



Alachua County,  
Florida



*Where Nature and  
Culture Meet*

# Arts Council of Alachua County Strategic Plan 2021 - 24

# INSIDE

## CONTENTS

Introduction .....	3
Vision and Mission .....	4
Goals- 2021-2024.....	5
Priorities and Strategies .....	6
Income and Budget.....	6
Revenue .....	7



# Introduction

The Alachua County Board of County Commissioners (BOCC) has determined that art shall be an integral component of the County and in 2017, designated County Government as the official Local Arts Agency. Local Arts Agencies (LAA) provide services, support, and programs for arts organizations, artists, and their local communities.

In 2018, the BOCC passed Ordinance 18-07, establishing the Alachua County Public Arts Program which has the following goals:

1. To increase public access to art and the aesthetically designed environments and promote understanding and awareness of the visual arts in the public environment;
2. To contribute to civic pride, tourism and economic development of our community;
3. To enhance the climate for artistic creativity in our community;
4. To enrich the public environment for both residents and visitors to the area through incorporation of the visual arts; and
5. To enhance our community's recognition as a cultural center.

The Ordinance included a provision for a Citizens Advisory Committee, which serves as the designated advisory board for the Local Arts Agency and the County Public Arts Program. Resolution 18-17 lists the responsibilities and duties of the Advisory Board, which the BOCC designated as a special committee called the Alachua County Arts Advisory Council (ACAC). They are to:

1. Serve as a resource for local artists and arts agencies within all municipalities throughout Alachua County.
2. Prepare applications for state and federal grants and, re-grant eligible grants to local artists and local arts agencies.
3. Prepare applications for eligible state and federal grants to provide enhanced resources for local artists and local arts agencies.
4. Educate and advocate at the state and federal level on issues affecting the arts.
5. Promote and facilitate the inclusion of art into an established process that connects artists, partners, and communities for the purpose of enhancing the vitality of the County,
6. Be responsible for oversight, administration and promotion of Art Tag proceeds and Local Arts Agency dedicated funding.
7. Develop an inclusive strategic plan for County-wide arts and cultural assets that is reviewed and updated annually.
8. Report annually, or as necessary, to the Alachua County Board of County Commissioners on the goals and accomplishments of the Advisory Committee.

The Arts, or Art as used in this document and by the Council, refers to the collection of artistic endeavors which may be somewhat arbitrarily classified into four groups, sometimes referred to as "pillars". The pillars include: 1) Communicative Arts such as theatre, literature, poetry, story telling, 2) Musical events, 3) Dance, and, 4) Visual Arts such as painting, drawing and sculpture. Each pillar has sub-groups of disciplines. The main purpose of this section is to emphasize that the term Art as used in this plan encompasses a broad spectrum of creative activities.

# VISION

Our vision for Alachua County: residents will have their lives enriched through enjoyment of Art in their daily lives, an increase in visitors who are attracted by the expansive cultural environment, and artists who are empowered to create.

# MISSION

The Alachua County Arts Council will improve the quality of life of Alachua County residents by increasing exposure to the arts, expanding opportunities for creative expression by local artists and increasing community resources for the arts.

## The Goals for of the ACAC are:

### 1. To assist artists to develop resources and skills so they can actualize their artistic abilities

- Objectives
  - ◇ Develop program of pro bono legal consultation for local artists
  - ◇ Develop training workshops for individual artists
  - ◇ Facilitate supportive relationships among artists, art organizations and cultural groups
  - ◇ Develop communication modality for information on Arts (e.g. Facebook page)
  - ◇ Preserve and celebrate Alachua County's cultural heritage
  - ◇ Promote economic access in terms of equity and diversity within in the arts

### 2. To increase exposure to arts by community residents

- Objectives
  - ◇ Take an active role in reviewing art and monuments on County Property and develop guidelines
  - ◇ Develop funding guidelines for grants to artists and cities
  - ◇ Fund grants for individual artists
  - ◇ Provide partial funding for arts projects in the smaller cities
  - ◇ Continue to support the Alachua County poet laureate program

### 3. To increase funds for the arts

- Objectives
  - ◇ Request funds from BOCC
  - ◇ Increase purchase of Arts license plates
  - ◇ Request LAA funds
  - ◇ Seek funds from other sources

### 4. Develop Outreach Program



## Priorities and Strategies

The ACAC will prioritize citizens and artists who reside in rural areas including small towns and unincorporated Alachua County.

The strategies employed to meet the goals include:  
Establishing alliances with art agencies and organizations

- Providing information
- Promoting integration among disciplines
- Promoting diversity in shaping the arts
- Bringing attention to the value of art in economic development
- Promoting sustainability of the arts and artists

## Income and Budget

The first fiscal year funding for the programs offered by the Arts Council relied on funds transferred from the City of Gainesville that had been generated from the sale of specialty license plates, plus revenue from the ongoing purchase of license plates (approximately \$23,700). Staffing and office support depend on in-kind service of County staff and ACAC members. ACAC also has advisory responsibility for the Public Arts Program but these funds are not shown in the budget. The budget includes support for baseline activities. Grants submitted to LAA will expand these activities but those funded from other sources will address special projects such as programs implementing school-based programs or special events.



# Revenue

In order to fulfill the expectations described in the ordinance and resolution and detailed in the strategic plan, the BOCC should provide funding for the Arts. The budget shown is based on the availability of funds from the County and license plate revenue as shown below. In order to fulfill the role of LAA and achieve the goals of the strategic plan, the council will not be able to continue to rely on in-kind support.

Arts Council of Alachua County Proposed Budget			
	FY 21/22	FY 22/23	FY 23/24
<b>Revenue</b>			
General Fund	\$3,000	\$3,000	\$3,000
Wild Spaces Public Places	\$100,000		
Art Tag Sales	\$3,500	\$3,500	\$3,500
Artist Conference Registrations/Sponsorships	\$5,200	\$5,200	\$5,200
<b>Total Revenue</b>	<b>\$111,700</b>	<b>\$11,700</b>	<b>\$11,700</b>
<b>Expenses</b>			
Poet Laureate Stipend - General Fund	\$3,000	\$3,000	\$3,000
Cuscowilla – Art in Public Places - WSPP	\$100,000		-
Artist Conference Food/Supplies - Donations	\$1,000	\$1,000	\$1,000
Mini Grants – Artists/Events (max \$500)	\$500	\$500	\$500
Major Grants – Artists (max \$3,500)	\$3,500	\$3,500	\$3,500
Grants to Small Cities (max \$3,000)	\$3,000	\$3,000	\$3,000
Art Tag Promotions	\$700	\$700	\$700
<b>Total Expenses</b>	<b>\$111,700</b>	<b>\$11,700</b>	<b>\$11,700</b>
<b>GRANTS</b>			
Local Arts Agency Grants	\$42,000	\$42,000	\$42,000
Visit Gainesville, Alachua County, FL Conference Grant	\$1,000	\$1,000	\$1,000



