

Clearwater Cultural Arts Strategic Plan | Stakeholder Report

Current State of the Arts in Clearwater | A Collective Perspective

- The Clearwater arts scene is growing and everyone knows it.
 - Long history of live music
 - Mural program is growing in popularity
 - Sugar Sand Festival is nationally known
 - Jazz Holiday is nationally known
 - Chalk Art Festival
 - Seafood and Blues Festival
 - Art Walk
- Geographically focused in Downtown
 - Clearwater is a large city that includes areas outside of Downtown that residents and visitors could enjoy from an arts and culture perspective.
- The Arts, regionally...
 - Clearwater is known for its beaches, while St. Pete, Dunedin, and Safety Harbor are known for arts and culture.
 - Clearwater is known for its rockstar tourist industry, creating a mainstay in the community
- COVID-19 has brought a welcome change
 - A warmth to downtown with the two-block pedestrian area which will hopefully become permanent.
 - Consideration of an outdoor market

Vision for Arts and Culture in Clearwater

- Investment in arts and culture in clearwater should have two distinct purposes:
 - To inject creativity into the everyday life of citizens- creating exposure and acceptance of creativity as part of their life
 - Senior Population
 - Youth Population
 - Families
 - Tourist experiences that expand and evolve Clearwater as a destination
 - A metric should be developed to understand the impact of CRA strategies and investments
- Public Art
 - Expand visual art to the neighborhoods to demonstrate heavy focus on resident experience and quality of life
 - Integration into parks, ballfields and basketball courts, neighborhood entrances, libraries, Community Recreation Centers
 - Expansion of signal box art and storm drain art to neighborhoods
 - Community-driven grant program to fund public art concepts in neighborhoods
 - Large sculpture at Imagine Clearwater
 - Reimpose the Private percent for art requirement

- Focus on a Downtown Arts District with Imagine Clearwater as the anchor
 - Ensure permanence of the pedestrian area. Consider temporary art in the Cleveland Street Pedestrian area.
 - Develop city-owned exhibition space
- Differentiate culture offers particularly as it relates to St. Pete. Become known as the “Music City” of the region.
 - This could be accomplished by commissioning music themed artwork or musical focused multidisciplinary art and culture experiences
 - Cleveland Street in particular
- Uncover the artists of the community and make them visible to the community
 - Interest in a community art center- Could Dunedin and Clearwater collaborate?
- Events
 - Expand event type and reach
 - Possibility of an annual or biennial signature festival focused on art
- Geographically Diverse Opportunities for Cultural Engagement
 - Utilize Imagine Clearwater, Crestlake Park, Moccasin Lake
 - Trail System
- Programming
 - Give seniors purpose through matching them with a youth mentee for music or art lessons
 - Programming
 - Children’s community theater opportunities
 - Art classes offered at community centers
 - Summer Camps and after school programming

Directive for Investment in Context of the Region

- Explore what makes Clearwater, Clearwater
- Community Partnerships
 - Creative Pinellas- how can this relationship be strengthened?
 - School System
- Invest in uniquely Clearwater amenities, strategies, and opportunities. Do not copy St. Pete, Dunedin, and Safety Harbor.
- Create a Pinellas Cultural Trail, connecting all of the cultural amenities in the County. This will establish a branding effort that each city could contribute to and utilize to draw people.

General Comments

- There is a need for a master calendar for arts and culture events in Clearwater
- There is a need for a quarterly meetup of all arts and cultural organizations to share what each organization is doing.
- Develop ways for the general public to participate in developing programming on an ongoing basis.

- This plan is an opportunity to be a catalyst for the community to be involved, an invitation for the public to join the City in being responsive to the needs of residents in programming and investment.