



ARTS AND CULTURE STRATEGIC PLAN UPDATE 2024

OUR VISION



CREATIVITY



CONNECTION



CELEBRATION



COORDINATION



1

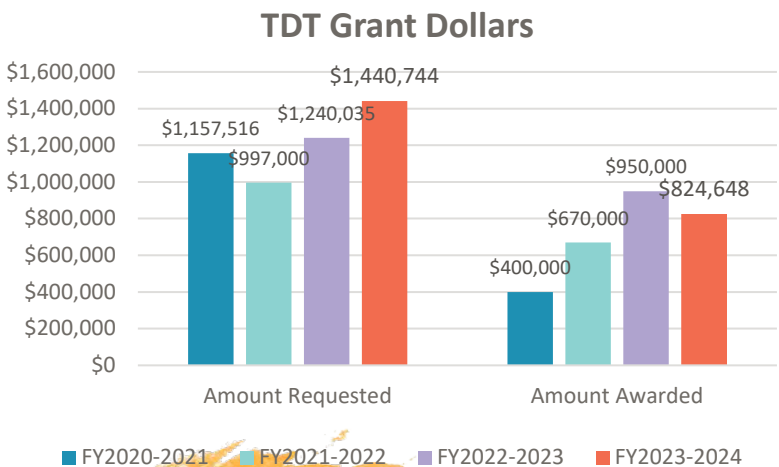
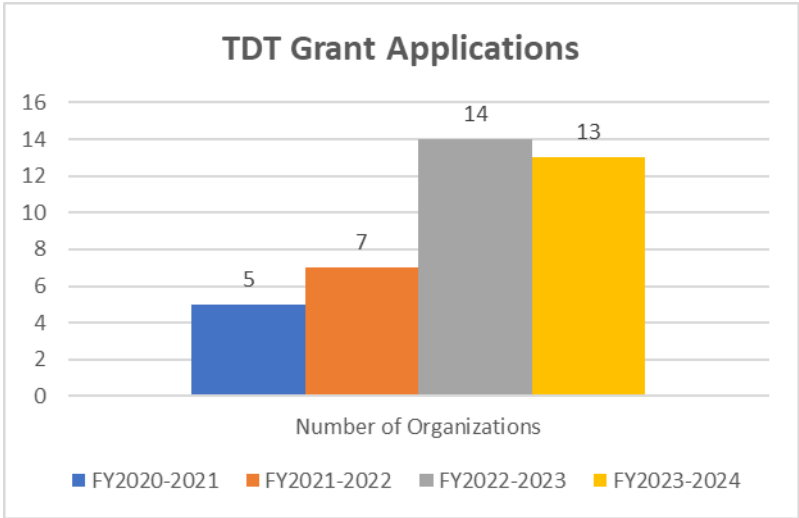
BUILDING THE FOUNDATION

STRATEGY 1.2 DESIGNATE AGENCIES AND BUDGETS



- 2022
 - Cultural Tourism role created at Convention and Visitors Bureau and Staff position assigned.
- 2023
 - CVB and UAC worked to define roles and reviewed plan
 - UAC – Local Arts Agency
 - UAC – Strategic Plan Process completed
- 2024
 - Review roles and budgets
 - Brand UAC umbrella service organization for arts and culture

STRATEGY 1.3 UPDATE TOURIST DEVELOPMENT COUNCIL GRANT PROGRAMS



- **2022**
 - Researched other grant programs.
 - Implemented broader reach for grants – performance organizations included.
 - Promoted program to arts and culture community
- **2023**
 - Implemented new application and online
 - Eliminated duplicate applications
 - Created questions on artistic value and impact of projects supported in grants
- **2024**
 - Implementing online final reporting.
 - Track and report results of projects funded.
- **Future**
 - Evaluate grant applications for other changes.
 - Develop requests for capital and multi-year projects.

STRATEGY 1.4 METRICS AND BASELINE OF CULTURAL TOURISTS

ECONOMIC AND FISCAL IMPACTS



- **2022**
 - Updated Tourism questionnaire to track events
 - Created consistent questionnaires for arts and culture organizations to use
 - Provided Tourism partners the chance to use data services
 - Developed a short survey for organizations to implement at events
- **2023**
 - CVB obtained Destinations International Festivals/Event Module to track economic impact of the arts sector.
- **2024**
 - Evaluate results of questionnaires.
 - Develop ways to further utilize Events module – more than grant events.
 - Determine other measures for the arts sector.
- **Future**
 - Establish a process utilizing the Creative Vitality Index to track creative sector businesses.

TO COMPLETE

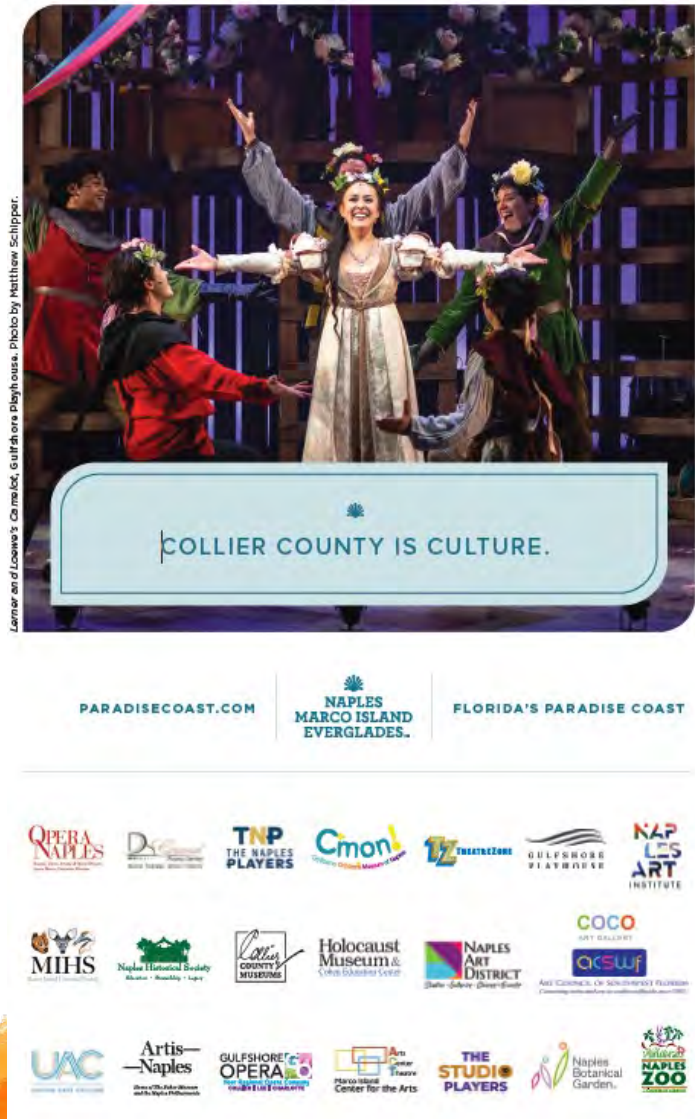
- Strategy 1.1
 - Arts and Culture representation on Tourist Development Council
- Strategy 1.1
 - Implement results of AEP 6
- Strategy 1.6
 - Remove barriers to inclusive cross-cultural, cross-geographic Collier County cultural experiences (policies, regulations, transportation.)



2

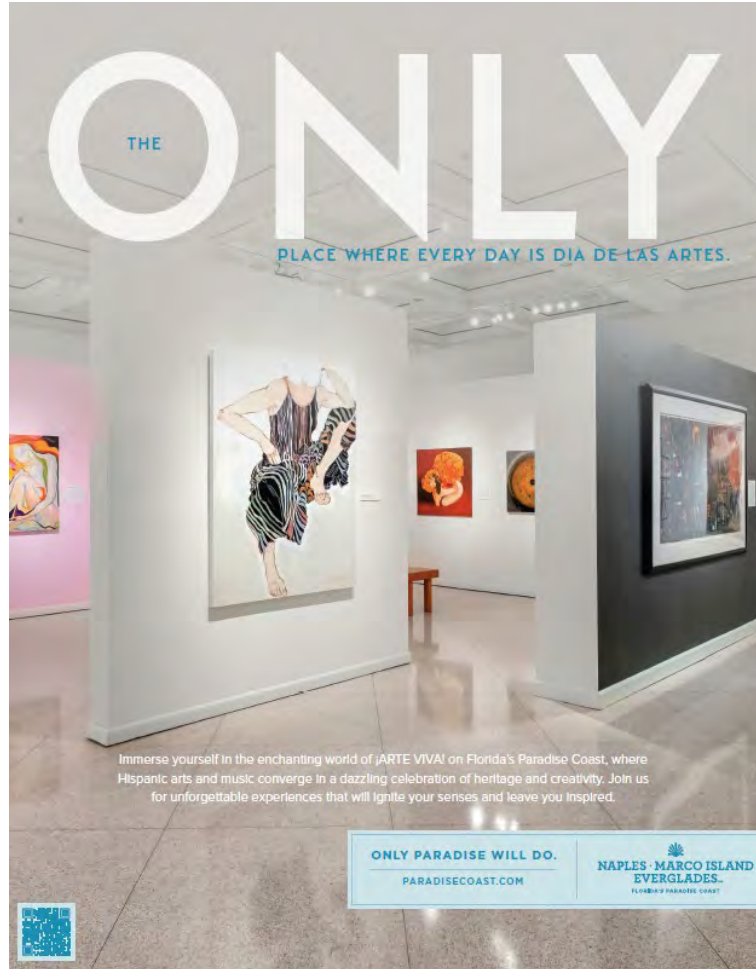
ESTABLISH
COLLIER
COUNTY AS A
CULTURAL
DESTINATION

STRATEGY 2.1 IDENTIFY, DEVELOP, AND PROMOTE UNIQUE AND DISTINCTIVE ARTS AND CULTURAL EXPERIENCES THROUGHOUT THE COUNTY



- **2022**
 - Collier County is Culture ad program begins – cross promotion
 - Large festival initiative capture this
- **2023**
 - Working with SW FL Concierge group to showcase arts and culture activities – 2 events so far
- **FUTURE**
 - Establish a Collier Cultural Concierge program and curate hotel programs

STRATEGY 2.2 IDENTIFY, DEVELOP, AND PROMOTE UNIQUE AND DISTINCTIVE ARTS AND CULTURAL EXPERIENCES – EXPAND CURRENT PROMOTIONS



- **2023**
 - Cultural ads now a part of Tourism Promotions – print
- **2024**
 - First digital ad campaign for arts and culture launching

STRATEGY 2.3 DEVELOP A THEMED COUNTY WIDE FESTIVAL OR EVENT – ¡ARTE VIVA!



- 2022 - 2023
 - ARTE VIVA Created - brand, image, website, name
- 2023 - 2024
 - Second season – new campaigns
- 2024
 - Planning underway for third year

STRATEGY 2.4 CREATE AND ENHANCE VIBRANT ARTS AND CULTURAL HUBS THROUGHOUT THE COUNTY



- **2022 - 2023**

- 2.4.2 County Public Art Committee formed
- Murals created in Immokalee at 7-11
- Face of Immokalee installed

- **Future**

- County designation program for multiple cultural districts
- Support the development of affordable live/work artist studios and artists' facilities
- Develop amenities along Naples Pathway's Paradise Coast Trail

TO COMPLETE

- Strategy 2.1
 - Identify, develop and promote unique and distinctive arts.
 - Develop other possible collaborations.
- Strategy 2.3.2
 - Bookend events for major regional arts events.
- Strategy 2.4
 - Develop a County designation program for multiple cultural districts.



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BROADEN AND DIVERSIFY THE VISITOR BASE

STRATEGY 3.1 MARKET COLLIER COUNTY AS A UNIQUE ARTS AND CULTURAL DESTINATION



- **2022**

- Event research measures reviewed and updated for organizations and events
- Arts and culture section on CVB partner pages

- **2023**

- Data collection taking place - intercepts, cell data, grant organizations

- **2024**

- Analyze results to determine trends and update data collection as needed
- Marketing at various cultural events in the U.S.

NEXT STEPS



- Develop ways to build group business with cultural organizations
- Develop cultural tourist profiles to develop future marketing plans



4

**ENHANCE THE
CULTURAL
VITALITY OF
COLLIER
COUNTY FOR
RESIDENTS
AND
BUSINESSES**

TO COMPLETE

- Strategy 4.1
 - Augment current marketing to promote and market Collier County's art and cultural experiences to residents
- Strategy 4.2
 - UAC to serve as a cross-sector forum of various stakeholders
- Strategy 4.3
 - Support the capacity building and cooperative development of local nonprofit arts organizations
- Strategy 4.4
 - Support the development of cultural facilities
- Strategy 4.5
 - Develop arts and cultural programs activities reflecting the interests of all residents – collaboration between local artists and businesses
- Strategy 4.6
 - Develop and promote arts and health programming



5

PROVIDE
NECESSARY
PUBLIC AND
PRIVATE
RESOURCES

TO COMPLETE

- Strategy 5.1
 - Allocate tourism funds for strategies in the plan – started and determine next steps
- Strategy 5.2
 - Establish a Cultural Trust that is a Public/Private Partnership for the Arts
- Strategy 5.3
 - Develop the County and UAC partnership
- Strategy 5.4
 - Seek additional support from various community, state, and national partners



A BIG THANK YOU

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