



2018



**IMPACT
REPORT**
St ♦ Lucie
CULTURAL
ALLIANCE

Dear Community Partners and Friends,

This foreword provides an opportunity for us to reflect on St. Lucie Cultural Alliance's inaugural year. Significant progress has been made as we worked diligently to build a sustainable Local Arts Agency – literally from startup.

This year we entered into partnership dialogue with the City of Port St. Lucie and with St. Lucie Public Schools to launch an innovative community-driven approach to public art. Our partnerships continued with the Oxbow Eco-Center's Procession of the Species, which will provide a catalyst for community focus around environment and sustainability issues - in a high profile, fun way. And we began work with the City of Fort Pierce, engaging Sunrise Theatre staff with the significant issues faced by theatres today.

We have seen the Board of St. Lucie County Commissioners demonstrate recognition and commitment to the benefits the arts bring to communities with their ongoing support for the building of this county-wide Local Arts Agency. We have also seen the building of a resilient Board of Directors which now comprises local civic and business minded community leaders.

It has been said that for art to be compelling and effective it should convey an element of drama. This year has not lacked for a sense of drama. This year we saw the Florida State Legislature enact an extraordinary 93% cut to the funding of arts and culture. So we challenge you to advocate for the return of funding to levels that ensure programs which contribute to quality of life.

This Impact Report recounts highlights from our 2017 – 2018 achievements, and allows us to extend our thanks to you, without whom this indispensable work could not be achieved. So, with a huge "thank you", we now invite you to please, read on...



Glenn Ryals

Glenn Ryals,
Chair of the Board
of Directors



M. Levine

Neil Levine,
Executive Director

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COMMUNICATIONS

St. Lucie Cultural Alliance is developing broad based sector marketing and public relations campaigns to shine a spotlight on local arts and culture and to position St. Lucie County as a cultural destination.

- **Exciting events** – local theatrical productions, concerts, art shows, and more are the focus of our “Best Bets” featured events e-mails and social media promotions, which are seeing significant growth in engagement.
- **Marketing support** – promoting local cultural assets, artwork for sale, and vibrant public art on social media platforms county-wide and beyond.
- **Sharing opportunities** for artists and creative professionals via our Arts St. Lucie Bulletin Board e-mails.
- **Media partners** – secured partnerships with All Things Treasure Coast, Stuart Magazine, and more to come.



 **SHINING A SPOTLIGHT ON ARTS & CULTURE**

96% 
INCREASE IN FACEBOOK PAGE LIKES

500+ 
E-MAIL SUBSCRIBERS & GROWING

“I’m excited the artists in St. Lucie County finally have a professional website that also acts as a vehicle to sell our work - add in the “What’s Happening” blast to share art and cultural happenings with everyone. Two big things have been ticked off our wish list! With more to come! Thank you St. Lucie Cultural Alliance!”

*Holly Theuns
Local Artist*

DIGITAL HUB

WEBSITE

Following broad consultation with the arts and cultural sector, to explore the needs of artists, organizations, and educators, we aggregated these anecdotal requirements and aligned them with the findings from previous public workshops.

This exercise informed the construction of a hub of digital tools, comprising convergent software technologies.

In May, we unveiled the digital hub at a launch event held at the Sunrise Theatre Black Box, which illustrated the breadth of the digital tools. This was exceptionally well received and, following the launch, we signed up the first members of the Cultural Alliance – it became clear that St. Lucie Cultural Alliance achieved a high level of support for the new local arts agency from within the sector.



A HUB FOR ARTS & CULTURE IN ST. LUCIE

FEATURES INCLUDE:



Calendar of upcoming arts & cultural events



Directories featuring our talented member artists, local theatres, musical groups, galleries & more



Virtual gallery with artwork for sale by member artists



Showcasing St. Lucie County's vibrant public art and qualified teaching artists



The homepage of www.artstlucie.org – a one-stop-shop for arts and culture in St. Lucie.

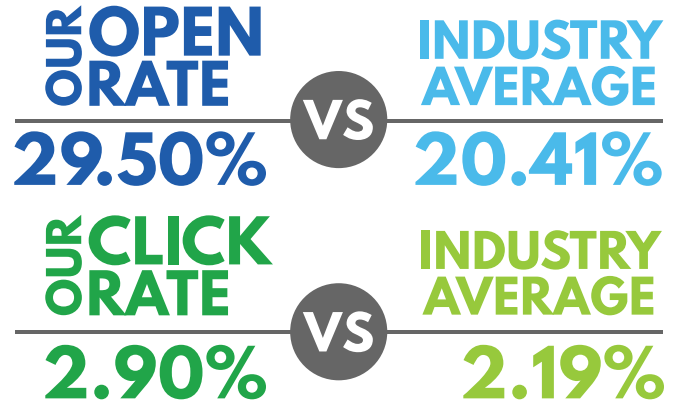
ONLINE TOOLS

In May 2018, our Communications Manager commenced the development of St. Lucie Cultural Alliance’s marketing and public relations strategies. Significant progress was made with the launch of the digital hub, improving search engine optimization, and growing social media engagement.

E-mail campaigns that promote local arts and cultural events as well as opportunities for artists also began and open and click rates in the e-blasts consistently surpass the industry average.

We are collaborating with our partners, including St. Lucie County, St. Lucie Tourism Division, and local municipalities to cross-promote social media campaigns. Examples include high-profile events like Procession of the Species and the Rusty Wiles exhibit opening at the Backus Museum during the Firefighters Challenge, as well as opportunities for artists such as the Call for Art at Port St. Lucie City Hall.

EMAIL MARKETING METRICS



Average of SLCA “Best Bets” metrics versus Mailchimp’s email marketing benchmarks for “Entertainment & events”.



SLCA sends out regular e-mail campaigns highlighting opportunities for artists & member contributed content.



SLCA Board Chair Glenn Ryals at the launch of our digital hub at the Sunrise Theatre Black Box.

ART IN PUBLIC PLACES

Public art, temporary or permanent, offers a sense of place, to better understand where we live, work, and play.

It is an opportunity for vibrant communities to celebrate a positive image and be more engaged. It may also offer fascinating experiences, turning an ordinary location into a destination for visitors and residents.

Having worked through a lengthy process to review the St. Lucie County Public Art Ordinance, the proposed amendments now await approval from the Board of County Commissioners. Upon approval, the public art dollars will, once again, become available for the Art in Public Places Program in our community.

On these pages you will see a sample of the local artwork you can view as you explore St. Lucie County.



*Highwaymen Obelisk in downtown Fort Pierce.
Sculptor: Stephanie Jaffe Werner.
Photo credit: St. Lucie County Communications Division.*



*Zora Neale Hurston Memorial
Sculptor: James Liccione
Photo Credit: St. Lucie County Communications Division*



St. Lucie Cultural Alliance convened a meeting to review St. Lucie County's public art ordinance.

PARTNERSHIPS

ST. LUCIE TOURISM DIVISION

St. Lucie Cultural Alliance is collaborating with Visit St. Lucie, St. Lucie County's Tourism Division on cultural destination initiatives. For example, we are developing an interactive map of public art, including murals and sculpture. SLCA is also participating in Visit St. Lucie's Share Your St. Lucie campaign, and cross-promoting events, local museums, theatres, and other cultural assets.

Fort Pierce • Port St. Lucie • Hutchinson Island



CITY OF PORT ST. LUCIE

St. Lucie Cultural Alliance is partnering with the City of Port St. Lucie on a number of projects. We are assisting the City with their Art in Public Places program in a variety of ways – helping develop the artist selection process for the Selvitz Road roundabout and facilitating an artist residency at Parkway Elementary as part of the design process for the public artwork that will be installed in the roundabout.



SUNRISE THEATRE

St. Lucie Cultural Alliance is assisting Sunrise Theatre during a time of transition. We have explored, with Sunrise staff, ways they might grow their audiences and St. Lucie Cultural Alliance is working with them to develop a five-year strategic plan to ensure continued growth and sustainability.



OXBOW ECO-CENTER

SLCA is currently collaborating with Oxbow Eco-Center to make the 2018 Procession of the Species a high point in the county cultural calendar. This community event is a celebration of nature through public expressions of art in the form of costumes, large puppets and human-propelled floats. SLCA staff has assisted with planning and promotion of the event as well as facilitating the participation of local schools and the artistic community.



NETWORKING

In July 2018, St. Lucie Cultural Alliance presented its first networking mixer at Port St. Lucie Botanical Gardens for members, friends and stakeholders.

We plan to present these events on a quarterly basis and look forward to welcoming new supporters and members to the cultural community.

During the coming year, St. Lucie Cultural Alliance will launch a series of professional capacity building workshops that will present attendees with new ideas, new skills and hopefully enable them to gain effectiveness and improve ways of working. Through these workshops the intent is to raise the programmatic bar and build capacity of cultural organizations and artists to present ever more compelling events and attractions for residents and visitors to St. Lucie County.

We also plan to present hands-on technical workshops for artists, such as Creating Better Photography of Your Artwork.



*Our first networking event was a hit and we plan to convene them quarterly.
Photo credit: Laurie Elise Photography*

Potential workshop topics could include:

**Creating Better Digital Content
Branding – Going Beyond the Logo
Strategies for Audience Development**



*At the beautiful Port St. Lucie Botanical Gardens.
Photo credit:
Laurie Elise Photography*

EDUCATION

SLCA is collaborating with community partners on arts in education initiatives.

Great arts education opportunities for the entire county are essential for a vibrant and sustainable arts and cultural sector that serves our schools and communities.

For this reason, SLCA education initiatives channel existing resources within the arts sector for the benefit of students, families and educators.

In the context of the 2018 Procession of the Species, SLCA partnered with Oxbow Eco-Center and Ibx Puppetry to present a free workshop for teachers and artists. Participants learned how to create and perform with puppets to be used in the parade.

SLCA is also working with Parkway Elementary in the implementation of an artist's residency as part of the design process for the public art piece that will be installed in the Selvitz Road roundabout.





SLCA partnered with Oxbow Eco-Center to bring renowned Ibx Puppetry to St. Lucie.

TEACHING ARTISTS

SLCA is leading the creation of a local network of professional teaching artists.

This roster of artists is a great tool for schools and other organizations or individuals searching for qualified arts instructors.

Each member of the roster has been approved through an application process that assures each participant meets the requirements. Teaching artists are professionals who are able to achieve a balance between artistic proficiency and effective instruction.

	<p>Jamilia Anderson Hip Hop / Dance</p> <p>Jamilia Anderson began her performing career at The Edwin Holland School of Dance in Miami, FL. Attending Long Island University, Jamilia graduated Salutatorian of her 2004 class, receiving her B.F.A. in dance studies.</p> <p>From the beginning of her professional career, Jamilia has been a stand out performer appearing in videos of artists Joan Jett, Elephant Man and Shakira. Her most memorable performances were for Shakira at the 2009 AMA's, South Florida's 2009 Jingle Ball and "So You Think You Can Dance." Jamilia has toured and performed on US and UK stages with DecaDance Theatre, an all-female Hip-Hop company. She was also a part of the female ensemble on the Broadway workshop for "Superfly" with Director Bill T. Jones and recently recorded her own music for her E.P. entitled "The Beginning".</p> <p>Jamilia has provided dance instruction for more than ten years in New York and Florida. She currently teaches Hip Hop Dance to children and youth at Mrs. P's Dance & Acrobatic Studios in Port St. Lucie.</p> <p>Visit her website>>></p>
	<p>Rita Polizzi (Swig of Color) Mixed Media / Painting / Illustration</p> <p>Rita is an artist and educator with a background in fine arts and design. After graduating from the Art Institute in Fort Lauderdale with an AA in Advertising Design, she moved to Upstate New York where she raised two daughters and a son. The passion for creating has led her across an impressive art career, and she has worked in illustration, jewelry design, graphic design, hand-painted decor, and more. She has also worked as a freelance designer, and her textile work has been featured at leading retail brands and across the international market.</p> <p>She is most inspired by the natural world around her, and she often takes photographs that inspire her original designs for her company Swig of Color, where she serves as lead instructor and design coordinator. Rita enjoys helping students find the confidence and freedom to harness their inner abilities.</p> <p>Visit her website>>></p>

The roster is available on the SLCA website, where artist bios and information about their art form is featured.

LOOKING FORWARD

During 2018-19, arts and cultural funding will be a concern for the whole sector, and we anticipate some disruption. However, we remain optimistic. Disruption also brings opportunity, and the creative sector is well positioned to seize opportunity through innovation.

Artistic excellence, audience development, partnerships and building brand and identity for the county's arts and cultural sector will be key to growth and diversification. And we have no doubt that as our economy continues to grow we will see discretionary spending positively impacting box office revenues, supporting program growth and adding to art sales.

As the professional organization representing the arts and cultural sector, we look forward to continuing to serve our member organizations, performers, arts practitioners, educators and partners. We will continue to listen closely as we deliver work that provides real value, maintains the trust of our constituents and delivers for the broader community.

We look forward to success with our developing partnerships and providing ever more opportunities for our county's artists. We thank them for their support as we continue to look for opportunities to sing their praises, illustrate the many benefits to the community and work toward cultural destination. This has indeed become a movement!

In closing this Impact Report we note that none of the highlights in this report would have been possible without the work of our Board of Directors and you, our esteemed members and partners. On behalf of the communities of St. Lucie County, we are truly fortunate to have you as supporters and robust advocates for our arts and cultural sector.

A HUGE THANK YOU FOR SUPPORTING THE MOVEMENT...

THANK YOU...

SUSTAINABILITY

As St. Lucie Cultural Alliance concludes the first year of its re-launch, a strategic priority moving forward is developing and exploring a variety of revenue streams to support a broad range of programs and initiatives.

Sustainability for the Cultural Alliance and the cultural community as a whole is a primary goal.



ACHIEVEMENTS



PROMOTING
100+

UPCOMING ARTS
& CULTURAL
EVENTS



FEATURING
60+

PIECES OF
ARTWORK FOR
SALE



MEMBERS
69+

ARTISTS & CULTURAL
ORGANIZATIONS



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