

Director of Business Attraction & Marketing

Our Creative Process

COLLECT CONNECT COLLABORATE COMMUNICATE





GIM.COM



Future cities:

Driving growth through the creative economy

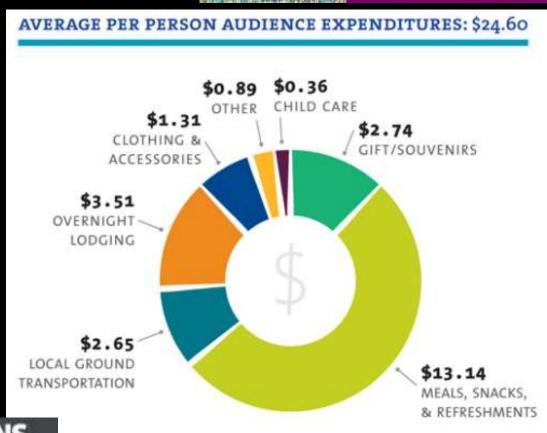
A special feature from Prudential Investment Management, produced by The Economist Intelligence Unit

The Economist Intelligence Unit

MUSIC & TECHNOLOGY - AUSTIN // VISUAL ARTS - BERLIN // CONTEMPORARY ART & TELEVISION - MEXICO CITY // FILM — MUMBAI // GAMING & DIGITAL MEDIA - SEOUL

Understanding how we spend \$

ARTS & ECONOMIC PROSPERITY







In our world we all make & implement PLANS!



2016-2021





Dania Beach Community Arts Plan October 8

2012

Enhance community vitality and encourage economic opportunity through a portfolio of arts and culture initiatives that capitalizes on Dania Beach's distinctiveness and creative potential.



Overview and Examples

01

What connects people to place?

02

Positioning Yourself in the Market Place 03

Be Inspired by Nature and Design

04

Employ Underutilized Assets

Dania Beach // West Palm Beach // Oakland Park Example

What connects people to place?

Aesthetics Oscial Offerings Openness









Positioning Yourself in the Market Place

Focus on the local authentic assets of an area:

Unique Experiences // Shopping // Dining // Cultural Amenities...















Be Inspired by Nature & Design







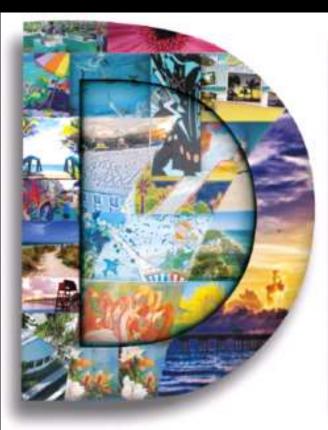


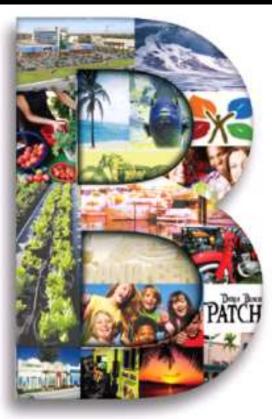
Employ Underutilized Assets



Connecting Local Artists to Place Branding & Business Attraction







DANIA

BEACH



Ultimately...

positioning places where business, the arts and the community can thrive!









Culture & The Connectivity Plan

01

Culture Shapes
Community –
What's Authentic

02

Historical
Significance –

Celebrate / Overcome

03

Community Buy-in –

Programming

04

Spurring
Development
Interest –

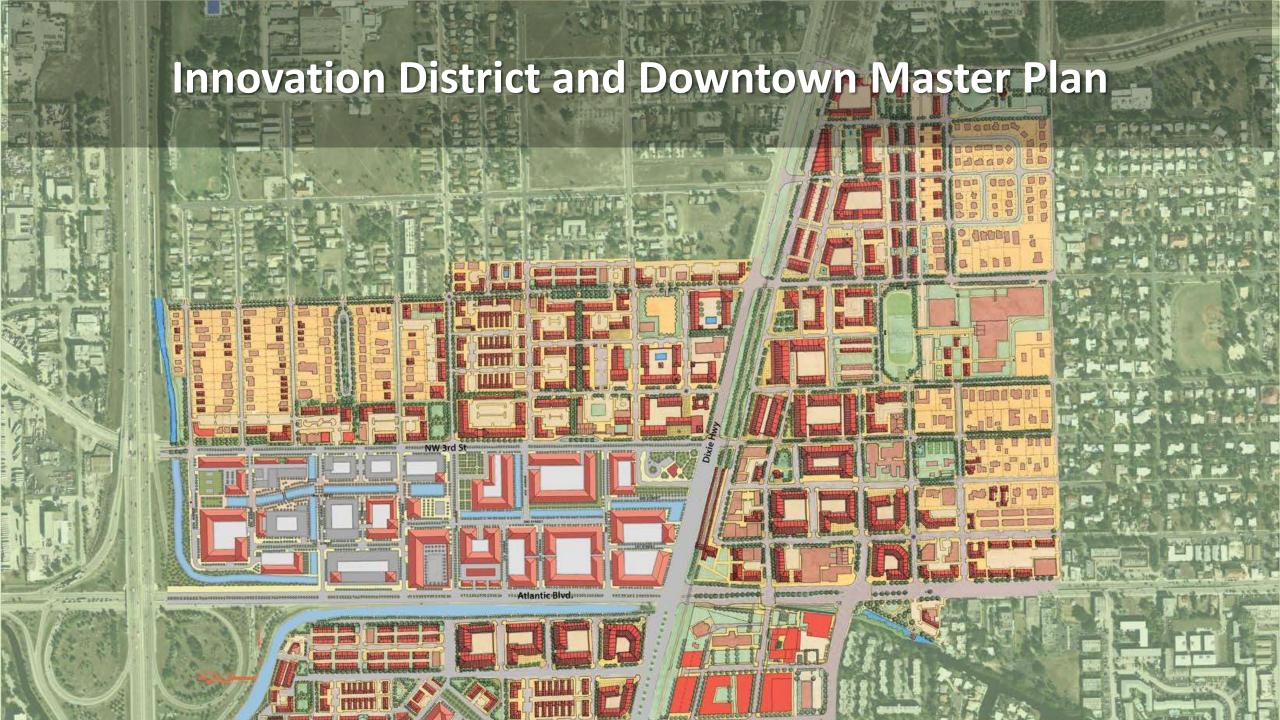
Investment

Culture Shapes Community – What's Authentic

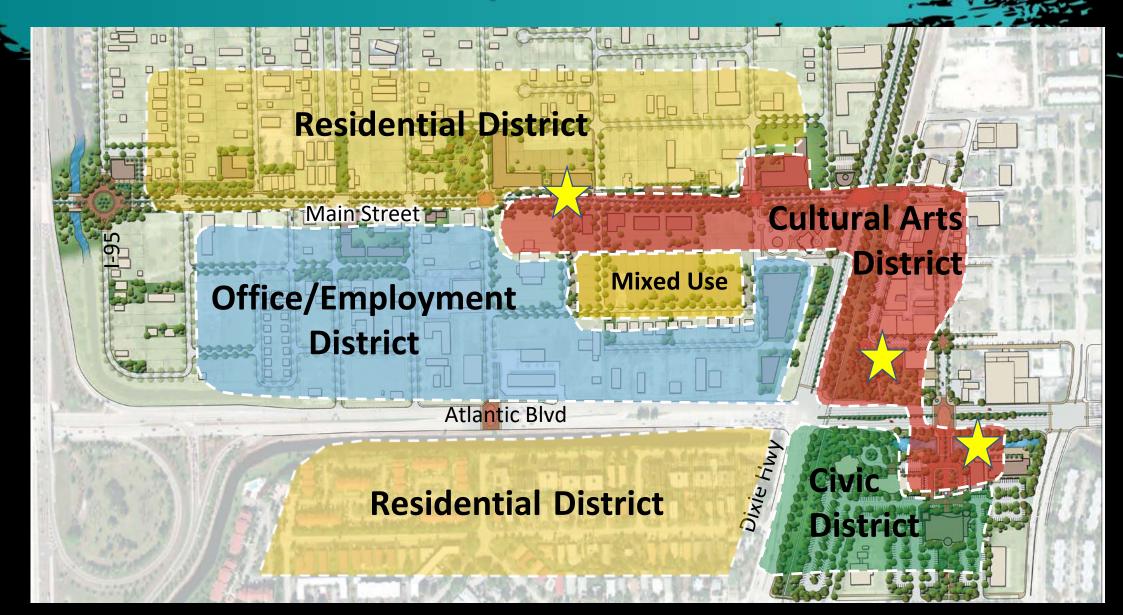
Pompano Beach Downtown Arts & Innovation







Future Downtown Development & Cultural Facilities







Bailey Building Vision







































Ali Building Vision























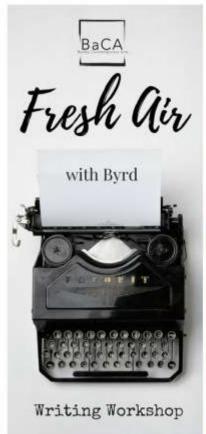


Community Buy-in – Programming

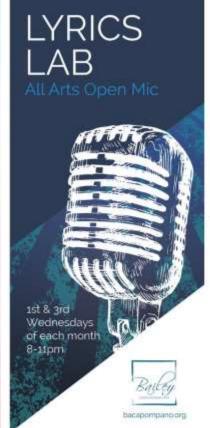


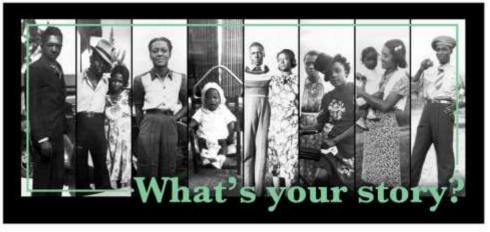


IN BROWARD/PALM BEACH COUNTIES 2015





















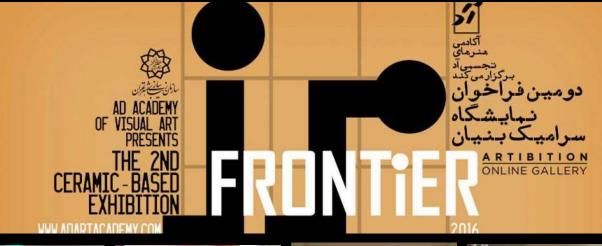




From Local to International

















Miss Masters

John S. and James L. Knight Foundation, Knight Arts Challenge





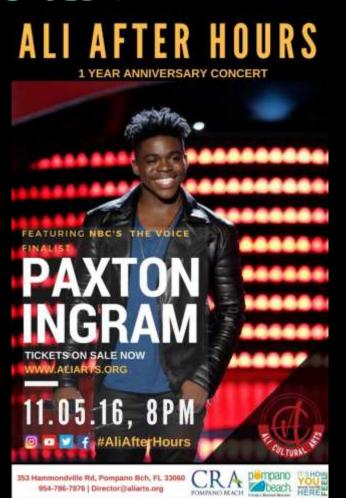
From Local to National











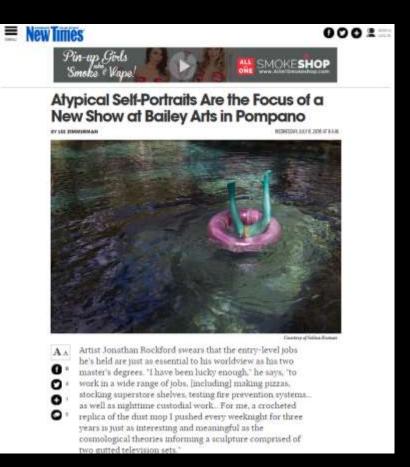
In the News

In addition to traditional methods of print, digital media...what are OTHERS saying about you









Headlines

Witness a new arts scene breaking out in Old Pompano Beach









- 2 Major Restaurant tenants have signed leases and are under construction
- Microbrewery opening October 2018
- Pompano's premier cultural facility opened in 2016
- The first commercial building in over 50 years is completed and recently celebrated its grand opening with 5 new tenants.



The Heart of Innovation

Trend-setting cities around the globe are establishing Innovation
Districts—transforming forgotten areas into
dynamic amalgams of corporate sophistication,
startup edginess, walkable communities,
trendy restaurants, hip housing and
cultural clusters. While considered
an emerging phenomenon, the
paradigm is something Pompano
Beach has already embraced.
And thanks to their vibrant,
expanding arts scene, the city
is becoming an exciting hot
spot for creative types to

For years, innovation occurred in sprawling corporate campuses that were isolated. Think Silicon Valley or Research Triangle Park. But now innovation emerges from a mash-up of ideologies where people can co-invent, co-produce and stay connected to all of the dynamic energy because this is where they work, live and socialize in an urban environment.

work, live and socialize.

In Pompano Beach, Bailey Contemporary
Arts and Ali Cultural Arts, have spurred an exciting renaissance, and have created a cultural hub that
will be the center of a burgeoning new Innovation District.

"Bailey and Ali are so much more than stand-alone art venues that offer exhibits, classes and innovative programming," said Sharon McRMA, based in Pompano Beach, works to reinvent cities across South Florida. For them, Pompano Beach was an especially ex-

citing project as they envisioned this city as a new frontier for artists and makers. The "maker culture" typical includes engineering-oriented pursuits such as electronics, robotics and 3-D printing, as well as more traditional activities such as metalworking, woodworking, and, mainly, its predecessor, the

> "The Bailey Hotel was a dilapidated building dating from the 20's that was on the verge of demolition," explained McCormick. "And The Ali building was a former barber shop and boarding house that once was a popular spot for legendary jazz musicians to stay during the segregation era. But it too was in disrepair and set for demolition."

traditional arts and crafts.

The RMA ream, however, saw past the blight ridden area and falling down buildings and imagined something amazing. Working together, RMA, the CRA and city officials, established a plan and began multimillion dollar renovations for the buildings and the

Bailey Contemporary Arts is now a thriving arts venue that holds exciting exhibits, arts classes, performance programming like Lyrics

I ale and offers studio essents to america artists

surrounding area.





OPPOSITE PASE: Galen Todd (Todd the Painter), resident artist at Bailey Contemporary Arts, paints live at and event, photo Sessie Prught, TOP LEFT: Pompano Beach's transformation in intervention District, photo countries the RNA's Amsterdam's beautiful waterways and lush vivies serve as an example of an innovation District to model a city offer. photo Setockphoto; CRNTER Necician Matthew Whitsker performing at the All Cultural Arts Center, photo Security of the AL Cultural Arts Center.

"Bailey is a stanning venue that provides artists with three separate galleries to display their works," said Director Sarah M. Benichou.

"We are trying to bridge the gap between the developed and polished art scene, like in Miami, and the nascent creative experience emerging here in Pompano. The trick is, through the change and growth process, to maintain a strong connection to the culture and community to ensure authentic and meaningful artistic interactions, and I think we have our finger on the pulse."

Another essential part of Bailey's mission is providing the studio spaces for their resident artists.

"The residents are essential to the spirit of the Innovation District," explained Benichou.

"Each of our artists in residence are encouraged to use their time in this space to explore and develop their process. We have been very fortunate to attract artists like Jonathan Rockford who is merging fiber art with algorithms and technology, and really challenges the ideas about expression and bow we look at art. Traditionally innovation and technology has been more of a solution to artistic challenges, but now it's become the medium, itself. Our artists in residence, the majority of which are Pompano residents, have classical art backgrounds and education, but

the jazz world. The courtyard, which comfortably accommodates an intimate 200, boasts a world-class stage and state-of-the-art lighting and sound system.

> "We have had a terrific array of acclaimed musicians play in our courtyard, ranging from the local high school hand to regionally acclaimed acts such as Valerie Tyson, national Grammy award winners like Cory. Henry and Shaun Martin and a most impressive and inspiring child prodigy, Matthew Whitaker," said Director Cherolyn Davis. " In addition, we are having monthly Jam Sessions where local talent can come 'shed' or practice with established musicians as a way to expand their repertoire and skills."

Ali is also focused on helping girls learn the more about the music industry by hosting the Girls Make Beats program, which teaches studio engineering concepts and DJing skills to teens and preteens. The classes are hosted by the programs' founder, Titfany Miranda, who is an Avid certified engineer. Titfany, who has been a performer perform Idol, and "X-Factor," was how difficult is

on "American Idol" and "X-Factor," saw how difficult it
was for women to break into the engineering side of the business, but
after she achieved success working with stars like Rick Ross and DJ
Khaled, she decided to help girls develop needed skills early in life so
they would be able to enter this exciting field.





FOUNTAIN FLAME
ATLANTIC BLVD. & DIXIE HIGHWAY - DOWNTOWN POMPANO BEACH

CRA POMPANO BEACH









Cultural Center & Library – From Rendering to Reality



YOUR EVENTS CONNECTION pompano beacharts l

Cultural Assets

Connecting Online



YOUR CULTURAL ARTS CONNECTION



Live concerts, movies & other cultural arts events showcased in an open air

theamppompans.org



Performances, classes and events in a newly renovated historic lundmark.

allarts org



Moothly rotating art exhibition, art studios, and events in heart of Old Pompano.



Coming soon to Pompano Seach, a \$ 800 ag ft cultural and performing arts centur.

есротрало отд



Upcoming and completed art projects. Sign-up for call to artists & more.

popublicart.com



Check out what's happeising in Pompano Baach, View all cultural arts awants in one location.

pompanobeacharts org

04

Spurring Development Interest – Investment



Public Investment...Connecting Physically





New Downtown Gateway Project



Project \$54K Units 173 Residential 40K Commercial

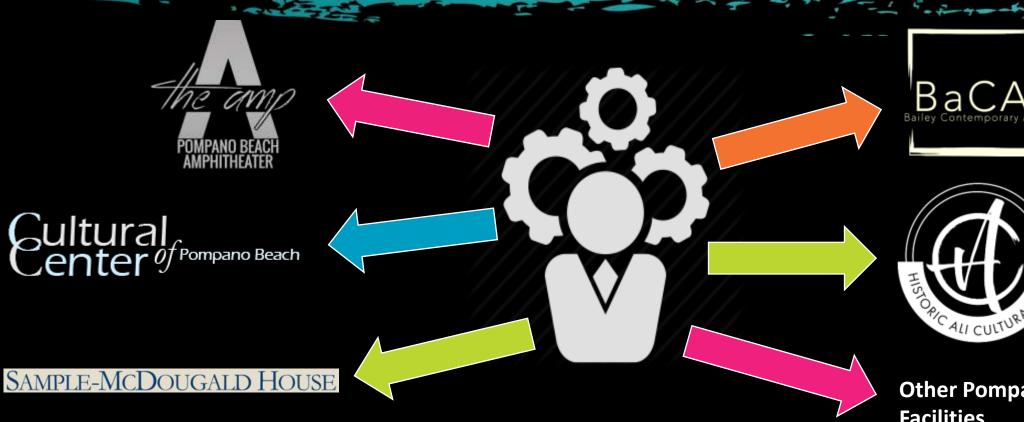




Public Investment...one final visual



New Cultural Arts Division & Director







Other Pompano Beach Facilities



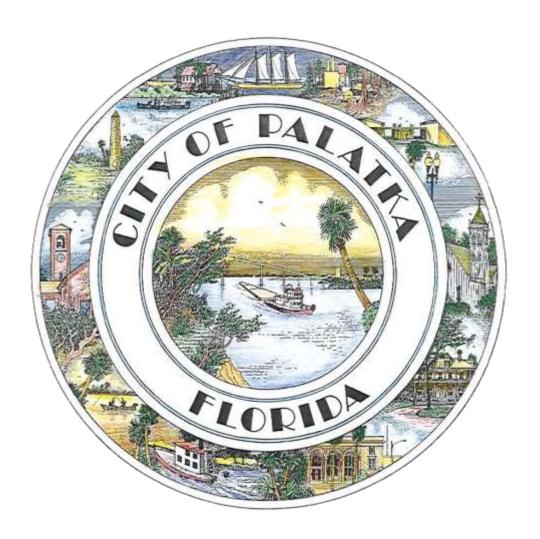


Branding

TOOLS FOR YOUR TOOLKIT

Charles Rudd, CRA Manager City of Maitland charlesrudd@itsmymaitland.com 407-539-1255

































REVITALIZATION-IT'S OUR NATURE.





























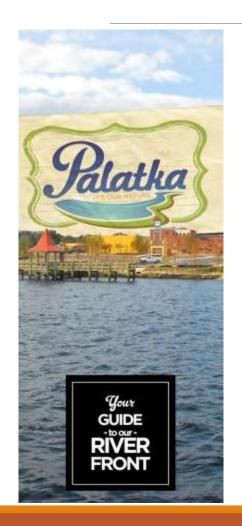
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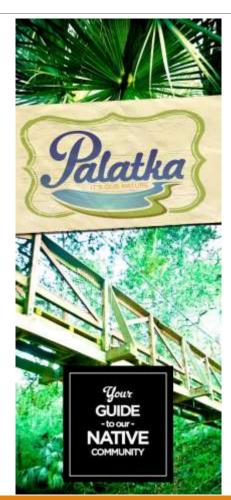




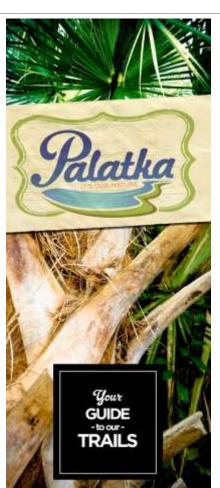
The Florida You Remember.

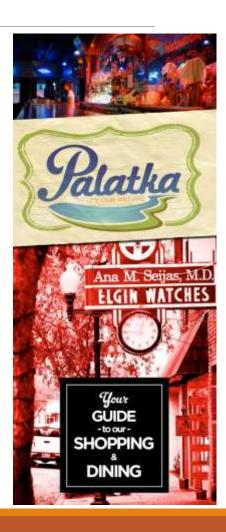






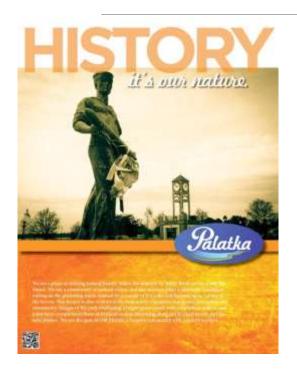


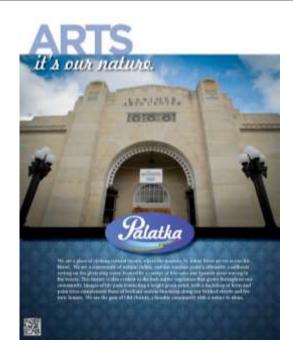




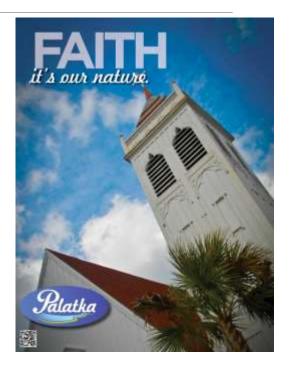








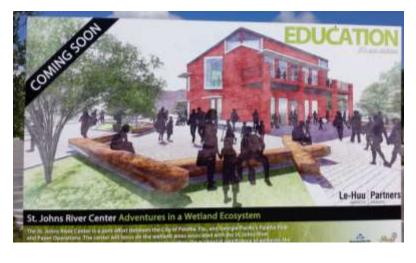


























































































































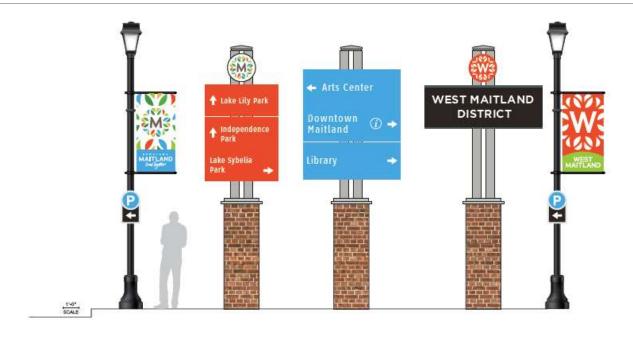








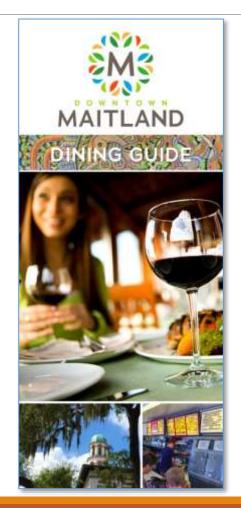








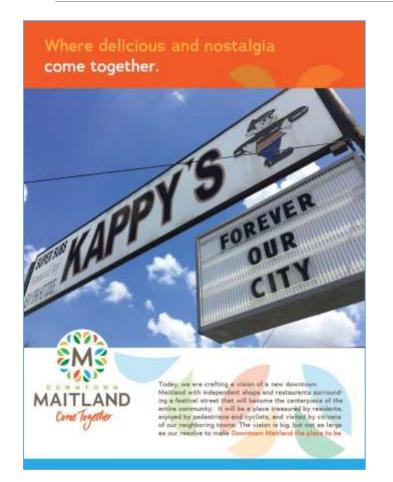


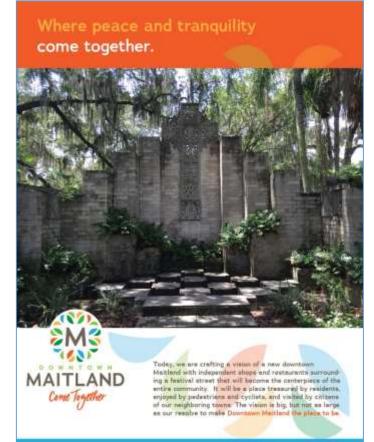








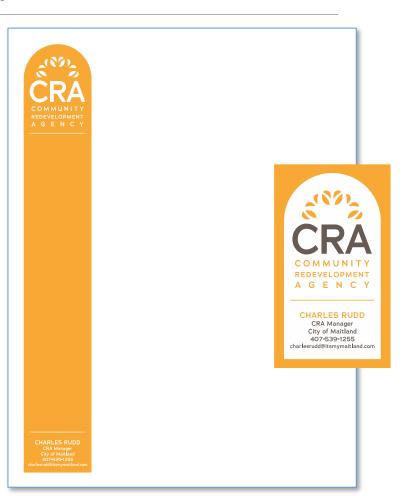














Maitland Downtown Partnership

df Martiand Downtown Parm ership

Home

About Photos

Events

tited = St Following = A Share ---

SMS

Community Organization in Maitland: Florida

50****

+ Add a Button



Mailland Farmery Market Every Sunday. 9 a.m. to 2 p.m., Lake Lily Park, Venue on the Lake MATT, Avail

September 29 - October 0 Theater at the Jacounta Rye Rye Birde The Book Family JCC Show times & tickets at orlandojecory/birdle

October 1-3 South Asian Film Festival Brains Timeter

Life Laze Arrispe Market Sidewalk Sale 9 a.m. - 8 p.m., 980 Lake Ave., Parking Let Maitland Symphony Orchestro 11:00 a.m. Maitland Presbyterian Church

Habitat for Harsanity Norm Walls BOC e.m. - completed Multiand Presbyterian Church

The Starybook Tea 2 - 4 jum., Molfand Public Library

October 22 Vintage, Horse & Service Market 4 - 8 p.m., Festiche Home Murbet

October 22 Kid's Halloween Party 11:30 a.m., Enriso Theater



Annual Jack 'O Lastern Contest and Display Park Maltland School

Fall Open House

930 are., Park Multipud School October 28 Haltowers Fan Day Porade 9 now, Park Molitand School

Sector's Lifestyles Fair 12:3 p.m., Matterel Sector Center

Piera Night - to/live reaso, here it wine 6-00 - 9-00 p.m., Venue on the Lake CULTURE POPI 630 - 930 g.m. ASH's Maltland Art Center

October 28 - December 31 JOHN PETREY I DEREK GORES Marking 4D Years of the Sutary Arts Festival Addita Mainland fort Corner

October 20 Speedy State 2 - 445 p.m., ROV Sportspier Lumbie Prom Hallowees Party B p.rs., The Copper Rocket

PIA W JAI JA L Q WA JI

November 5 Holiday Craft Fair 9 s.m. to 4 p.m. Ashury Mathedial Church The Malifest Area Chariter of Converse



November E Screen on the Green Morie: Zootopia 7:30 g.m. Maitard Middle School Socret

Navember 11 Multipad Salutes Veterans It are., Venue on the Lake

Art Ars Under The Stars. Bottery Artis Feetless R a.m. to 9 p.m. Lake Lily Park

November 12-14 Central Florida Jowish Film Feathed Sheertines & tickets at ensist org Hosted by The Roth Family JCC & The Ensise

November 19 Lake Systelia Elementary Dolphin Deah SK Ron/Walk Fundamer 8:30 p.m. Lake Systelia Elementary Seland DogFest Wall 'n Rod

9 a.m. - 2 p.m., Lake Lily Park Vistage, Home & Garden Market 4 – 5 p.m., Pasticle Home Market

November 19, 20 Brouhalus Film & Video Showcase



Birds and Beers Doest Benefiting Audubon Center for Birds of Prey 6 p.m. Capper Rocket

6 - 8 p.m., Late Lily Park SEASON of LIGHT

December 4 Chancel Chair Christmas Corners 7:30 p.m. Makland Prostyterian Church

December 10 jingle Rim SK. 7:30 a.m., RDV Sportspies Winter Wonderland 2 - 4 p.m., Mailland Public Library

Dependent IV Letters to Senta festuring "How The Grinds State Christmas" 11:00 a.es. Ersian Theater The state of

Multiard Symphosy Orchastra Huliday Consert 7:30 p.m. Mattland Presbyterius Church

1-1676-67

December 17 Virtage, Home & Garden Market 4 – B.p.m., Pasticle Home Market Screen on the Green Marrie: Frozen P.30 p.m., Mattand Middle School Soccer Field centerscadiny.com

D Dog's Lodge 240 Chicle Drive: 407-960-1144 www.ddagslodge.com

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Martiand Venetrony Clinic 671 N. Orlando Ava., 407-645-1970

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Reight Pharmacy - Compounding Pharmacy 1443 S. Orlando Ave., 407-960-3784

242 H. Orlando Ave., 407-599-0202 www.public.com

330 5. Orlando Ave., 407-529-4569 www.walgreens.com

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341 N. Orlando Ave., 407-64+3465 www.multlandpres.org

1450 S. Orlando Ave., 407-647-3036

www.parkmatland.net

465 S. Orlando Ave., 407-629-4455 mulpackagestation.com

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141 N. Grianda Ave., 407-629-4672 hansupholstery.com

1664 N. Park Ave., 407-645-2808

lenuls -

Art & History Museum - Maitten 231 W. Packwood Ave., 407-539-2181 artandhistory.org

Audulian Center for Birds of Prey 1101 Auduban Way, 407-644-0190 auduboncemenforbindsofprey.org

Girclery Theories (300 S. Orlando Ave., 407-629-0064 www.errian.ord

Resource & Education Center of Florida 851 N. Maitland Ave., 407-629-0555 www.holoesasstehaoro

Mainland Rublic Library. 501 Maitland Ave. S., 407-647-7700 maitiandpubliclibrary.org

Multipul Senior Center 345 Matland Ave. 5, 407-639-6251 www.humymuitland.com

The Roth Family Jawish Community Center of Greater Orlando 851 N. Maitland Ave., 407-646-5933 orlandoloc.org

The Swoope Gollery & Art Education/ Sandy Bonus Fine Arts Inc. 142 S. Seroppe Ave. www.thesevoope.com

Venue on the Lake 641 Maltland Ave. 5., 407-647-2111 maitlandciviccemer.com











www.downtownmaitland.com Fall 2016

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