

Sarasota County *Creative Services Cluster Group*



June 13, 2003

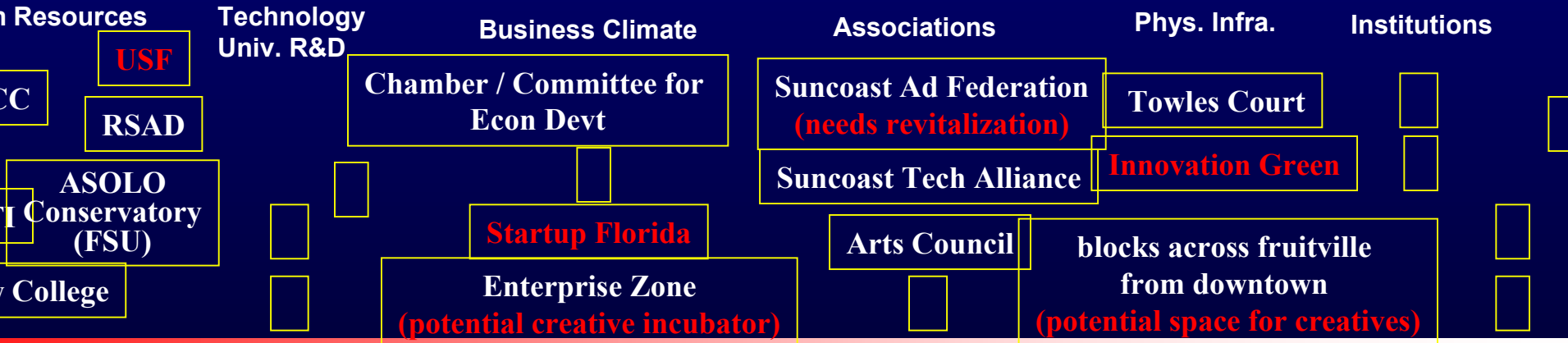
Leading the cluster...



Supporting Industries



Economic Foundations



CREATIVE SERVICES - STRENGTHS

- ✓ Sarasota is full of creative talent and folks involved in the technology/creative hybrid**
- ✓ Sarasota does an excellent job as an exhibition center**
- ✓ Sarasota has the support crew talent necessary for production work in film and video**
- ✓ Sarasota has many production facilities for a community of its size**
- ✓ New College is a good resource in liberal arts**
- ✓ Internet infrastructure is strong**
- ✓ There is zoning for studios**

CREATIVE SERVICES - WEAKNESSES

- ☑ Sarasota is perceived as an “old” community, image is not cutting edge**
- ☑ No public places/outdoor amphitheatres for gathering and performances; lack of parks near downtown with recreational facilities**
- ☑ Production studios are not being utilized commercially; support crew is in place, but the commercial work is not in Sarasota**
- ☑ Lack of bank financing for production and creation**
- ☑ Convention and Visitors Bureau does not utilize the Counties’ cultural resources in its promotions; major art exhibitions are not supported by cooperative advertising or direct campaigns**

CREATIVE SERVICES - WEAKNESSES

- Lack of collaborative marketing efforts among creatives/creative schools**
- There is no public policy and/or vision to promote the creative community**
- Lack of awareness among local businesses that Sarasota has talent and quality companies to take on projects; Local demand for creative services is lacking**
- Value of quality design not understood by companies**
- Ringling students are not familiar with the creatives working in the area**
- Lack of affordable housing**
- Lack of critical mass of firms**

CREATIVE SERVICES - OPPORTUNITIES

- ☑ Increase awareness of the numerous high-paying jobs in the creative industry**
- ☑ Help the business community understand the impact of creatives on improving the local economy**
- ☑ Emphasize that creatives pose no environmental hazards to Sarasota**
- ☑ Continue the “Bohemian” lifestyle that is attractive to creatives**
- ☑ Extend the Marina Bayfront Park; create a place with energy where young people would have outdoor places to meet**
- ☑ Create anchors/creative hubs for students in the creative fields-
- develop the area around Ringling School where most artists**

CREATIVE SERVICES - OPPORTUNITIES

- ☑ **Include creatives in the Tourist Development Council's marketing efforts**
- ☑ **Produce a CD-Rom to promote the creatives in town**
- ☑ **Look to Sundance as a model for/possible partner in Sarasota's film festival providing creatives and students with lectures and job fairs**
- ☑ **Resurrect the local advertising group or fold them into the newly formed Creatives Trade Association**
- ☑ **Establish a alliance of creative industries to promote the work in the region and to create a game plan to attract other creatives to Sarasota**
- ☑ **Increase the number of corporate headquarters located in Sarasota**
- ☑ **Improve air service in and out of Sarasota**
- ☑ **Have more art festivals and activities in the downtown area**
- ☑ **Diversify the creative workforce**
- ☑ **SCORE, and other young retirees with creative services talent (but a weakness when they're doing it for free)**

Visioning

“What Is Your Vision for Creative Services in Sarasota?”

Markets

**Internal Market –
knowing our own
capabilities**

Orlando/Disney Market

**Celebration
quality of li**

**Knowing
ourselves as an
art community**

**Healthy Interna
Rivalry**

**Technology as a
competitive
weapon, not just
a tool**

**“Where business
and creativity
collide”**

**Created a y
culture**

Gerontology

Arts and Healing

**Laboratory for
art & design**

Value Propositions

**Computer is the
paintbrush of the
future**

**Trust
(collaborative,
mutually
supportive, creative
community)**

Vision:

Creative Lifestyle

Paradigm of Excellence

**Downtown Nightlife with possibilities for
“noisy” performances**

Visible Creative Lifestyle

Accessible Sarasota

Creative Startup Zone

**Live/work space – taking Duany plan even
further**

**Design
(Industrial,
Interior,
Furniture,
Communication,
Entertainment)**

**Conference Ctr
of the Future**

**Leisure and
Retirement
Design**

**Teaching
Creativity**

**Language
Institutes**

**Digital Film
Capital**

**Digital-capable
Theater**

Smart Design

Products

**Learning
Institutes**

**Business
Development**

**Entrepreneurial
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(Education)**

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Smart Design

Strategies for Developing the Creative Services Cluster in Sarasota

- ☑ **Have Chamber of Commerce (esp Arts Taskforce) work with City, County to create plan for “right businesses” in downtown**
- ☑ **Create a “Creative Arts Zone” on Cultural Corridor, North Trail**
- ☑ **Build and support the right conference center in the right place: near hotels, restaurants etc; latest technology, cutting-edge, right size, right amenities, parking**
- ☑ **Create brand for Creative Services Cluster – and system for promoting it**
- ☑ **Hire someone to get local institutions to form databank of film, video and animation needs over next few years – and match local suppliers to those needs.**
- ☑ **Private sector should launch a business magazine.**
- ☑ **Find common ground between retiree community and younger creative community**
- ☑ **Find solution for affordable housing problem**
- ☑ **Create a culture/economy that’s attractive to young people**
- ☑ **Secure article or other coverage in national-level publication**
- ☑ **Establish ongoing Sarasota Council of Creative Services (using web and email)**

Strategies for Developing the Creative Services Cluster in Sarasota

- ☑ Secure article or other coverage in national-level publication**
- ☑ Establish ongoing Sarasota Council of Creative Services (using web and email – fewer in-person mtgs)**
- ☑ Change downtown zoning to accommodate more first-floor retail (with parking etc)**
- ☑ Ethnic diversity as part of the creative services strategy (tap into bohemian community)**
- ☑ Develop relationships with High Tech and other clusters to complement your internal strengths**
- ☑ Bring in accounting and financial people to create projections for our industry – demonstrate the contribution to econ devt (dollars) that Creatives brings into community**
- ☑ Coordinate the Arts Groups to convene one festival with rotating theme. Bring together theaters, orchestra, opera, etc. Restaurants offering themed menus, universities offering lectures.**

Strategies for Developing the Creative Services Cluster in Sarasota

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- ☑ Make community meetings more fun, creative and diverse (city meetings, commissions)**
- ☑ Breathe new life into existing Ad Federation**
- ☑ Throw dinner party or other “treat” – something personal and rewarding to offer people something – prevent the mass exodus**
- ☑ Establish Political Action Committee aligned with outcomes of this meeting – loud and creative political voice giving examples of why change needs to happen, and the dollars and cents needed to make change happen.**

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- ☑ Creatives and nonprofits need to be smarter, more cooperative about advertising**
- ☑ Establish program and venue for art therapy (in connection with hospitals etc)**
- ☑ Improve communications infrastructure – create local competitors in TV etc – and position ourselves as players in Regional and National markets**
- ☑ Create atmosphere where issues aren’t beaten to death with controversy**
- ☑ Create entrepreneurship program to coach more creative individuals in starting their own ventures**
- ☑ Creative Seminars – hold a Creativity Festival drawing people nationally. Initial step – do a survey of what’s being done elsewhere**

Strategies for Developing the Creative Services Cluster in Sarasota

- ☑ **Create entrepreneurship program to coach more creative individuals in starting their own ventures**
- ☑ **Creative Seminars – hold a Creativity Festival drawing people nationally. Initial step – do a survey of what’s being done elsewhere**
- ☑ **Trainings for printing, binding – sustain the printing industry with new young talent**
- ☑ **Create Sarasota Lifelong Learning Council – invite all those already involved as well as those interested in joining.**
- ☑ **Make old Sarasota High School Building an art space – studios for artists, dance studios, classes etc.**
- ☑ **Address issue of for-profits and non-profits’ unhealthy rivalry.**
- ☑ **College Exchange Programs e.g. Ringling Students exchange program to take business classes**
- ☑ **Change public policies on county display of public art**
- ☑ **More direct flights to major east coast cities (at affordable price!).**
- ☑ **Include the word “creative” in the county slogan**

Strategies fall into 6 Categories

- Communications**
- Education and Training**
- Cooperation and Collaboration**
- Welcoming Creatives**
- Conference Center**
- Economic Incentives**

Others to Bring to Table:

- ☑ **Gale Fulton-Ross – Fulton Ross Foundation**
- ☑ **Christine Desiree (same)**
- ☑ **Towles Court Association – Pres. Is Katherine Butler (or Kathleen C)**
- ☑ **Virginia Haley**
- ☑ **Carol King – Bleushift**
- ☑ **Commissioners (come as listeners)**
- ☑ **Carol Vengroff**
- ☑ **Cemantha Crane**
- ☑ **Bruce Rodgers from Asolo Theater**
- ☑ **Laurey Stryker**
- ☑ **Mike Michaelson – Pres. Of New College**
- ☑ **Fine Arts Coordinator in School System – Cindy Lippert**
- ☑ **Airport – Fred Piccolo or Michael W.**
- ☑ **Art Center in St Pete (check with Janeen for name)**
- ☑ **Someone from retirement community: AARP?**
- ☑ **Restaurants – Michael Jacobson, Main St Bistro**
- ☑ **Peter Turo – Phototech**
- ☑ **Someone from SILL (ask June C. for name)**
- ☑ **Palm Avenue Galleries – Joyce Wishart**
- ☑ **Creatives from South County: Murray Chase, Venice Little Theater**
- ☑ **North Port: school principal and others (Patricia to locate names)**