



Collier County Arts and Culture Strategic Plan

FAQs

The Arts and Culture Strategic Plan:

The Collier County Arts and Culture Strategic Plan is a long-term collaborative effort of Collier County Government, the Naples, Marco Island, Everglades Convention and Visitors Bureau and The United Arts Council, in partnership with The Cultural Planning Group. Its mission is to evaluate, establish and successfully promote Collier County as an arts and culture destination. Funding for the plan comes from the Collier County Tourist Development Tax, the Community Foundation of Collier County and Artis-Naples. For more information or to get involved, contact Laura Burns, United Arts Council at (239) 254-8242 and follow Collier's Future in Arts & Culture on Facebook.

What is the Arts and Culture Strategic Plan?

The plan is currently in the process of development and now is the time – June 2019 through January 2020 – for all to participate and help shape the plan. Once it is done, it will present the community's shared vision for arts and culture, and guide the community's future efforts throughout Collier County to make that vision a reality.

Why is a plan needed and why now?

Collier has a vibrant arts and cultural life, a rich and diverse arts and culture heritage, and excellent offerings for the public. Visitors often enhance their stays with cultural activities. While there have been important civic arts projects, there has never been a coordinated countywide plan to advance arts and culture. There is an opportunity now to positively direct the future and enable better cooperation with the arts and cultural sector.

What is the purpose of the plan?

The plan has two overall goals: 1) to create a clear and achievable roadmap for arts and cultural development in Collier County, and 2) to enhance the brand of Collier County as an arts and cultural destination. Simply stated, this means the plan should strengthen arts and culture for residents, and for tourism.

Who started the planning effort?

The Collier County Board of Commissioners have authorized the plan. A Taskforce of community leaders from the arts and other sectors is overseeing the effort. The Collier County Tourist Development Council, the Naples, Marco Island and Everglades Convention and Visitors Bureau, and the United Arts Council are collaborating in support of the planning process. A national consulting firm, The Cultural Planning Group, based in South Florida, was selected through an open competitive process to lead the planning work.

Who is creating the plan?

During the planning process, people and organizations from throughout the county are invited to participate. The plan will be based on the community's vision for a successful arts and cultural future. Literally everyone is invited to participate. All residents – full time and seasonal – will have the opportunity to attend a community forum, take a survey, and register their opinions. Stakeholders with a specific interest are also invited: artists, arts and cultural organizations, tourism leaders, business and civic leaders, arts patrons, neighborhood groups, young people, social service providers, educators – everyone who takes part in the cultural life of their community.

How can people participate?

- *For updates and events, follow the Arts and Culture Strategic Plan process on the UAC website. Sign up to receive invitations, announcements and updates at: www.UACCollier.org/strategic-plan.*
- *Community forums open to the public are scheduled for throughout the county, including in Naples, Marco Island, and Everglades City.*
- *A community survey launches on September 12.*
- *Discussion groups and interviews will be held throughout the community from September 2019 – January 2020.*
- *A draft plan will be presented to the community for feedback in February 2020.*

What will the plan lead to?

It is premature to guess what Collier residents and stakeholders will want in their plan. In other places, such plans have led to more resources for arts and culture, greater visibility, better coordination among the arts and tourism, new partnerships to amplify the impact of the arts in communities, and more equitable access to arts and culture for all residents.

Where does the funding for the planning process come from?

The planning process is funded by the Collier County Tourist Development Council, the Community Foundation of Collier County, and Artis-Naples.