

Strategic Plan Outline

Guiding Principles

- Together, arts, culture, sports, and heritage build community and drive economic development and tourism: Bradenton prospers.
- Inclusive, accessible, and high-quality cultural activities attract residents, visitors, businesses, and investors.
- Public-private and nonprofit partnerships are essential in delivering positive results.
- A culturally rich downtown requires informed and engaged citizens.
- Collaborative action has the most impact when it is respectful, inclusive, and flexible to achieve shared goals.

Core Strengths

Current arts, culture, and heritage assets significantly contribute to the economy and quality of life.¹

Physical assets of riverfront, historic downtown, and the Village of the Arts are positioned for greater pedestrian mobility.

Area residents value arts, culture, and heritage opportunities and consumer demand is growing.²

Leaders and citizens are proud of their city and want to collaborate.³

A core of existing businesses provides a base upon which to build.

Bradenton is the historic Manatee County seat in a great geographic location.

Prime Opportunities

Cultural partners are committed to cooperative programs and marketing to accelerate downtown's economic development, attract new audiences, and increase the earned revenue of cultural non-profits

Interest is growing in events, programs, places, promotions, and innovations that leverage arts, culture, and heritage for downtown revitalization.

The City of Bradenton is a partner with Realize Bradenton, Inc. in the strategic coordination of cultural development with physical and economic development.

Manatee School District, Manatee Chamber of Commerce, and social service agencies are prospective partners with Realize Bradenton, Inc. to grow the creative and civic talents necessary for on-going revitalization through arts education, youth programming, and leadership development.

Realize Bradenton, Inc. shares the goals of Manatee Chamber of Commerce, Economic Development Council, and Bradenton Area CVB to foster an environment that promotes economic development, job creation, and tourism.

Mission

Realize Bradenton brings people together to create a more vibrant, attractive, and prosperous Bradenton area for residents, visitors, and businesses.

Elevator Speech

We bring people together!

Key Strategic Priorities

Promote downtown Bradenton.

Attract, inform, and engage residents, visitors, businesses, and investors.

Develop public-private and nonprofit partnerships.

Grow and strengthen creative, organizational, and civic talents.

Continually evolve a financially sound and high performing organization.

Primary Approaches

- Strategic partnership
- Collaborative events and cross marketing
- Creative and interactive strategies
- Support of the priorities of the Bradenton Downtown Development Authority and community partners.

Our Impact

- More Buzz
- More People
- More Money

Envisioned Future

Downtown Bradenton - a unique international riverfront destination where arts, culture, sports, business, and heritage create a vibrant and prosperous community.

- Business Growth
- Downtown Promotion
- Community Pride
- Visitor Attraction
- Quality of Life

Key Cultural Master Plan Strategies

- Downtown Cultural Vitality
- Support for Individual Artists/Village of the Arts
- Marketing, Access, and Collaboration
- Public Art
- Art Education and Youth
- Support and Capacity Building

Footnotes

1. Arts and Cultural Economic Impact Study, American for the Arts, March 2009
2. Community Survey Results, Surale Phillips, January 2009
3. Soul of the Community Survey, Gallop Poll, October 2009 and Realize Bradenton Cultural Planning Process and Plan, March 2009