

Fort Pierce Arts & Cultural Heritage Strategic Plan

Advisory Board Framework | 10-Year Plan (Adaptive Model)

1. Vision

Fort Pierce stands as a culturally rich and artistically bold city—one that celebrates its history, uplifts diverse voices, and strengthens community pride through creative expression.

starred

Commented [JK1]: Please use the board's version - this is just placeholder courtesy of Chatgpt

2. Mission

The mission of the Arts and Culture Strategic Plan is to empower, support, and sustain a strong and vibrant artistic and cultural environment for all Fort Pierce residents and visitors.

starred

Commented [JK2]: Again, courtesy of Chatgpt - as place holder. Please replace.

3. Role of the Advisory Board

The Advisory Board serves as a **strategic and advisory body** and does not directly produce or operate programs.

Commented [JK3]: I think this is important to keep in mind.

Primary responsibilities include:

- Identifying and assessing cultural assets and opportunities
- Facilitating partnerships and alignment across stakeholders
- Recommending strategic priorities and investments
- Advocating for arts and cultural initiatives
- Supporting visibility, coordination, and access

4. Stakeholders

This plan supports and engages a broad network of stakeholders, including:

- **Organizations:** museums, cultural institutions, nonprofits
- **Artists:** professional, emerging, and amateur

- **Businesses:** creative economy, tourism, hospitality
 - **Community:** residents, neighborhoods, visitors
 - **Government:** City, County, and State partners
-

5. Existing Assets Inventory

A foundational component of this plan is the identification and ongoing assessment of Fort Pierce's existing cultural assets.

A. Organizations & Institutions

- Museums, galleries, and cultural centers
- Historic and heritage organizations

B. Events & Programs

- Art Walk
- Festivals and cultural events
- Educational and community programs

C. Public Art

- Murals
- Sculptures
- Art in Public Places inventory

D. Cultural Trails & Experiences

- Zora Neale Hurston Dust Tracks Heritage Trail
- Florida Highwaymen Trail
- Waterfront include fishing and walking tours (existing and potential) *Sun Trail*

E. Assessment Focus

- Condition and maintenance of public artworks
- Visibility and accessibility of assets
- Identification of gaps and underutilized opportunities

6. Overarching Objectives

The following objectives guide all strategic actions. These are not prioritized and are intended to work collectively:

1. Support and facilitate the development, preservation, and promotion of Fort Pierce's arts and cultural heritage assets
 - A) Support an increase in the development, preservation, and promotion of the City's existing artistic and cultural heritage assets.
2. Encourage and facilitate opportunities for residents and visitors to participate in arts, cultural heritage, and creative education
 - B) Encourage and facilitate opportunities for City residents and visitors to participate in arts, cultural heritage, and creative educational activities.
3. Advocate for and communicate information on arts and cultural issues to citizens and elected officials on the local, state, and federal levels.
 - C) Advocate and communicate factual information on local, state, and federal arts and cultural heritage issues to citizens and elected officials.
4. Encourage more effective use of public and private resources to support arts and cultural heritage development and creative programs in Fort Pierce.
 - D) Encourage and facilitate greater use of City, County, State, Federal, and private resources to develop and support arts, cultural heritage and creative programs in Fort Pierce.
5. Strengthen Fort Pierce's identity as a cultural destination for current and future residents, tourists, developers and investors
 - E) Further the recognition of Fort Pierce as an arts, cultural heritage and creative center ^{hub} (mecca) and a destination of choice for investors, developers, tourists, and current and future residents.

7. Strategic Goals

Goal 1: Increase Visibility and Access

Aligns with Objectives 1, 2, 5

- Increase marketing and promotion of existing assets
- Expand awareness of cultural experiences and destinations
- Increase the development, visibility, and marketing of Fort Pierce's existing arts and culture heritage assets, programs, and projects.
- Identify ways to support and expand Fort Pierce's Art Walk.
- Explore ~~Story~~ App development for interactive arts and culture museums, historic sites, public art, and Art Walk.
- Develop a marketing strategy and print collateral to present Fort Pierce as an arts and culture destination.

- Janet Cultural Alliance

- Mural booklet - Consultant

digital and

Goal 2: Expand Participation

Aligns with Objectives 2, 5

- Encourage participation from new artists, both professional and amateur
- Increase community engagement in cultural activities
- Strengthen arts appreciation and awareness, and beautification opportunities to improve ~~lighted areas~~ our city

Keep

artistic

education

Goal 3: Strengthen Education and Awareness

Aligns with Objectives 2, 3

- Promote educational opportunities related to arts and cultural heritage
 - Improve public understanding of cultural value
-

DBA
↳ Main Street
Michelle

Invite

Goal 4: Drive Community and Economic Impact

Aligns with Objectives 1, 4, 5

- Build civic pride and improve quality of life
- Support economic development through cultural activation
- Build civic pride and improve quality of life for residents and visitors, raise community perception and cultivate economic artistic development opportunities.
- Invite Grants Dept. to our meeting for collaboration of our efforts

- work w/ Art Alliance
Main St.
Jazz + Blues

Goal 5: Beautification and Placemaking

Aligns with Objectives 1, 5

- Expand public art and beautification efforts
- Activate underutilized or blighted areas
- Identify ongoing revenue sources to support the growth and development of Fort Pierce's arts and culture assets.

+ assets
+ additional

Goal 6: Sustainable Funding and Resources

Aligns with Objective 4

- Identify and develop ongoing revenue sources
- Improve coordination of funding and investments

8. Implementation Phasing (36-Month Roadmap)

Phase 1: Foundation and Quick Wins (0-12 Months)

Focus: Visibility, alignment, and activation of existing assets

- Promote existing cultural trails and experiences
- Strengthen and expand Art Walk visibility
- Develop and distribute materials positioning Fort Pierce as a cultural destination
- Align messaging across partner organizations

← Come to our meeting

- Define and map cultural trails (mural, architectural, waterfront)
- Identify or consolidate a digital platform for cultural access
- ~~Inventory and assess public art (murals and sculptures)~~
- Inspect existing murals to determine which need to be refurbished or replaced. - Emily volunteered
- ~~Issue RFQ for replacement sculpture at City Hall~~
- Put out a call for artists for new sculpture in front of city hall.
- Conduct community engagement (surveys, town halls, pop-ups)

Phase 2: Development and Expansion (12–24 Months)

Focus: System-building, partnerships, and program expansion

- Launch and promote cultural trails
- Begin maintenance and restoration of public art
- Install new City Hall sculpture
- Execute coordinated marketing strategy - Consultant?
- Formalize partnerships with key organizations - Cultural Advisor
- Expand artist participation opportunities
- Pursue grants, sponsorships, and public-private partnerships

Phase 3: Sustainability and Destination Positioning (24–36 Months)

Focus: Long-term positioning and system sustainability

- Position Fort Pierce as a recognized cultural destination
- Integrate arts into tourism and economic development strategies
- Establish recurring funding streams
- Expand public art into targeted areas
- Align arts initiatives with broader city development efforts
- Evaluate outcomes and prepare next-phase planning

9. Implementation Approach

The Advisory Board will operate as a **facilitator and connector**, not a program operator.

Approach includes:

- Partnering with organizations to deliver initiatives
- Leveraging existing resources and infrastructure
- Supporting coordination, promotion, and alignment
- Prioritizing activation over creation of new programs

10. Metrics and Success Indicators

Success will be evaluated through:

- Increased participation in cultural events and programs
- Growth in visibility and usage of cultural assets
- Number and strength of partnerships
- Activation of public art and cultural experiences
- Community perception and engagement
- Contribution to tourism and economic activity

11. Planning Horizon and Adaptive Framework (10-Year Plan)

This Strategic Plan establishes a **10-year vision supported by phased implementation cycles** to ensure adaptability and long-term relevance.

Structure

- **Years 1–3:** Defined implementation phase (this plan)
 - **Years 4–6:** To be defined following evaluation
 - **Years 7–10:** To be defined following evaluation
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Evaluation and Recalibration (End of Year 3)

A formal review will assess:

- Progress toward goals and objectives
- Effectiveness of partnerships and initiatives
- Gaps and emerging opportunities
- Community and stakeholder feedback
- Changes in funding, development, and policy environment

Outcome: Defined strategy for Years 4–6

Second Evaluation Cycle (End of Year 6)

A second review will:

- Reassess long-term positioning
- Refine destination strategy
- Align with broader regional and economic trends

Outcome: Defined strategy for Years 7–10

Guiding Principle

This plan is intentionally **adaptive and responsive**.

It prioritizes:

- Activation of existing assets
- Strategic coordination across stakeholders
- Measurable progress over speculative long-term planning

Fort Pierce Arts & Cultural Heritage Strategic Plan | 10-Year Adaptive Framework

