



Comprehensive Arts Strategy Brief

The Comprehensive Arts Strategy (CAS) will develop strategic recommendations to grow St. Petersburg's arts sector and improve overall community prosperity.

Background: St Petersburg already benefits from a robust arts community that creates a distinct sense of place and contributes to larger community economic success. As new art installations and cultural assets open and artists and art organizations navigate the impact of COVID, this is a pivotal moment to develop a shared vision as a City of Art.

The CAS will recommend a path for increased collaboration, new marketing opportunities, and identify immediate and long-term priorities. It will help determine existing and new audiences and provide a rationale for public and private sector leaders to champion art. It will provide a five-year road map for future development. The CAS is being led by the Arts Alliance with support from the Downtown Partnership and City of St. Petersburg. The Strategy is being facilitated by Karen Eber Davis Consulting. We plan to share recommendations by spring 2021.

Process

- Engage relevant constituents in an inclusive and meaningful way (artists, cultural organizations, community leaders, funders, patrons, etc.)
- Document how we got here and quantify existing art assets and funding sources
- Identify strategies to collaborate more effectively for audience development
- Provide quantifiable measurements for any new public and private funding sources
- Substantiate the relationship between art, economic growth, and community prosperity
- Support inclusion, diversity, and equitable growth in our arts sector
- Incorporate best practices—both local and from other “art successful” cities

Possible Recommendations

- Geographic cultural districts and corridors with environmental branding concepts
- Public transit and connectivity opportunities for arts and culture venues
- A national brand that promotes St. Petersburg as a center of cultural commerce
- A signature national event that underscores St. Petersburg's relevance as a City of Art
- Strategies for securing new resources for artists and cultural organizations
- Structures for continued collaboration between artists and arts organizations

Measures of Success

- Key performance indicators all improve (revenue, audience, national relevance, etc.)
- Consensus-based approach to determining community priorities for our arts economy
- Clear rationale for additional funding from public and private sector leaders
- Metrics that document the impact of art on larger community prosperity
- Increase the financial sustainability of local arts entities
- Broad support from all constituents for concrete strategies to support art
- The CAS becomes a reference point for decision-making and future planning efforts
- The CAS includes realistic, concrete, and ambitious recommendations
- The CAS has a built-in mechanism to adapt priorities and tactics as conditions change