



*Creative Community:
What's In It For Us?*

An Issue Forum Report by **JCCI Forward**
for the Northeast Florida Community.

May 2006



Introduction

Can Jacksonville encourage, support and appreciate artists in order to cultivate a creatively vibrant community?

What's In It for Us?

To help find the answer to this question, the Issue Forum Committee explored how citizens can support, encourage and appreciate artists in order to cultivate a creatively vibrant community. Participants heard from art consultants, patrons, government, community organizations, and artists themselves. Additionally, the committee wanted to understand the relationship between art and a vibrant community: Why should we support artists and art in Jacksonville? What's in it for me, for us?

Cultivating a Vibrant Community

This eight-week issue forum confirmed that there is a growing audience with an appreciation and understanding of the arts. By cultivating this growing awareness, we foster a creatively vibrant city. Local artists and art organizations desire a central location where artists can create, work, and connect with the community. Government and corporations are increasingly aware of the importance of art and culture in attracting new talent. Continued and increased support of the arts by public and private sectors is necessary to contin-

ue this trend. Currently the image of Jacksonville focuses on its strength as a recreation destination and a business-friendly environment. Creating a new image for Jacksonville as an arts-friendly town depends on marketing Jacksonville as a city that supports, encourages, and appreciates artists and the arts they create. For a creatively vibrant city, connection, communication, cooperation and education are crucial elements for individuals, families, artists, organizations, businesses and government.

Jacksonville's Current State of the Arts

Supporting artists is critical to cultivating a vibrant community, one with a diverse cultural life that attracts businesses and new residents, and enhances the quality of life for existing residents. Cities that have dynamic arts and culture generate energy and vibrancy that attracts, sustains, and retains people. Through resource speakers and committee discussion we found that Jacksonville's support of artists is

increasing and that we are in the process of developing a creatively vibrant community. When speaking about the current state of the arts, Jacksonville was compared to a flower that was just beginning to open. The forum focused on both what we have and, more importantly, what is needed for the arts and the community to blossom.

Definitions

For the purposes of this study, art is being defined as, in its broadest meaning, the **physical expression of creativity or imagination**. Art is commonly understood as an act and process of making material works (or artworks) which, from concept to creation, hold a fidelity to the creative impulse. (Wikipedia)

An **artist** is one who engages in the creative process by manifesting a material work.

The arts are defined as range of activities, including participation in and appreciation of music, visual arts, dance, theater, film, literature, and historic preservation.* The arts involve individual artists, nonprofit organizations, audiences, and businesses.

**Historic preservation was not explored in this report.*

Art is essential in creating a vibrant community. The arts enrich the quality of our lives - our sense of self, a community's sense of place, and Jacksonville's identity. The arts industry makes sense and cents. In Jacksonville, 34 arts organizations contribute \$87.7 million in direct and indirect support of the local economy. But art also contributes to stu-

dent achievement, literacy, critical thinking, and problem solving skills while encouraging people to value and become involved in art as a life long adventure. Art is also crucial for downtown revitalization, and is a major force in cultural tourism.

“The arts enrich the quality of our lives - our sense of self, a community’s sense of place, and Jacksonville’s identity.”

**2004 Arts & Economic Prosperity:
The Economic Impact of Jacksonville and the
Beaches Nonprofit Arts Community**

“Clearly, the arts industry impacts Jacksonville’s economy, and as such, should be recognized and supported in ways similar to other economic catalysts.”

Full time jobs	388*
Part-time jobs	482*
Personnel	\$21 million
Volunteer hours	190,000
Volunteer equivalent	\$2.9 million
Spending by nonprofits	\$44.8 million

Source: Study by the Center for Community Initiatives for the Cultural Council of Greater Jacksonville

** Number of jobs as reported by cultural council nonprofit member organizations*

In the past ten years, several indicators provide strong evidence that a growing arts community and culture have established a foothold in Jacksonville:

- The preservation and public use of the Florida Theatre, and the Ritz Theatre and LaVilla Museum;
- The construction of the University of North Florida Fine Arts Center, the Jacksonville Museum of Modern Arts, and the Times Union Center for the Performing Arts;
- The expansion of the Cummer Museum of Art and Gardens;
- The increased support of the Jacksonville Symphony Orchestra;
- The monthly Downtown Art Walk;
- The installation of city-supported public art;
- The Weekend Magazine of the Florida Times-Union newspaper’s arts and entertainment section has grown from one to five or more pages; and
- Bands performing on the club circuit have gained national attention.

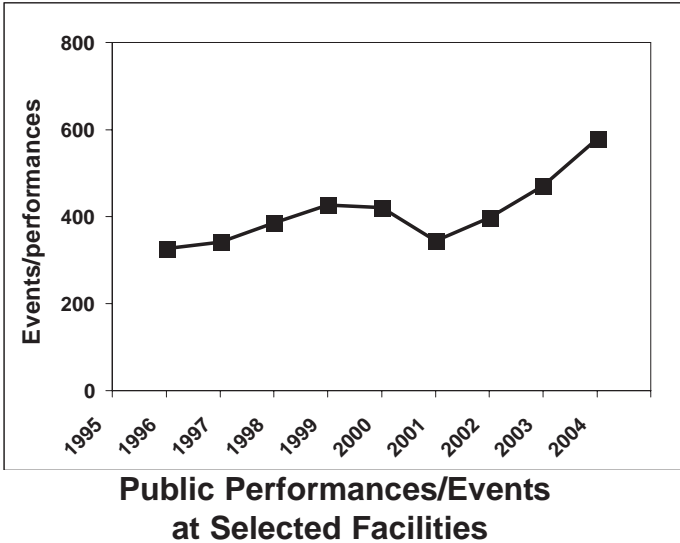


Attendees at the February 25 Issue Forum meeting listen as the guest speaker provides an insider perspective.

Category	Rank in 100 most populated cities	Numbers/Percentage
2005 Arts Businesses Ranking	27	1,300 businesses
2005 Arts Employees Ranking	39	7,117 employees
2005 Arts Business per capita	75	1.67 per 1000 residents
Arts Employees per capita	73	9.15 per 1000 residents
Change in Arts Businesses	27	7.97% increase since 2004
Change in Arts Employees	9	14.62% increase since 2004

Americans for the Arts Creative Industries 2005 City Report

The 2005 JCCI *Quality of Life Progress Report* reflects this increase in momentum.



An outdoor concert at Jacksonville's Metropolitan Park.

Challenges and Opportunities

Despite this renaissance of the arts in Jacksonville, challenges continue. Major challenges include [supporting artist development](#), [creating audiences for the arts](#), and [cultivating a vibrant community](#). These are addressed more specifically in the following pages of this report.

Supporting Artists' Development

Local artists report a need for more community support. Even artists with a national audience expressed the desire for better communication and collaboration with each other and with the public. Many of the resource speakers and participants want an artist cooperative where artists can live and work, develop their art, show works-in-progress to the public, and share the experience of live art with audiences. An art cooperative could also offer pooled resources such as administrative staff and bookkeeping as well as a much-needed central artist directory.

JMOMA's yearly Art Summit and the Cultural Coalition of Greater Jacksonville both offer professional and business workshops for artists. Continuing education classes and courses help artists learn the skills they need to promote and sell their art. Most artists and nonprofit organizations cannot afford the cost of extensive marketing. Artists need to avail themselves of the current resources and actively identify additional resources and individual expertise needed to further their careers.

Appreciating Artists and Creating Audiences

Artists and their audiences have traditionally relied upon the print media for promotion of events, exhibits, and performances. But more is required than relying on the media to promote arts. The rise of the internet provides increased ability to bring artists and the public together through calendars of events, contact information, e-mail promotion lists, and public bulletin boards.

The internet allows artists to market to a larger audience. Through the means of art consultants, or a web search, corporate sponsors and collectors can find, view and purchase art and signup for workshops via the internet. This means that many artists no longer need to be tied to metropolitan or regional art centers, but can live anywhere and travel when necessary. After leaving local and state art schools for big cities to establish their careers, a number of artists are returning to the South for its attractive lifestyle.

Appreciation and support for the arts begins in the family and carries into the schools and beyond. Family participation in art performances teaches the value and excitement of live artist expression. With the efforts of Florida Alliance for Arts Education and CAP, the arts have returned to Duval

schools in the past two years. Art promotes civility, emotional intelligence and self-discipline—all traits that make for good citizens and community. Thirty minutes of music every week, sixty minutes of art every other week, with school programs and field trips provide an enriching experience.

But resource speakers and participants stressed that current art education is still not enough. To appreciate and value art, art education and appreciation need to start at home with the family and continue throughout life. Art is not just for magnet schools or schools of performing arts, but for all people. For the development of well-rounded individuals and future artists, additional emphasis on arts will create a culturally literate population.

“Appreciation and support for the arts begins in the family and carries into the schools and beyond.”

Cultivating a Vibrant Community



Guests enjoy the displays in the Haskell Gallery of JMOMA (Jacksonville Museum of Modern Art)

Another challenge is the continuing propagating image of Jacksonville as a cultural backwater with “nothing to do.” By appreciating and cultivating what we do have and by marketing Jacksonville as an arts-friendly town, a new image can emerge – one that shows Jacksonville cares and invests in art and culture. Jacksonville needs an effective and creative marketing plan that promotes art in Jacksonville. Local artists look to the city govern-

ment, corporate, and private support by individuals to create strong encouragement for emerging artists and a larger audience.

artists and community through connection, communication and arts education. An arts district has the added benefit of developing an exciting downtown area for residents and visitors to our city. To accomplish this, resource speakers stressed that both private and public support is necessary to create an affordable, reasonable area for artists to gather and build community.

For artists to flourish Downtown, city support in creating an arts and entertainment district, and connecting it with other points of interest, such as The Landing, Hemming Plaza and the Florida Theatre block, can create a core of activity for Downtown Jacksonville. Through the use of lighting, zoning, and vision, the city will help artists and urbanites create a vibrant compelling community experience that demonstrates Jacksonville is alive and blooming with creative energy.

Other resource speakers spoke of the benefits of a centrally located arts district. A central location would serve both

Key Findings

- Art enriches our lives.
- Jacksonville's cultural scene has grown and developed in the past ten years.
- Jacksonville does not promote itself as an arts-friendly culturally savvy city. A public perception exists that "there is nothing to do" in Jacksonville.
- Many local artists are struggling to support themselves through their art
- Jacksonville does not have a central district for arts and entertainment or a place where artists can live and work.
- Jacksonville does not have a directory or website for artists and their medium -- making it difficult to locate artists in the area.
- Artists want more venues where they can create, perform, display, interact, and sell their art to the public.
- Art appreciation and education begins in the family and continues through school. Artists and the arts need to be supported by the community -- individuals, private and public partnerships.

Key Themes

- Jacksonville does support arts and culture ...and needs to do more for a vibrant creative community.
- For the arts to flourish, artists and community need to find a better way to connect and communicate with each other.
- To help support artists, we need an inexpensive central area/district for artists to live and work in the city.
- Accessibility and visibility of artists and their work makes for a vibrant community.
- Art is for everyone. Appreciation for the arts begins at home, continues through school, and into life and community.
- Support local artists by buying, enjoying, and sharing their works.
- The arts need individual, public and private support to thrive.

Commitment to Action

The Committee decided to work to cultivate a creatively vibrant community in the following ways:

1. Improve funding for artists & projects.
2. Increase media advertising and promotion of arts.
3. Create a comprehensive website for the arts and artists.
4. Create an Arts Savvy Community.
5. Create a funky fabulous touristy centrally located 8 block Arts District for Downtown Jacksonville.

If you would be interested in participating in this Action Plan, please contact Karen at 904.396.3052 or email karen@jcci.org

Interested in joining the next Issue Forum?

Contact JCCI *Forward* by calling Esther at 904.396.3052 or email esther@jcci.org

Forum Participants

<p>Rosalind Marshall, Chair Jennifer Mansfield, Vice-Chair</p> <p>Committee Members (attended two or more meetings)</p> <p>Karen Barnes * Scott Chadwell Toni Chadwell Michael Connolly *</p>	<p>Susan Demato * Nofa Dixon * Tiffany Duhart Annelies Dykgraaf Sarah Gay * Henry Gonzales Cameron Hartley Marsha Hatcher Amy Hays Holliman Linda Johnson</p>	<p>June Lundy Gil Mayers Heather McEachen Megan Mickler Nancy Murrey Joseph Nairon Marvin Reese Valerie Rubin Tonya Smart Lou Gena Smith</p>	<p>Suzzette Solano Lydia Stewart* Tatyana Ta Laurence Walden Marjorie Weibe-Reed</p> <p style="text-align: right;">* Management Team</p>
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2005-2006 JCCI *Forward* Executive Committee

<p>Kay Ehas, Chair Jill Jinks, Chair-elect Fionnuala Geoghegan, Treasurer Eric "Brian" Smith, Jr., Immediate Past Chair Jordan Boss, Vice Chair Training Michael Connolly, Vice Chair Recruitment</p>	<p>Ajani Dunn, Vice Chair Communication & Technology Jennifer Gornto, Vice Chair Socials Amy Hays Holliman, Vice Chair Action Plans James Holt, Vice Chair Fundraising Vitina Pellot, Vice Chair Issue Forums Ryan Whitaker, Vice Chair Leadership Development Workshops</p>
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Resource Speakers

Scott Abrams - Director, Improv Jacksonville Comedy Theatre and comedian
 Anthony Allegretti - Special Assistant to the Mayor and arts advocate
 Louise Freshman Brown – mixed media artist and teacher
 Ingar Brunnett – Melt Into Arts, Inc., cultural planning consultant
 Michael Corrigan – City Council Vice President, Council District 14
 Preston Haskell - The Haskell Company, patron of the arts
 Jacque Holmes – Consultant, Art in Public Places and fine arts advisor
 Alan Hopper - Executive Director, Jacksonville Symphony Orchestra
 Princess Rashid – visual artist
 Suzanne Saltmarsh – choreographer, dancer and teacher
 Warren Skeels - Director, Tigerlily Media
 Tri Vu – TTV Architects, Inc., architect and artist
 Robert White - Executive Director, Cultural Council of Greater Jacksonville
 Dot Wilder – jazz singer

Additional Resources

<p>Americans for the Arts (website January 2006) http://www.artsusa.org/</p> <p>Florida Division of Cultural Affairs (website 2006) http://www.florida-arts.org/resources/artsandbusiness.htm</p> <p>Cultural Council of Greater Jacksonville Publications Calendar & Directory Arts & Economic Prosperity 2004 Arts Education Resource Guide Arts Guide to Jacksonville http://www.culturalcouncil.org/</p>	<p>Jacksonville's Art & Cultural Scene (Published twice a year by Arbus Magazine)</p> <p>City of Jacksonville community calendar http://coj.net/</p> <p style="text-align: center;"><i>A binder of articles and handouts from this issue forum is available for review in the JCCI library.</i></p>
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JCCI *Forward* Staff

Karen Kempf JCCI *FORWARD* Planner Esther Hollander, Assistant
For more information about training opportunities for community change, contact JCCI FORWARD.

What is JCCI *Forward*?

Established in July of 2000, *JCCI Forward* is an initiative of JCCI that seeks to involve developing leaders and community-minded people with important issues facing our community. With an emphasis on developing rising leaders from the ages of 25 to 45, *JCCI Forward* provides the information, tools, and resources needed to develop strong leadership skills and to affect positive change in our community.

Mission

The mission of *JCCI Forward* is to provide a dynamic forum for developing leaders and community-minded individuals to identify and discuss issues facing Northeast Florida and to strive for solutions.

Why Join *JCCI Forward*?

JCCI Forward is an ideal way to interact with city leaders, to experience leadership development, and to build a network of friends and associates who all share the common goal of improving our community.

Activities & Events

JCCI Forward provides the information, tools, and resources needed to develop strong leadership skills and to help affect positive change in our community. Like JCCI, *JCCI Forward* hosts its own community forums and workshops, all with the three-fold aim of studying the issues which are central to our community's growth, providing an opportunity to meet, interact and work with our community's existing leadership structure, and focusing on the skills critical to assuming a leadership role in our community's future.

Issue Forums

Issue Forums offer participants a venue to interact with respected community leaders and resource experts on issues of concern to Northeast Florida's citizens. Participants explore issues critical to the community's growth, seek understanding of related problems, and come to consensus on proposed action plans that can be implemented locally.

Leadership Development Workshops

Leadership Development Workshops are half-day seminars devoted to keeping *JCCI Forward* members involved, engaged, and connected. These workshops offer a foundation for leadership skills by allowing members to study important community issues in a dynamic setting, while interacting with expert resource speakers.

Trainings

Trainings offer *JCCI Forward* participants opportunities to learn and improve their leadership skills, such as facilitation, consensus-building, and how to run effective meetings.

Leadership Opportunities

While *JCCI Forward* is supported by JCCI, it maintains an Executive Committee and several established committees that offer opportunities for individuals to get involved and hold leadership positions. Additionally, Issue Forum Management Teams provide participants with hands-on planning experience.

Other Events

Networking Socials allow members to connect with each other, strengthen relationships, and learn more about *JCCI Forward*. Mystery Guest Lunches provide participants with access to local leaders in the intimate setting of lunch with a community leader. Food For Thought gatherings offer an additional way for members to connect, network, and discuss community issues.

How to Join

JCCI Forward members are also members of JCCI and are encouraged to participate in all JCCI and *JCCI Forward* functions.

Name: _____ Address: _____

City/State/Zip: _____ Phone Number: _____

E-mail Address: _____

Please select a membership category from the following:

- Basic Member: \$50 Receives bimonthly newsletter, annual report, and invitations to JCCI and *JCCI Forward* events.
- Family: \$75 Two family members receive basic member benefits.
- Patron: \$150 Receive basic member benefits plus the Quality of Life Report, a JCCI study, and a sponsored membership.
- Visionary: \$225 Receive patron benefits plus a second sponsored membership and a VIP Reception invitation.
- Corporate/Business: \$250 Receive visionary benefits plus a third sponsored membership

Complete the above and send it along with your check to *JCCI Forward* 2434 Atlantic Blvd., Jacksonville, FL 32202

For more information please visit us online www.jcci.org/forward

ISSUE FORUM

2000 - Emerging Business/Workforce Preparedness
 2000 - Transportation System
 2000 - Arts Education in Public Schools
 2000 - Public School System Education Plan
 2000 - Voter Education
 2001 - Preparing for the Super Bowl
 2001 - Downtown Living
 2001 - Professional and Community Theatre
 2001 - Truancy
 2001 - Voting Irregularities
 2002 - Business as a Partner in Education
 2002 - Downtown as an Entertainment Center
 2002 - Pathways to Power
 2003 - Convention Business
 2003 - Financial Literacy
 2003 - Role of the Mayor in Education
 2003 - Job Growth
 2004 - Ecotourism
 2004 - Community Health
 2005 - Downtown...Greentown?
 2005 - The Underground Connection
 2005 - *Forward* Thinking: How to Effect Change
 in Jacksonville
 2006 - Creative Community

FORUM CHAIR

Valerie Williams
 Trip Gulliford
 Sara Roberts
 Tricia Booker
 Carla Marlier
 Mike Barile
 Carol Brock
 John Zell
 Bill Joel
 Brian Smith
 Melissa Gross-Arnold
 Marcus Haile
 Earl Johnson
 Bill Kwapil
 Martin Harrell
 Jim Varian
 Dawn Gilman
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 Michael Connolly
 Art Graham &
 Amy Hays Holliman
 (Co-chairs)
 Rosalind Marshall

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