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Welcome  
Assessment Findings  
St Johns County's  
Cultural Development



Emmett Fritz



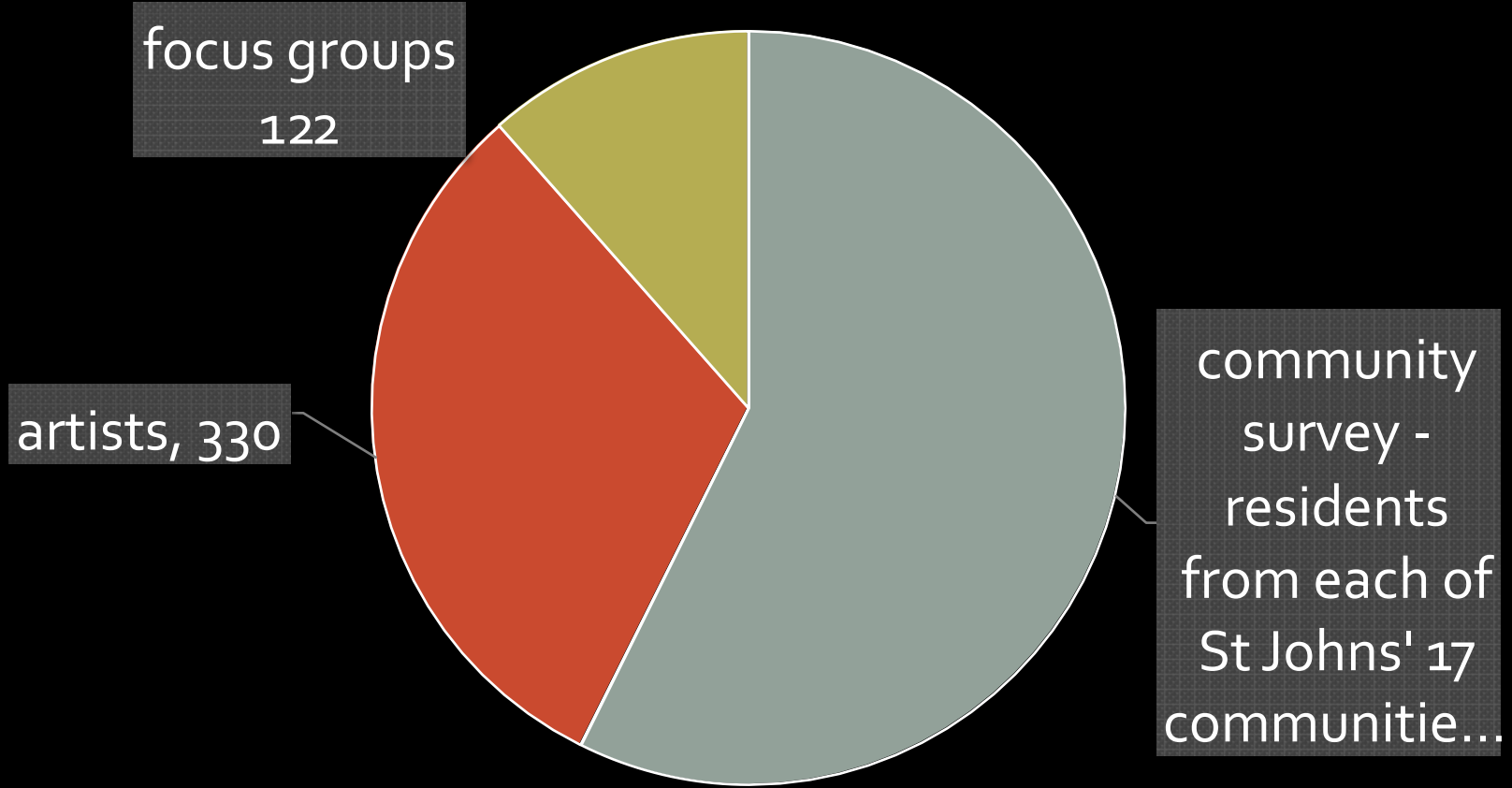
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## What SJCC is aiming to build:

1. An even more proactive, supportive environment enabling St John's County's creative community to thrive
2. An even more dynamic market place and show place for creatives of all disciplines from musicians, writers, performers, and historians to visual artists
3. Our reputation as an historically, cultural and artistically rich place in the Southeast!

# Assessment & Planning Participation – 1,060

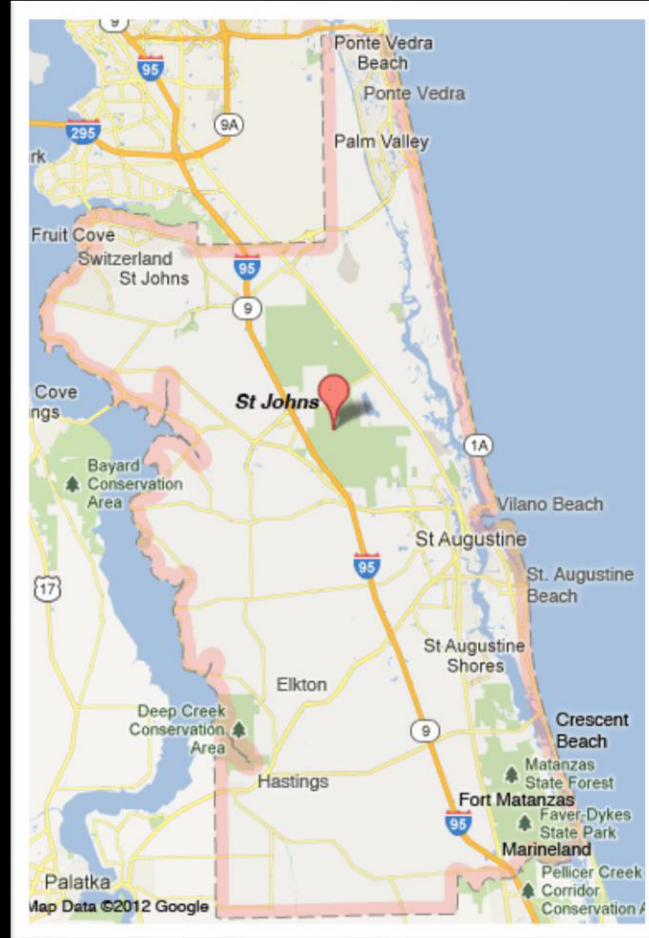


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*Growth trends in this county are conducive to more robust cultural sector development*



- 226,640 population (19.3 % increase since 2010)
- 89.3% white
- 5.6% African American
- 6.4% Latino
- 17 communities
- 99.469 Households [HH]
- \$64,246 median HH income (among the highest in the state! FL's median HH income is \$47,212)
- 93.8% high school or greater
- 41.4% Bachelor's or higher (FL's is 27%)

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The St. Johns County arts and culture community is energetic and highly motivated. While there are opportunities to enhance the sector's integration with the tourism industry and further drive overnight visitation, the arts and culture community is among the county's best organized groups and one with a great amount of upside potential for growth.

This energy can be seen in the many forms of artistic expression found in the county, and particularly in the number of live performance venues located in the destination. There are also a large number of special events held throughout the year, many of which are focused upon the arts and especially live performances.





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# Key findings

what we learned from resident surveys

From SJCC's 2012 Strategic Plan

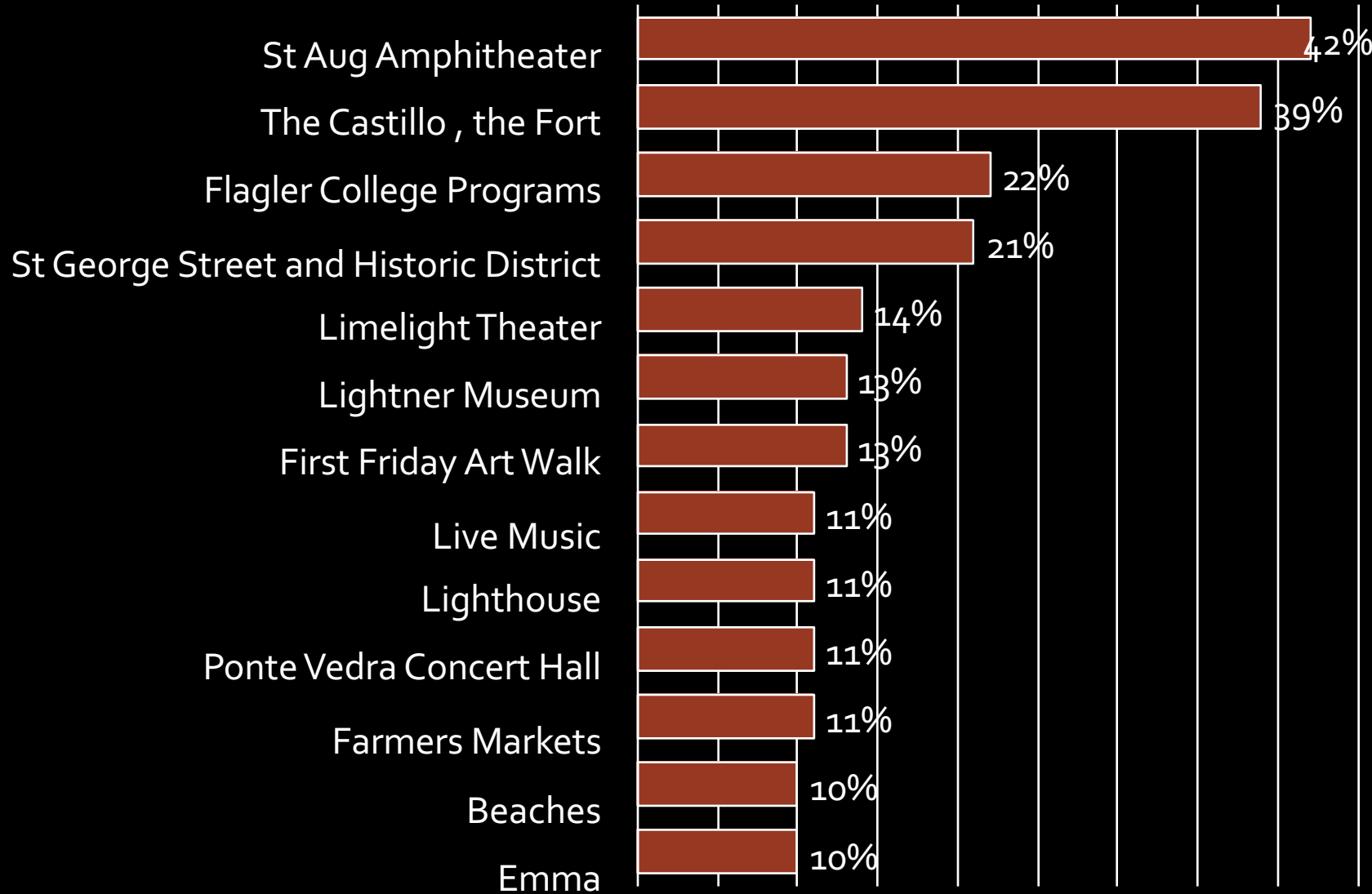
## MARKETING SUPPORT AND CONTENT DEVELOPMENT ARE NEEDED

St. Johns County is fortunate to have extraordinary historic/heritage resources that not only meet but exceed the criteria above...

With the former Category II funds, now termed Arts Culture and Heritage, restricted to supporting and promoting the Arts Culture and Heritage events, activities and programs produced by County organizations, **a significant opportunity exists to "grow" the Arts and Culture industry to achieve cultural tourism destination status and recognition comparable to that of the historical/heritage and recreation/golf attractions.**

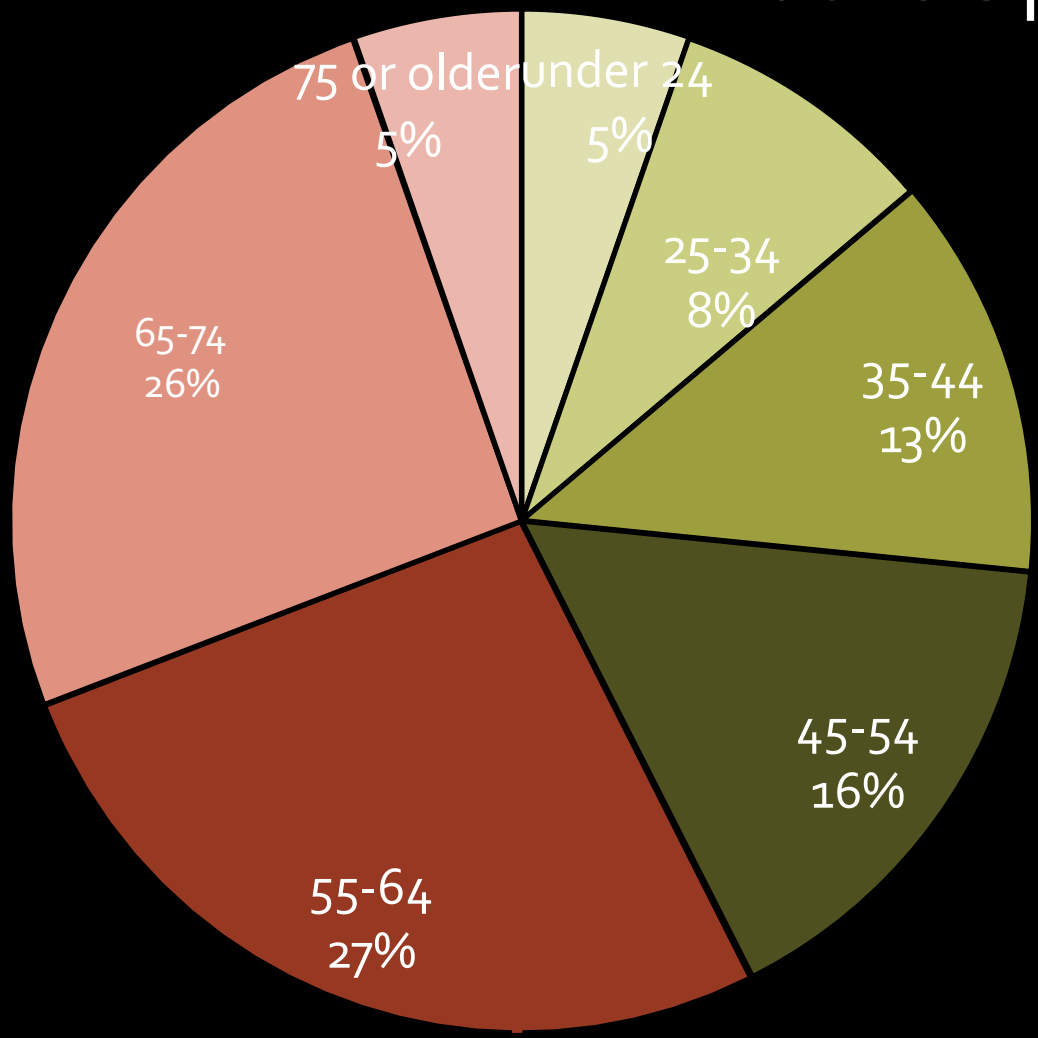
However, as was noted in Cultural Development Implementation Plan and the RFP 11-11 and subsequent meetings and workshops with ACH constituents, **growing the ACH industry cannot solely be achieved through additional marketing and advertising. Quality of the cultural tourism product (the actual event or program) must be exceptional and unique to meet the distinguishing characteristics.**

# Top 5 arts, entertainment, cultural, and historic/heritage entities in St Johns Coun most importance to you (those ranked 10% or higher of 144 named)





Public Opinion



Gender	
Male	23%
Female	66%
Non conforming	.4%
No response	11%



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# Artists & Creatives -- 330



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## Top 10 most valuable services to artists from surveys

1. More incentivized efforts to encourage cross pollination between arts and other sectors. For example, between arts and tourism, arts and business, arts and planning, and arts in community development (in rural as well as urban areas).
2. Opportunities to promote sales
3. Employment opportunities where I can use my art
4. Networking opportunities with other artists
5. Professional development opportunities (stipends and scholarships to participate in learning ops)



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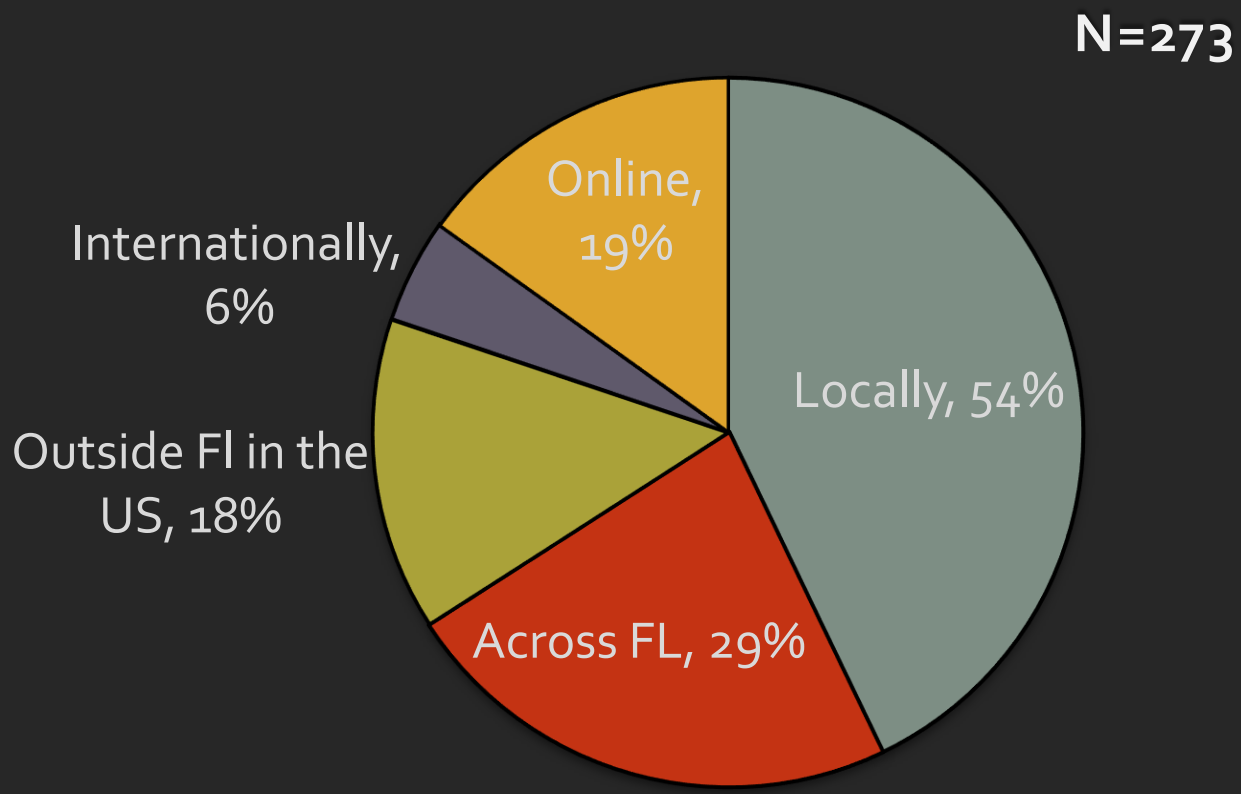
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## Top 10 most valuable services to artists from surveys

6. Promotion: Directories widely promoted to schools, businesses, potential users of artists services, buyers, and more
7. Training/credentialing to provide art in community settings (youth centers, neighborhoods, parks and rec, etc.) and schools plus other learning environments
8. Information (employment, auditions, advice, resources, etc.)
9. Marketing (advertising, social media)
10. Bridge building to put more artists in schools to help students learn



More than half the artists reported that they sell, perform or contract for work locally: 29% work across FL, 19% distribute online, 18% across the US, and 6% internationally

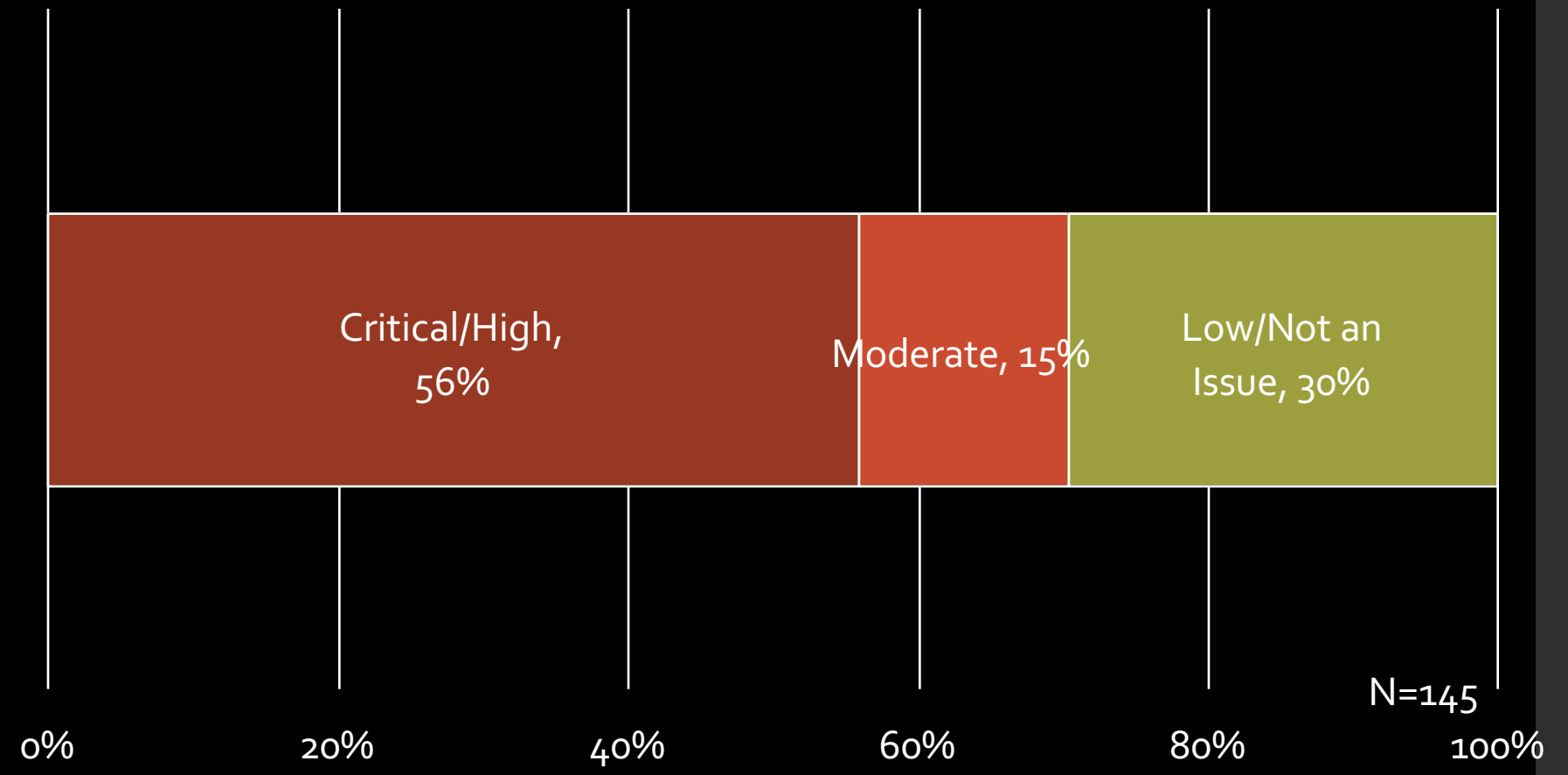




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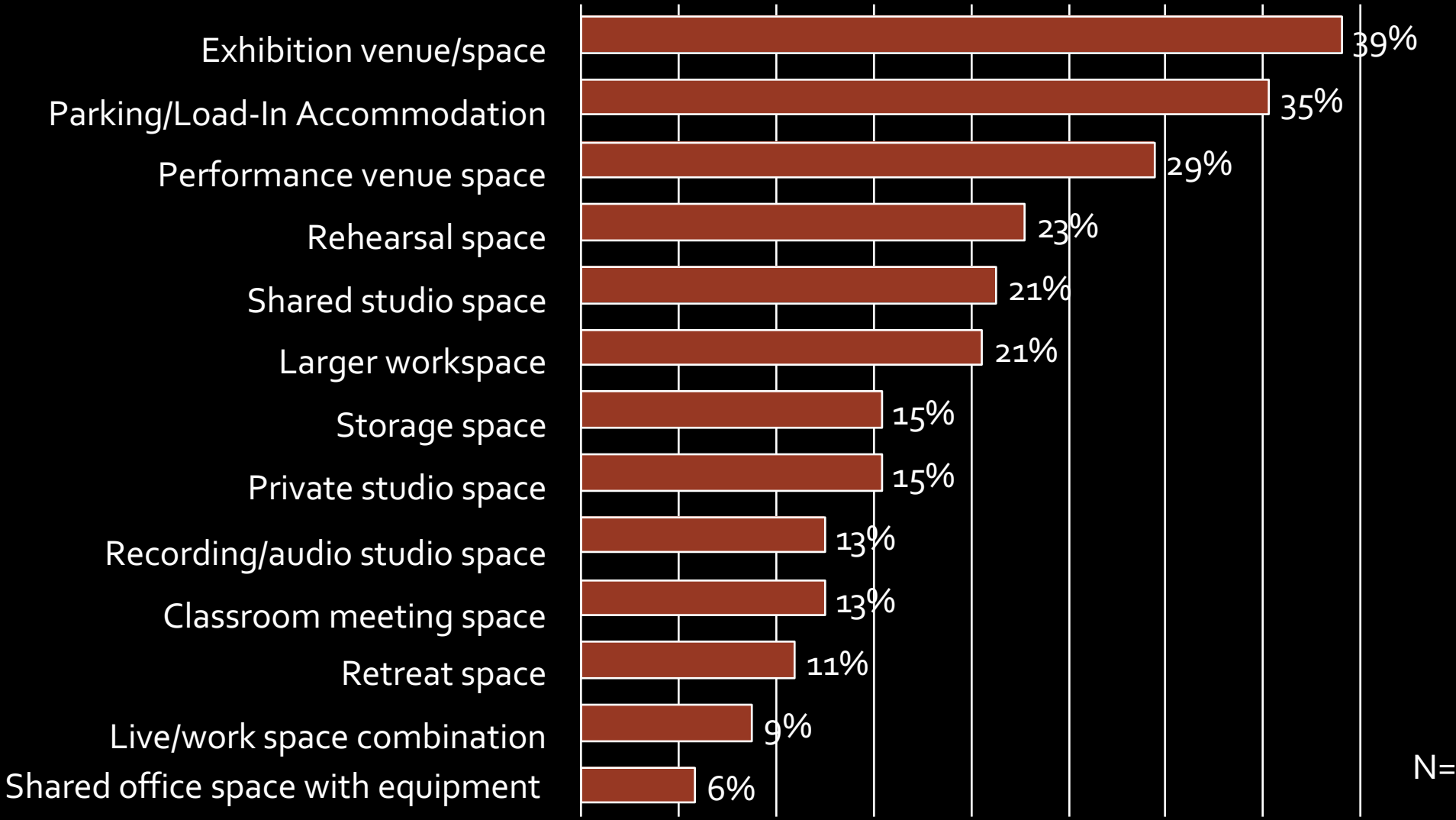
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## The extent to which Venue, Facility & Space Needs are issues





## Detailed Space Needs Expressed by Artists



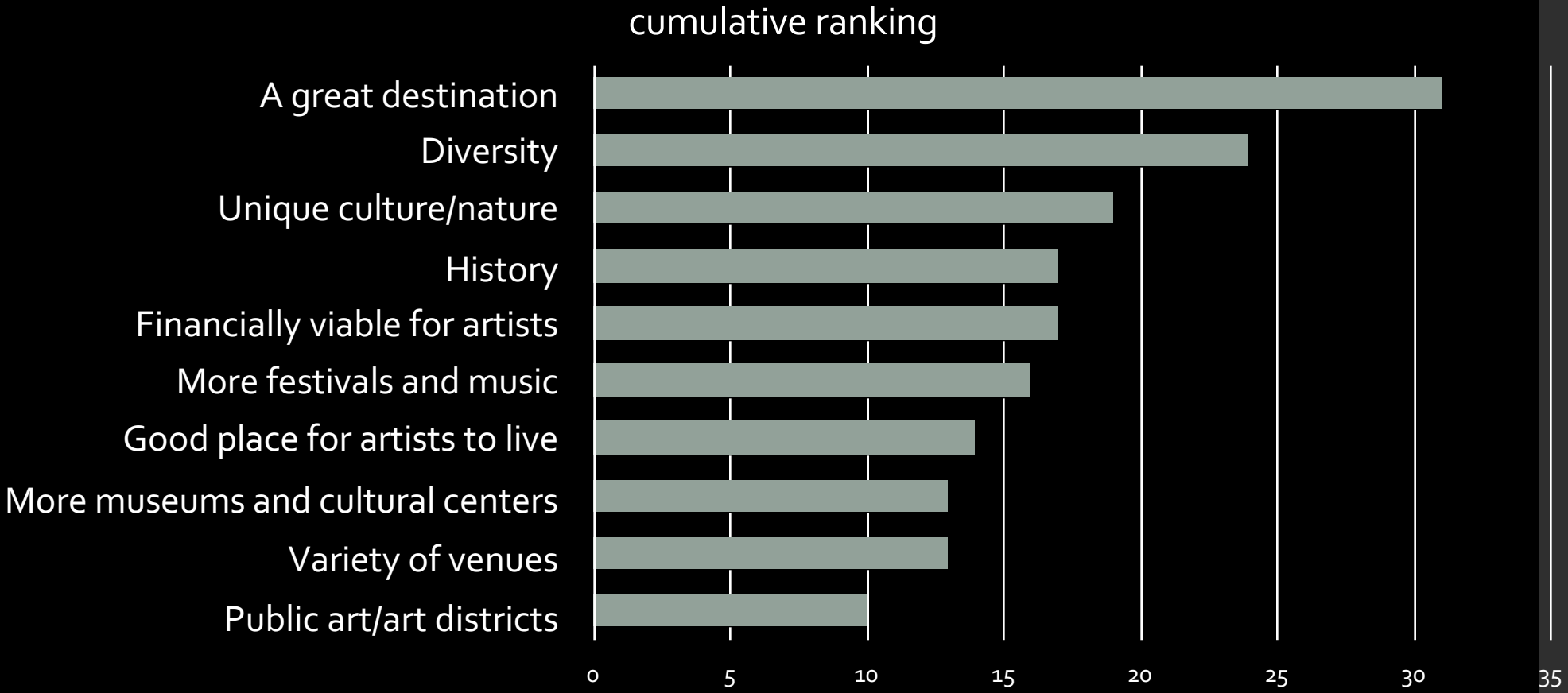
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## What we hope St. John's County will be most known for in 5 years...



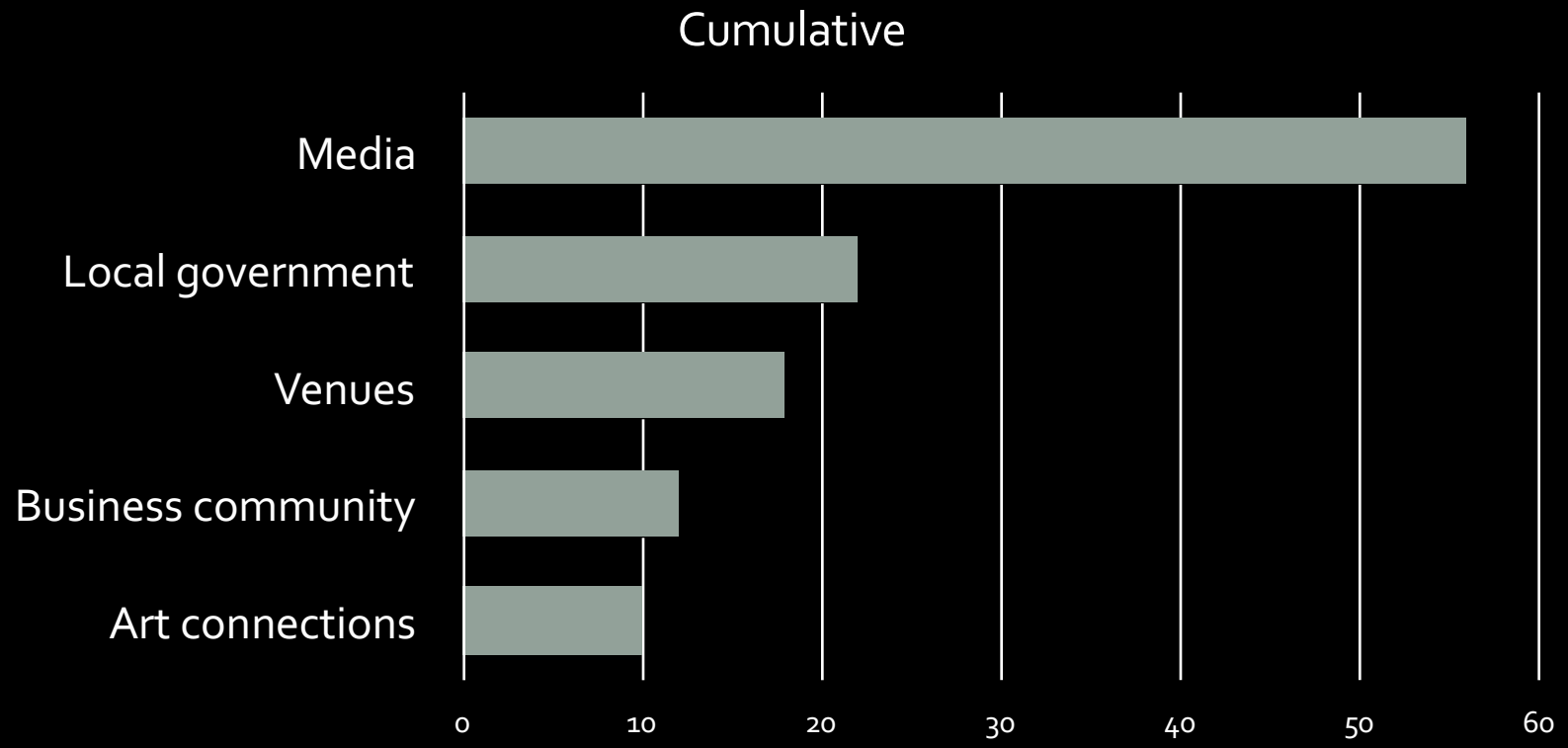




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# What relationships do you think could expedite cultural growth in 5 years?



## 2015 ST JOHNS COUNTY VISITORS

**19.5%  
MORE  
VISITORS**

**SJC  
VISITORS**

- Spent a Total of **\$1.7 Billion** in SJC **UP 6.3%**

- \$652 Million** in Tourism Payrolls **UP 4.8%**

- Supported **29,051** Jobs **UP 25%**

- 97.3%** of Visitors' Expectations were met or exceeded

- Paid \$167 Million** in State & Local Taxes



# 2017 Marketing/Business Plan TDC

## Focus Areas

Arts and Tourism

Cultural Tourism

Heritage Tourism

Generate Overnight Stays

Generate Incremental Economic Activity

Establish St. Johns County ACH Brand

## Services to the Cultural Industry

- Marketing & Resource in-county Workshops
- SA Film and Media Office Expansion
- Content Development Workshops/seminars
- Cultural Industry Inventory/Directory
- Conferences and Webinars - Digital

# Cultural Tourism Marketing Program

## ACH Advertising and Marketing

- Print/Media/Digital Development
- Visit Florida Digital Partnership
- Public Broadcasting
- Websites, Social Media,
- "Circuit Rider" Co-OP Consultancies
- Flagler and The Gilded Age > Dressing Downton
- NPS/Castillo Accessibility and Visitor Guides
- VCB Calendars of Events

## FY 2017 Program Development

- Priority for Authenticity
- Support "Saunters"
- Flagler Era – "Gilded Age"
- Plein Air – SA Art Association
- El Galeon Port Tours
- A1A Scenic Hwy
- Tapestry Passport App
- Niche and Gap events

## ACH Grants Program

2014 - \$550,000 of \$719,627

2015 - \$559,810 of \$956,950 (450<sup>th</sup>)

2016 - \$550,000 of \$741,666

2017 - \$583,000 of \$847,000

22 non-profit applicants

32 programs/events





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Thank you!!