



THE CITY OF KEY WEST

Post Office Box 1409 Key West, FL 33041-1409 (305) 809-3700

TO: Greg Veliz, City Manager

CC: Patti McLauchlin, Assistant City Manager

FROM: Alison Higgins, Sustainability Coordinator
Elizabeth Young, Public Art Administrator
Jed Dodds, The Studios of Key West
Katchen Duncan, Bahama Village Music Program

VIA: Cheri Smith, City Clerk

DATE: February 2, 2020

SUBJECT: **Adopting the 2019 Arts and Culture Master Plan for Truman Waterfront Park; Directing City Staff to Implement the Phase 1 Plan Recommendations**

ACTION STATEMENT: This resolution accepts the final 2019 Arts and Culture Master Plan for Truman Waterfront Park from Civic Moxie LLC, and directs City Staff to work towards implementation of the Recommendations from the Plan.

BACKGROUND: The Arts and Culture Master Plan for Truman Waterfront Park reflects the input of over 1,000 Key West residents and visitors, collected over six months of focus groups, community workshops, surveys and interviews. Particular attention was paid to engaging Park stakeholders, including Bahama Village neighbors, historic and cultural organizations, and City staff representatives. The Plan was funded by a prestigious Our Town grant from the National Endowment of the Arts of \$150,000 and prepared by Civic Moxie, a consulting firm from Brookline, MA that specializes in civic cultural plans to revitalize and activate urban spaces.

PURPOSE AND JUSTIFICATION: Over the last ten+ years, the City of Key West and its citizens have made a historic investment of time and money into Truman Waterfront Park. The plan is intended to ensure that their investment is rewarded, with a vital public space that reflects its historic and community context.

To do so, the Plan identifies 4 Goals:

- Goal 1 – Foster the Truman Waterfront as a vibrant community gathering place
- Goal 2 – Elevate local history and culture through events, education, and programming
- Goal 3 – Integrate interactive, high-quality public art in designated areas of the Park
- Goal 4 – Enhance physical connections between the Park and surrounding neighborhoods

Key to the Caribbean – Average yearly temperature 77° F.

RESOLUTION SUMMARY

The Phase I Recommendations for the Master Plan are as follows:

The Arts and Culture Master Plan for Truman Waterfront Park contains a broad menu of recommendations (action items) organized under the 4 Goals established above. All are worthy of pursuit, but it is understood that the City and community members will prioritize among them. Nevertheless, the Plan also includes a Step-by-Step Action Guide (see page 77) to guide the process, starting with the following recommendations, which are singled out as immediate priorities for the Plan's success:

Action 1: Designate a person on City staff to provide coordinated management, support and marketing for the Park, by working directly with the Parks and Recreation Board. The Board would be the recommended Advisory Park Management Team. (pg.31)

Action 2: Create a Park webpage and unified calendar of events.

Action 3: Encourage programming to reinforce the Park as a multigenerational park (pg. 41)

Action 4: Install additional signage at key Park entrances. (pg. 68)

Action 5: Promote pedestrian access to the Park (pgs. 64-67)

FINANCIAL IMPACT: The financial impacts of the Arts and Culture Master Plan would be spread out over the next four to five years, subject to approval during annual Budget workshops. Many of the actions within the Arts and Culture Master Plan for Truman Waterfront Park have multiple funding options, including Federal, State and private foundation grants, as well as partnerships with local nonprofits to engage in private fundraising.

The Arts and Culture Master Plan for Truman Waterfront Park will be coordinated with the office of the City Manager and presented to the City Commission by May, in time for the FY20/21 Budget Workshops.

RECOMMENDATION:

Staff recommends approval of the acceptance of the 2019 Arts and Culture Master Plan for Truman Waterfront Park and the implementation of the Phase 1 Recommendations.