

Goals, Objectives & Policies



Cultural Affairs Element

EXPAND THE ROLE OF THE CITY TO MEET THE NEED FOR SERVICES, COORDINATION, LEADERSHIP AND FUNDING FOR THE CULTURAL GROWTH OF THE COMMUNITY.

GOAL 1

The City shall recognize and support Arts and Cultural organizations as an important factor in the economic prosperity of the community.

Objective 1.1

- 1.1.1 The City shall maintain a funding commitment of \$145,000 at a minimum, annually to the arts through a general government grants program.
- 1.1.2 The City shall continue investigating methods to increase arts funding, such as additional dedicated funding sources.
- 1.1.3 The City shall participate in reliable economic impact surveys at least every four years and educate the business community regarding the benefits of supporting our cultural resources.

Policies

The City shall increase its visibility and recognition as the Local Arts Agency (LAA), in cooperation with the Gainesville/Alachua County Cultural Affairs Board.

Objective 1.2

- 1.2.1 The City shall hold at least two workshops yearly to address issues of concern, such as: sponsorships, audience development, tourist development, marketing and grant writing and others.

Policies

- 1.2.2 The City shall serve as a resource center for grant applicants, providing reference materials and technical assistance to organizations and individuals.
- 1.2.3 The City shall maintain a web presence to promote its services and programs.
- 1.2.4 The City shall create an annual forum to recognize the contribution of the arts and cultural agencies to the community.
- 1.2.5 The City shall utilize the Gainesville/Alachua County Cultural Affairs Board and the Local Arts Agency as advisors on all cultural issues.

GOAL 2

THE CITY SHALL FOSTER THE GROWTH OF A COMMUNITY WHERE THE ARTS ARE INCORPORATED AS A PART OF DAILY LIFE.

Objective 2.1

The City shall maximize access to the arts.

Policies

- 2.1.1 The City shall provide access to the arts and cultural programs for all of its citizens and promote a regional audience which is familiar with a range of cultural expressions to include eco-heritage, ethnic, media, folk arts, and fine arts.
- 2.1.2 The City shall sponsor cultural events in the downtown central city core and other redevelopment areas in order to foster reinvestment in these communities.
- 2.1.3 Every five years, the City shall continue to review the physical conditions and accessibility of existing City facilities for their potential to meet community cultural needs.
- 2.1.4 The City shall identify resources for cultural programs serving youth, elderly and other disadvantaged groups.
- 2.1.5 The City shall work with appropriate planners and officials to take advantage of opportunities to create arts and cultural spaces.
- 2.1.6 The City shall review ways to maximize access to the arts and cultural resources by age.
- 2.1.7 The City shall promote public celebration of cultural diversity through public festivals and public events.

The City shall encourage public and private display of art.

- 2.2.1 The City shall support public art projects through its Art in Public Places ordinance, that dedicates at least 1 percent of the cost of new, renovated and/or expanded public buildings to art.
- 2.2.2 The City shall fund public art and sculpture along its important thoroughfares and public spaces, identify appropriate locations for its placement, and sponsor design competitions to ensure public input into the process.
- 2.2.3 The City shall maintain the Thomas Center Galleries as an important contribution to the public display of art.

The City shall enhance and support opportunities for artistic training and preparation across all creative and performing art forms and at all levels.

- 2.3.1 The City shall cooperate with the School Board of Alachua County to enhance arts education through advocacy of the arts and support of extracurricular arts.
- 2.3.2 The City shall continue to support programs which stimulate artistic creativity and/or develop creative artists.

Objective 2.2

Policies

Objective 2.3

Policies