surrounding space (streets, sidewalks, landscape, etc.) Make the space easy to change use so that as the community grows it can be used as art, office, education, restaurant, etc.
- 101) Balance reusing/repurposing existing facilities with new construction. Strengthen existing connections. Work on transportation connections with shuttles/buses/bike connectivity. Leverage City's momentum and scoped projects and funding.

Steering Committee

- 102) Provide opportunities for its students in community. Funding for personnel - can't do this at UF w/o some support to have FT work. Professionals at UF will not volunteer. Have a plan and a methodology. Provide training on how to work with community.

UF Staff

- 103) No Responses

ADVICE TO UF: PLEASE DON'T

My First Town Hall General

- 104) Allow the Hubs to become cylos
- 105) Dictate
- 106) Hold meetings about major decisions/changes during term breaks or summer.
- 107) Continue to build parking garages in so many areas.
- 108) Ignore superfund site redevelopment. Develop SE corner of University/13th at massive scale.
- 109) Abandon the effort
- 110) Narrow focus (Stay wide open)
- 111) Separate the community more by segregating areas with individual hubs.
- 112) Forget that the centers in the hubs belong to the community. Always allow for their input and follow their lead in determining programming and what's best for them.
- 113) Isolate the academic community from the community at large. Don't be condescending.
- 114) Let the University take over.

- 115) Choose too many outsiders to our local insiders or at least make it 50/50
- 116) Have expensive music and dance events.
- 117) Focus only on the "high" arts - colloquial arts have strong role. Over program the community and create competition between programs.
- 118) Ask traditional government agencies to organize or run this movement.
- 119) Fund parachute projects. Invest in institutions or organizations that are committed for the long term.
- 120) Rely on the roadmap too literally.
- 121) Fund Silos.
- 122) Waste money when you're unsure the future marketing revenue you'll make.
- 123) Try to own it. Put your name first. Expect other to come to you.
- 124) Make it just about "enjoyment" and entertainment...in order to make all the arts a vital contribution to our community it must educate what art is or can be - acceptance of all types of art.
- 125) Encourage policies that encourage gentrification, "eyesore" buildings out of place.
- 126) Dumb the idea down - Follow all ideas until a consensus is reached.
- 127) Impose anything "top down".
- 128) Support more off-campus student rental apartments.

- 129) Start new projects because out of city /county/state consultants say it's the way to go. Just take the input from students who are transient to the area.
- 130) Assume that you (UF) know everything and have all the knowledge.
- 131) Repeat Butler Plaza. Build over the treetops.
- 132) Preach... talk down to those less informed.
- 133) Focus on money to the detriment of ideas, limiting creativity (\$\$\$ will come)
- 134) Fritter away resources trying to do too much in too many places.
- 135) Be afraid to prioritize "mainstream" art.
- 136) Consider only "artists" as the consumers of these places. Building a building that only sustains working artists.
- 137) Abandon programs that are already strong and contributing to town/gown engagement. (Enhance and support their efforts).
- 138) Limit the usability by design. Ignore ways to serve the homeless.

Steering Committee

- 139) Be cheap /Expect immediate results /Be afraid to fail /Think small

UF Staff

- 140) No Responses

8. MISCELLANEOUS COMMENTS

- Hubs...Vehicle and pedestrian easy access. Affordable to all economic levels and for artists to access. Artist collaboration.
- Ideal hubs criteria.... unique architecture and access to transportation.
- I think the idea of hubs is great, but also need pop-up events that go to the people to begin to engage them where they are. People need incentive to go to the hubs. Pop-up events should be simple without the need for detailed planning.
- Ideal art hubs... transit oriented /good transit amenities accessible by bikes and pedestrians. Spaces for elementary, middle school and high school students. Summer feeding sites for school board programs. Maybe consider a "Mobile Art Hub" like Mobile Health Bus to move through the city. Well designed - green design.
- Hubs... each hub should develop its own character under the guidance of trained architects/urban designers. The CRA has developed the best projects done here by far in the past five years. Each hub should emerge organically and be accessible (including for rental purposes).
- Hubs are great, but isolated to communities and neighborhoods. Need a central artistic center, theatre, studios.
- Hub and hub neighborhoods. Local architect to help with design.
- Ideal hubs... architecture: classic "Florida" - red bricks? Palm, oaks with moss, lots of green, not too much concrete. Space for meetings, events and restaurants.
- Art hub criteria... multiple transportation connections - bike, RTS /native plantings. Emphasis on energy efficiency to be able to focus on providing resources directly to arts.
- There are \$\$ in this town, but no generosity. If people could put their name on something, this might engender more giving and civic pride (name a park, name a program, etc).
- Music festival (50th Anniversary of Woodstock is 2019). Honor the Gainesville music legacy.