



sarasota creatives

Minutes from Creative Cluster Meeting G.WIZ, The Hands-On Science Museum 5/18/05

Welcome and introductions were made by Pedro Perez, Co-Chair and a thank you was extended to G.WIZ for hosting the meeting. Sarah Lansky, Marketing Director for G.WIZ, told the group about the 85 hands on exhibits for kids. They also have a summer camp and special events.

Diane Andrews gave the EDC update report and about ED ROCKS 05 at the Serendipity Country Club on June 23, 2005 from 5:00-8:00 P.M. Funding proposals for the Cluster Sub Groups is due by May 31, 2005 to EDC. The next breakfast is June 6, 2005 at the Venetian Golf & River Club. Nomination forms were handed out for Excellence in Industry Awards and self nominations are encouraged. The EDC annual report and Business Cluster booklet were also passed out to the group.

Patricia Caswell, Executive Director of Sarasota County Arts Council was the guest speaker and her presentation spoke about the impact the non profit arts organizations have on Sarasota County's economy.

Social Impact of the Arts:

- Attended by a huge majority of residents from all walks of life 7 out of 10
- Are affordable and often free-20%of all admissions are free.
- People of all ages and income levels attend the arts.
- Over 40% moved to Sarasota County in the past due to the Arts.

Economic Impact of the Arts:

- 123 million dollars infused into our economy annually
- 3,000 full time jobs
- Visitors attending the arts spent 31 million dollars
- (over and above general admission)
- Generated 5.5 million dollars in local government revenue

Sub Group Reports

[Creative Summit](#)

Innovation, Creativity, Business Summit www.icbsummit.com is still looking for sponsors and speakers. This hands-on interactive summit is planned for October 5-7, 2005. By increasing the visibility of Sarasota County to national executives and businesses, we will increase personal travel and ultimately business relocation.

Creative Directory

The EDC in partnership with the Suncoast Advertising Federation is publishing a Creative Resource Directory which will be distributed to 20,000 local businesses. Listings in the creative directory are free for qualifying individuals and businesses. The link to register for the Directory is on the EDC website at: www.edcsarasotacounty.com. There are opportunities for a company to purchase advertising space and/or upgrade their listing in the Directory.

Film Town

Production packages by the camera creatives are being put together. A team of script writers will be meeting in the next 2-3 weeks. There will be a meeting at the end of June to put the final touches on the budget. The EPK will be ready for the Innovative Summit in October.

Public Relations

Results from the ten businesses interviewed by Market Insight on outsourcing their PR, logo and advertising needs should be completed the end of May. There will be a written report on the findings and distributed to the Cluster group.

Branding

The Sub Group is working closely with the Creative Alliance in putting together a marketing plan and outline for a creative brand for Sarasota County. Virginia Haley from the SCVB will be speaking at the next meeting and will look to see collaboration between EDC and SCVB on branding.

North and South County Connectedness

The group decided to step back this year and will address other committees to see what the issues are.

City of Sarasota Commissioner Lou Ann Palmer went on record by saying that the City of Sarasota does contribute to the Arts. For an example: many of the theaters (such as the Van Wezel and G.WIZ) pay only one dollar a year for rental of their facilities and the City of Sarasota helps to fund Arts Day and Efest 2005.