

Realize Bradenton Cultural Master Plan – Strategies Chart

The following table lists the Strategies under over-arching Recommendations, in order of appearance in the full document. Each strategy has suggestions for timing, key implementers, benefits/results, and first steps.

Timeline (WHEN): Near Term = 6 – 12 month

Medium Term = 1 – 4 years

Long Term = 4 – 10 years

	STRATEGY	WHEN	SUGGESTED KEY IMPLEMENTERS	OUTPUTS	BENEFITS	FIRST STEPS
1. Downtown Cultural Vitality						
1. 1 Coordinate events and linkages to multiple institutions and businesses						
1.1.1	Reform Arts Council to become an umbrella arts, cultural and heritage organization	Near term	Realize Bradenton Implementation Coalition, civic leaders	Coordinate marketing programs for all groups including website, develop events, interface with other businesses and organizations	Synergy among creative community, city and business community, increased support services	New leadership, planning and capacity building to re-create Arts Council
1.1.2	“What’s Happening in Downtown Bradenton” website	Near term	Realize Bradenton Marketing Subcommittee, Arts, culture and heritage orgs	On-line schedule of Arts, culture and heritage events and programs	Collaborative scheduling promotes synergy of Arts, culture and heritage orgs, improve access to events for locals and visitors, easy to market one website for benefit of all	Find funding for website and staff to update, collect schedules in timely, easy, ongoing process, design site
1.1.3	Create a cultural welcome packet for new residents	Near term	Realize Bradenton Marketing Subcommittee	Packet of information, membership brochures, and events, etc.	Introduce new citizens to the Arts, culture and heritage organizations to promote membership, participation and events	Subcommittee to coordinate
1.1.4	Develop Downtown Ambassador Corps	Near term	Realize Bradenton Marketing Subcommittee, Downtown Development Authority	Devoted volunteers who share expertise, time and know-how	Personalize connections to cultural experiences and involve more people	Develop program, use 1500 plan participant list for initial contacts
1.2 Capitalize on the Riverfront, the Riverwalk and Rossi Park as a prime area for entertainment, arts, culture, education, and downtown enjoyment.						
1.2.1	Fundamental infrastructure improvements including bathrooms,	Long term	City, Downtown Development Authority	Synergy with special events and arts, cultural and heritage resources.	Increased audience, revenue and attendance both local and visitors to existing and new organizations and events.	Downtown Development Authority initiates planning, implements

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	benches, picnic tables, shade trees, night lighting, etc.				More use and enjoyment of city.	
1.2.2	Guide-by-Cell nature/history program throughout downtown	Near term	South Florida Museum, Realize Bradenton Downtown Cultural Vitality Subcommittee, Downtown Development Authority	Pre-recorded cell messages available by dial-up, no fee to start up	Demographic data is available to analyze to suggest audiences and/or activities to promote, fun and interactive program for residents and visitors	Museum is ready to go, evaluate in 3-4 months
1.2.3	Star Gazer's path along Riverwalk	Near term	RB Downtown Cultural Vitality Subcommittee, South Florida Museum, DDA	Signs to identify stars and constellations are visible to naked eye	Encourage evening use of Riverwalk to enhance safety and a gateway to nature	Design and make signs
1.2.4	History Discover Stop signage along river, bridges and downtown	Near term	Manatee County Clerk's office, RB Downtown Cultural Vitality Subcommittee, DDA, County Library,	Guide-by-Cell program similar to 1.2.2	Visitors and locals will delight to learn more, encourage event participation and purchases	Convert County Historian's research to 1-2 minute scripts for cell phone access
1.2.5	Launch a Singing River Festival in 2010	Med. – term	RB Downtown Cultural Vitality Subcommittee, RB Implementation Coalition, Native groups, Arts, culture and heritage orgs. DDA, CVB, Chamber, etc.	Multi-arts celebration of place.	Tie in history, arts, music and dance in a festival to draw citizens and visitors. Revenue for orgs, artists, businesses.	Infrastructure improvements first, form planning committee
1.2.6	Public Art throughout Riverwalk		See (4.3.3)			
1.3 Increase and enrich downtown events that spotlight Bradenton's uniqueness						
1.3.1	Noon-time concerts in Judicial Square	Near term	Downtown Development Authority, City	Free cultural event during workday	Local musicians will gain exposure/income, restaurant tie-ins	Already happening; increase promotions
1.3.2	Progressive music concert hosted by churches	Near term	Churches, promoters, Downtown Development Authority	Walkable cultural event, bring people to music and facilities	Bring others into churches, discover walkability, music, restaurant tie-ins	Planning meetings
1.3.3	Monthly music and theater at amphitheater	Med. term	Bands, Manatee Players, promoters and cultural orgs, ultimately - Arts Council	Tie in brief vignettes of Players upcoming shows to Band audiences	Extends entertainment potential of area, cross-arts exposure to new audiences. Adds to festival atmosphere and celebration of arts.	Schedule and rehearse performances

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1.3.4	Use Old Manatee Players Theater to host cultural activities	Med. – term	Ringling School, Sarasota Folk and Jazz, Manatee Players, ultimately -- Arts Council,	i.e. Ringling School film festival, independent film, jazz club, music, dances etc.	Historic space will continue with arts, showcase local and emerging talent	Meetings with partners to plan and fund
1.3.5	Accompany large gatherings with music and dance performance	Near term	RB Implementation Coalition, specific cultural groups that will participate, schools, county bands, local groups, churches	Add music and dance to December Boat Parade and Fourth of July celebration.	Enhance arts reputation of arts loving community to locals and visitors. Showcase talent, festival atmosphere	Meet with partners, schedule performances
1.3.6	Movies in the park	Immediate	Downtown Development Authority, RB Downtown Cultural Vitality Committee	Family friendly movies in park, mobile kiosk promotes other events	Brings energy and vitality to downtown, contributes to safe, friendly, charming feel.	Happening; promote it
1.3.7	Downtown art/dance classes and dances	Med.-term	Private companies, non-profits, dance instructors, Village arts studios, RB Downtown Cultural Vitality Subcommittee	e.g. Tango in the Park, Swing Dancing at Mattison's, etc.	Encourages health, fun and community	Planning meetings with partners
1.4. Improve navigability into and within downtown						
1.4.1	Permanent and portable kiosks to cross-promote cultural events	Near-med. term	RB Implementation Coalition Marketing Subcommittee, Downtown Development Authority	Kiosks and cultural map for visitors and locals to discover arts, culture and heritage events	Better wayfinding will promote more active and regular use of downtown, encourage longer stays and investment in downtown.	Planning meetings with partners
1.4.2	Create gateways to mark entrances and to welcome people to downtown		See (4.5.1)			
1.4.3	Promote access to arts, culture and heritage venues and activities through 'green' transport	Med. term	City Public Works, Downtown Development Authority	Create shuttle/trolley for easy transit to downtown and promote bikes use	Extend downtown visits and explorations, green appeal w/ free transport provided, increase safety, fun, health	Explore within Downtown Mobility Study implementation
1.4.4	Clearly mark Riverwalk path	Near term	Downtown Development Authority, City, Hospital	Demarcate beginning, end of path and mileage	Rossi Park will be used more	Fund design of signage
1.4.5	Create Culture Trail that connects arts and cultural venues and historic sites	Med. term	RB Implementation Coalition. Arts, culture and heritage, DDA	Public art along Riverwalk, maps on-line and at kiosks and events	Extend downtown experiences, encourage more green friendly activities downtown	Planning meetings to inventory elements of Art Trail

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1.5 Distinctively beautiful downtown experience						
1.5.1	Façade improvement incentives to businesses and orgs.	Long term	City, business owners, Downtown Development Authority	Buildings, signage, lighting, landscape and art will contribute to charm	Enhanced appeal of downtown, funding to support artists	Explore policy changes needed. Plan and procure funding
1.5.2	Unified look of streetscape, furniture, signage and artistic elements downtown	Med. term	Downtown Development Authority, Public Art Board, City Public Works, City	Goals and strategies were established in Downtown by Design	Enhance appeal to local and visitors to better establish sense of place	Plan and procure funding
1.5.3	Public Art for key downtown locations		See (4.5.1)			
1.5.4	Mural under Green Bridge	Med. term	Downtown Development Authority, City, Public Art Board	Bright colorful mural w/ historic connections	Mural projects can become centers for civic engagement and pride	Funding and grant planning
1.6 Encourage creative business relationships downtown that support the arts and community.						
1.6.1	Create program for artists to create art w/ construction scraps	Med. term	RB Downtown Cultural Vitality Subcommittee, construction companies Downtown Development Authority, City, VofA, artists,	Turning scraps into art is green project	Enhance creative and green appeal of downtown to visitors and residents. Artists supported.	Plan and procure funding, (look to SF for model)
1.6.2	Creative incubators in vacant buildings, and warehouses	Long term	RB Implementation Coalition, Downtown Development Authority, City, ultimately - Arts Council	Use vacant buildings to encourage low-cost rents for artists and art related groups	Improve critical mass of arts and arts related businesses to downtown, enhances economic appeal of downtown during downturn	Plan and procure funding source for incentives, market program to artists nationwide
1.6.3	Decorating contests for retail windows	Med. term	Downtown Development Authority, Chamber, Ringling School, Manatee Community College	Provides students with hands-on experience and businesses w/ low cost solution	Encourages people to watch for seasonal and artistic changes to downtown	Form committee to work with schools, businesses and calendar
1.6.4	Create music clubs and venues downtown	Long term	Developers, producers, City, Downtown Development Authority	If critical mass is attained, festivals can be created	Vitality of downtown after dark, attracting commerce and activity.	Brainstorm ideas and identify venues
2. Support for Individual Artists/Village of the Arts						
2.1 Strengthen the Village of the Arts as a live/work/sell neighborhood						
2.1.1	Increase organizational capacity of the Artists	Med. term	Artists Guild of Manatee County, Downtown Development Authority,	Coordinate events, promotions, marketing and support services,	Revised bylaws and operating policies, completion of strategic plan, staff hired to T	Apply for capacity building grants, explore assistance form the Nonprofit Resource

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	Guild of Manatee County		funders and members	Info sharing and professional development for local creators, and become effective partner w/ other orgs.	Take full advantage of this valuable resource	Center
2.1.2	Establish Village 'Welcome Center' near or at gateway	Med. term	Artist Guild, Downtown Development Authority, funders	Office space, meeting space, visitor information, gallery. Later: studios, performance space, classrooms, incubator, residency	Increased traffic, sales and visibility, education for artists, and community	Locate affordable space, use volunteer labor to rehab
2.1.3	Recruit targeted creative businesses i.e. restaurants, retail to relocate to Village and surrounding corridors	Med. term	Downtown Development Authority, City, Artists Guild, business community, Chamber	2-3 new desirable businesses recruited to Village within the first two years	Better mix of amenities to draw patrons, increase spending	Generate lists of targets to attract, coordinate recruitment and negotiations
2.1.4	Attract and retain artists to Village	Med. term	Artists Guild, Downtown Development Authority, RB Implementation Coalition, City	Improve funding, loans, tax and code improvements for arts, health care, insurance, studio tours, etc.	National arts media coverage of Village incentive programs, new creators moving in with standards of quality	
2.1.5	Connect Village to arterials	Med.-Long term	Downtown Development Authority, City, Artists Guild, Businesses	Welcome center, gateways, signage, public art, resonant businesses	Increased navigability, commerce and safety perceptions	Meetings to set priorities and implementation strategies, procure funding
2.2 Create umbrella cultural organization for networking (see 6.1.2)						
2.3 Explore and undertake other strategies to enhance opportunities for artists and creative individuals to live, work, express and contribute to their communities in the region.						
2.3.1	Develop the market for artistic products via better publicity and partnerships		(see 1.2.1, 3.1, 6.1.1)			
2.3.2	Assistance to creators with business management and marketing assistance		(see 6.1.3)			

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2.3.3	Public and private funding for artists		(see 6.2)			
2.3.4	Elevate arts awareness through media and PR		(see 3.2.3)			
2.3.5	Incorporate more artists and creators into public events		(see 1.3.6)			
3. Marketing, Access and Collaborations						
3.1 Continue the coordination and joint marketing begun during this planning process to increase visibility and access to the arts and culture.						
3.1.1	Continue to use Marketing Committee from Realize Bradenton Implementation	Near term and ongoing	RB Implementation Committee Marketing Subcommittee, Arts, culture and heritage orgs, Downtown Development Authority, Chamber, business	Develop joint marketing plan for arts, culture and heritage building upon research	Increase participation in arts, culture and heritage, increase earned revenues for orgs, increase spin-off activity and jobs generated by cultural activity.	Happening: fine tune strategies for use of rack cards, marketing mailing funded by Knight. Market RB Plan to community. Synergistic communications around events.
3.1.2	Develop cultural and heritage tourism marketing	Near-Med. term	RB Marketing Subcommittee, countywide arts, culture and heritage orgs, CVB, Tourism Development Commission, County, Downtown Development Authority, Florida Tourism, hotels, restaurants, Arts Council	Marketing packages w/ hotels, restaurants, other tourism, partnerships with sports, etc. Secure funding, use web portal	Increased economic impact from tourism. Increased revenues from tourists will strengthen arts, culture and heritage orgs	Partner with CVB to integrate culture and heritage and collect leads. Inventory venues and events. Design web portal and cultural events calendar.
3.1.3	Historic Preservation Distinctive Designation for Bradenton through National Trust	Med. term	RB Marketing Subcommittee, City Planning Dept. Manatee County Clerk	Place Old Main Street on National Register and Bradenton as Distinctive Designation	Worldwide marketing assistance by National Trust would increase tourism and economic activity	Convene Subcommittee, gain commitments, begin collecting materials required
3.2 Reinvigorate the Arts Council with new and augmented board and staff leadership, empower to provide leadership and coordination for cultural sector, including staff support and coordination for the joint marketing and cultural events						
3.2.1	Arts Council eventually provides staff support and resources for joint marketing and projects	Med. term	(see 6.1.2)			

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3.2.2	Arts Council ultimately to coordinate more cultural events downtown	Med. term	Arts Council, RB Implementation Coalition, Downtown Development Authority, Downtown businesses, hotels, restaurants, Chamber, service orgs. City, CVB	Events such as Get Down Downtown, Seafood Fest, Pirates Family Fund Day, Farmers Market, etc. include arts and culture	Enliven downtown, increase quality of life, showcase cultural venues, attract more restaurants, increase spending of residents and visitors	Convene a Downtown Cultural Events Committee of Realize Bradenton to continue work on design and development
3.2.3	Build stronger collaborations and partnerships among arts, culture, and heritage organizations, business, government and community orgs, throughout County	Near-Med. term	RB Implementation Coalition, Downtown Development Authority, Arts Council, City, County, other municipalities, Chamber, CVB, Library, businesses, civics and community orgs, statewide and national advocacy orgs.	Joint: marketing, fundraising, programming collaboration, data management, volunteers, healthcare, environmental, etc.	3-4 significant new partnerships during the first year for more effective use of resources, and to tap into the latest research and models	Follow up on most promising connections made during cultural planning
4. Public Art						
4.1 Establish a permanent Public Art Board to continue the work in developing, defining and launching a public art program						
4.1.1	Establish Public Art Board as an advisory committee to the Downtown Development Authority	Near-Med. term	Public Art task force of RB, Downtown Development Authority	Introduce PAB to public, develop bylaws and policies, launch one demo project first year	Public art can help define character and personality of Bradenton, add to richness, vitality, livability and economic success.	Form new PA Board during the first six months, review model policies and ordinances
4.2 Seek policy adoptions and code changes to encourage and enable public art in public and private development.						
4.2.1	City policy to encourage public art in private development	Near-Med. term	Public Art Board, City, County, RB Implementation Coalition, Downtown Development Authority	New ordinance driven by incentives, density bonus trade-offs, fee and /or tax abatements or assessments	Policy incorporated into City and or County ordinances	Work with developers and City to advise on workable policy
4.2.2	Request policy and funding commitment to Public Art from DDA	Near term	Public Art Board, Downtown Development Authority	Money to start up public art projects	Public announcement of start of new Public Art Program as catalyst for City, County commitments	Make request, negotiate the status of Board to oversee the program
4.2.3	Amend Downtown Development Authority Façade Grants to include Public Art	Near term	Downtown Development Authority, Public Art Board, business owners	Change in policy, include board review of art	Public Art Board to review art to insure quality, enliven downtown, income to artists	Convene PAB and Downtown Development Authority to review and rewrite grant policy

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4.2.4	Amend sign ordinance to permit and encourage murals	Near term	Public Art Board, City	Change in policy to differentiate graphic signs and murals. Board review of art/mural signage	Enliven downtown, income to artists, gateways enhanced	More research on legal and esthetic considerations needed from board
4.2.5	Develop City Percent for Public Art ordinance	Med. term	Public Art Board, Downtown Development Authority, RB Implementation Committee, City, eventually County as well	Policy and code changes, launch one project during first year	Small projects (above) could be launched soon and excite public about potential for long-term public art.	Convene developers and City Planning Staff to flesh out elements of policy
4.3 Kick off Public Art projects to demonstrate their value to the community						
4.3.1	“Muracle on Ninth”, lining street with murals and other public art	Near term	RB Implementation Committee, Downtown Development Authority, Public Art Board, City, businesses	Line major corridor with great murals and public art	Generate excited buzz in community about plan and revitalization through art. Income for artists. High visibility	Convene meetings to procure funding, gain buy-in w/ owners, choose projects and artists. Inform community of success in other communities w/murals, develop call for artists in competitive process
4.3.2	Series of free temporary public art projects	Near term	RB Implementation Committee, Downtown Development Authority, Public Art Board	Chalk art festival, Night lights along river, temporary water feature, knit-in, sand sculpture competition, light performance, outdoor film series, community stories led by artist	Engage and delight public with temporary, inventive and interactive projects produced in conjunction w/festivals. Provide opportunity to bring in artists from outside to inject new ideas and standards	Convene meetings to procure funding, choose projects, calendar, artists
4.3.3	Public art throughout Riverwalk	Near-Long term	Public Art Board, RB Implementation Committee, ArtCenter, Museum, Village, City, Downtown Development Authority, other heritage and cultural orgs, Chamber, businesses, transportation officials	High quality art visible to community and visitors	Improve draw to locals and tourists, bring foot traffic and commerce, opportunity for Bradenton to be seen as center for art	Identify sites and media, procure funding, call for artists
4.4 Develop ongoing private funding to support public art.						

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4.4.1	Develop private funding to support public art	Near-Long term	Public Art Board, RB implementation Committee, Manatee Community Foundation, Corporations, businesses, individual donors, foundations, Arts, culture and heritage orgs. to partner in fundraising	First public art projects include private sector support. Establish fiscal agent relationship with Manatee Community Foundation	Balanced and diverse range of funding sources including private sector for public art	Establish fundraising goal for initial projects
4.5 Identify both temporary and permanent sites for public art						
4.5.1	Inventory of potential, publicly accessible sites within city, and existing art	Near term	RB Implementation Committee, Downtown Development Authority, Public Art Board	Sites such as: Riverwalk, Village, main streets and gateways, transit stops, prominent buildings, etc.	Build program based on awareness of current works and a vision for future sites and types of work	Has begun
5. Arts Education and Youth						
5.1 Reinvigorate and strengthen Arts Council and refocus its role with respect to arts education to be one of leadership and coordination of advocacy, policy development, fund raising and information resources. (See also 6. Support and capacity Building)						
5.1.1	Arts Council to refocus its role on arts education and youth from programming towards partnerships and advocacy	Med. term	RB Implementation Committee, Arts Council, School District, cultural organizations	Arts council reinvigorated to play new role within one year	Informed and coordinated partnership with school district and community based cultural orgs will yield better arts ed. And address issues of funding and transport.	Reformulate Arts Council board, develop funding, strategic and business plan for Arts Council
5.1.2	Increase opportunities for youth to showcase talents in events and festivals	Med. term	RB Implementation Committee, Central Community Redevelopment Agency, Downtown Development Authority, Arts Council	1-2 events in first year, and reformulated events calendar within 2 years	Showcasing youth talent stimulates pride in community and youth, provides opportunities to exercise leadership, responsibility, skills building	Youth Arts Summit within first year, incorporate youth leadership into design, commit to 1-2 events to focus on, recruit steering committee
5.1.3	Forum/network of arts based youth programs in community for collaboration	Med.-Long term	Prodigy Cultural Arts, RB Implementation Committee, Arts Council, arts based youth programs, public/private programs, schools, arts, culture and heritage organizations	Meeting within first year, evaluation mechanism, increased venues for youth to gain cultural learning	Networking will enable sharing of best practices. Arts programs offer youth opportunities to create, develop, analyze, reflect and dream.	Identify youth arts service providers, assess interest in networking

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6. Support and Capacity Building						
6.1 Enhance the overall capacity of arts, cultural and heritage organizations in Bradenton						
6.1.1	Build community awareness of the role and value of the arts, culture and heritage	Near-Long term	RB Implementation Committee, all players	Communicate Plan and progress to community through outreach, media and editorial coverage, etc.	Community engagement, participation, support, involvement, excitement, etc.	Plan PR kick-off event to celebrate plan
6.1.2	Arts Council to play key leadership and coordinating role on behalf of RB implementation, countywide	Mid-term	RB Implementation Committee, Arts Council Board, arts, culture and heritage organizations, civic leadership	Arts Council reformed and stable within one year	Strong leadership and coordination for county-wide cultural development	Recruit new leadership, seek funding, undertake strategic planning
6.1.3	Build capacity of arts, culture and heritage organizations	Near-Long term	Arts, culture and heritage orgs, Nonprofit Resource Center, RB Implementation Committee, Manatee Community Foundation, Manatee Young Professionals, Manateens, Chamber, Latino Chamber, Kiwanis, Arts Council	Series of capacity building workshops during first year	Stronger more sustainable cultural organizations	Engage with Non-profit Resource Center and Manatee Community Foundation to plan training, Continue with joint marketing and other initiatives begun during plan.
6.2 Increase the overall funding for arts, cultural and heritage organizations						
6.2.1	Increase private support for arts, culture and heritage	Mid-Long term	RB Implementation Committee, Manatee Community Foundation, arts, culture and heritage orgs, civic leadership, Nonprofit Resource Center, Arts Council, individual donors, foundations and corporations	Demonstrable increase in private giving within two years	Stronger, more financially stable cultural orgs with diversified revenues	Joint marketing and public art raise visibility and model collaboration. Revenue streams of organizations should be benchmarked and analyzed to quantify goals
6.2.2	Dedicate a portion of the proposed 1% bed tax increase to arts, culture and heritage orgs	Near term	Manatee County, Tourism Development Commission, RB implementation Committee, CVB, City, Downtown Development Authority, Arts Council	Decision to dedicate portion of 1% increase to arts, culture and heritage development by mid-2009	More tourists will stay longer and spend more. Precedent exists in Florida and across nation. Manatee arts, culture and heritage orgs need and deserve public support for	Identify civic leaders to participate in advocacy. Compile and prepare research to make case, seek endorsements from civic groups and media

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					their role in tourism, economic impact	
6.2.3	Explore bonding of capital projects of arts, culture and heritage orgs with City and County	Long term	RB Implementation Committee, City, Downtown Development Authority, Manatee County, arts, culture and heritage orgs and venues	City bonding for a cultural facilities project	Cultural facilities help to revitalize downtowns and neighborhoods, attract residents, visitors and spending, enable community gatherings and quality of life	Identify capital projects of cultural groups that may warrant City support
7. Implementation						
7.1 Maintain and reformulate three key leadership groups						
7.1.1	Realize Bradenton Implementation Coalition	Near term	RB Implementation Coalition and sub-committees, Downtown Development Authority	25-35 high level diversified leaders, sub-committees on Marketing, Village, Bed Tax, Arts Ed, etc.	Leadership from Cultural Plan will continue to advocate for and lead implementation	Reform steering committee as RB Implementation Coalition with additional leaders that emerged during research and community engagement. Will quickly evolve to become a permanent, 501 c 3 cultural advocacy organization
7.1.2	Downtown Development Authority	Near term	Downtown Development Authority, RB Implementation Coalition	Provide leadership, funding, staff for initial projects, such as downtown cultural events and public art	Can commit leadership, funding and support; represents City	Present Plan, secure adoption and support
7.1.4	Arts Council of Manatee County	Near term	RB Implementation Coalition, Arts Council board, Downtown Development Authority	Reinvigorated Arts Council becomes key partner as umbrella cultural agency in collaborations	Provide leadership in joint marketing and cultural tourism, advocacy and networking	Rebuild board and staff, secure funding and assistance, build capacity of organization
7.2 Advocate for portion of bed tax to be dedicated to cultural tourism marketing and product development as immediate priority.						
7.3 Maintain the Realize Bradenton “brand,” continue to build database of key contacts, celebrate successes and stay in touch with stakeholders.						
7.4 Publish the Plan, Executive Summary, Strategies Chart and Implementation Leadership Chart as quickly as possible and translate them into other versions, i.e. PowerPoint, post plan to web.						
7.5 Present the plan and seek adoption/endorsement from the City, Downtown Development Authority, Chamber and other groups.						
7.6 Meet with major media editorial boards and reporters to discuss the implications and garner endorsements.						
7.7 Apply for major Knight Foundation grand for RB Implementation, citing comprehensive effort, and new funding category ‘Culture Builds Florida’ of the Florida Division of Cultural Affairs that can be explored for implementation -- along with others.						

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7.8	Ask Arts, culture and heritage organizations to review and adopt the Plan as a set of guiding principles.					
7.9	Advocate for 'signature' cultural projects like Manatee Players new theater campaign and expansion for ArtCenter Manatee.					
7.10	Launch immediate priority Plan initiatives to maintain momentum with early successes, including:					
	7.1.1 "Muracle on 9 th " public art projects;					
	7.1.2 Continuation of joint marketing efforts and other capacity building initiatives for the "Big 6" cultural organizations;					
	7.1.3 Downtown cultural events, including a "Singing River Festival;"					
	7.1.4 Strengthen Village of the Arts capacity and marketing;					
	7.1.5 Strengthen Arts Council, now renamed the Manatee County Cultural Alliance.					
7.11	Work to integrate the Cultural Master Plan into the City of Bradenton's Comprehensive Plan, Downtown Mobility Study and other plans.					
7.12	Sponsor a yearly Community Forum to invite the public to assess progress, chart desirable 'course corrections' and draw new leadership into efforts.					