



CULTURAL MASTER PLAN

COMMUNITY SURVEY RESULTS

A project report of Realize Bradenton

Surale Phillips
Decision Support Partners, Inc.
in Partnership with Creative Planning, Inc.

January 2009

The logo for Surale Phillips features the name "Surale Phillips" in a serif font, with a gold arc above it. Below the name, "DECISION SUPPORT PARTNERS, INC." is written in a smaller, sans-serif font.

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Market Research, Planning & Evaluation

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INTRODUCTION

This report is one component of market research conducted by Decision Support Partners, Inc. under the auspices of the Realize Bradenton Cultural Master Plan led by Creative Planning, Inc. During October 2008, a community survey was developed by the consultant team to broadly engage Manatee County residents in the vetting of cultural planning strategies that emerged through several months of community meetings, focus groups, and key interviews. In addition to gaining resident input for the plan, the survey explored resident awareness, interests, and experiences in local arts and cultural activities.

The survey was publicly accessible online at www.realizebradenton.com and was promoted by both the City and County, with links on their websites and notices sent to a variety of community, neighborhood and civic organizations. The Bradenton Herald ran stories highlighting the survey and published the link at least twice. Hard copies of the survey were made available at local libraries, the Chamber of Commerce, Manatee Memorial Hospital, community organizations and some local businesses. The survey was promoted by the Bradenton Culture and Business Alliance and the Cultural Planning Task force members through a variety of newsletters and electronic communications.

A total of 1,231 residents (over twice the number of respondents for a similar survey in Austin, TX) completed the survey, and while this is not a random sample that can be statistically representative of the population at large, it represents the voices of many Bradenton and Manatee County residents who care deeply about the future of their community. Of those responding, fewer than 12 percent identified themselves as artists or performers; over 88 percent were non-artists. Through taking the time to share their thoughts and opinions, these more than one thousand individuals have taken personal steps to help Realize Bradenton.

These results from this survey are a gateway to ongoing dialog toward the common goal of increasing the vitality of downtown Bradenton arts and culture and broadening and diversifying participation in Manatee County cultural opportunities.

Survey Respondents

- ▶ The vast majority of respondents (93%) reside in Manatee County and are full-time residents (89%). Almost two-thirds of respondents are females (65%) and just under one third of respondents (31%) represent households with children.
- ▶ Respondents are a diverse mix of ages, income and education levels, and are primarily individuals employed full-time (68%). Approximately 16 percent of respondents report being retired. More than half (54%) of respondents are between the ages of 45 and 65; more than 40 percent have household income under \$80,000, and 39 percent have household income over \$80,000. Two thirds of respondents have at least a college degree and 28 percent did not complete college.
- ▶ The majority of respondents are White (86%) with 14 percent of respondents being persons of color, primarily Black or African American (3%). Approximately four percent of respondents are of Hispanic or Latino origin.
- ▶ Of the 1,231 respondents, 12 percent report being professional artists or performers.
- ▶ Respondents came primarily from 15 zip codes, mostly from 34209 (11%), 34205 (9%), 34206 (4%) and 34221 (4%).

Data Tables – Survey Results

Table 1. County of Residence

	n=1,231	
Manatee	1,139	92.5%
Sarasota	52	4.2%
Hillsborough	9	0.7%
Pinellas	6	0.5%
No response	13	1.1%
Other	12	1.0%
Total	1,231	100%

Table 2. Resident Status

	n=1,231	
Full-time resident	1,099	89.3%
Part-time resident	35	2.8%
Visitor	27	2.2%
No response	70	5.7%
Total	1,231	100%

Table 3. Gender

	n=1,232	
Male	352	28.6%
Female	800	65.0%
No response	79	6.4%
Total	1,231	100%

Table 4. Household Makeup

	n=1,231	
Households with children under age 12	224	18.2%
Households with youth ages 13-17	204	16.5%
Households with no children	854	69.4%

Table 5. Employment

	n=1,231	
Employed full-time	838	68.1%
Employed part-time	84	6.8%
Retired	201	16.3%
Unemployed	25	2.0%
No response	83	6.7%
Total	1,231	100%

Table 6. Age

	n=1,231	
Younger than 18	3	0.2%
18-24	13	1.1%
25-34	112	9.1%
35-44	184	14.9%
45-54	312	25.3%
55-64	347	28.2%
65-74	132	10.7%
75 or older	54	4.4%
No response	74	6.0%
Total	1,231	100%

Table 7. Education

	n=1,231	
Less than high school	4	0.3%
High school or GED	57	4.6%
Some college or technical school	150	12.2%
2-year college/tech/associates degree	130	10.6%
4-year college degree	401	32.6%
Masters degree	349	28.4%
Doctoral degree	63	5.1%
No response	77	6.6%
Total	1,231	100%

Table 8. Household Income

	n=1,231	
Less than \$40,000	113	9.2%
\$40,000-\$59,999	213	17.3%
\$60,000-\$79,999	173	14.1%
\$80,000-\$99,999	171	13.9%
\$100,000-\$119,999	133	10.8%
\$120,000-\$149,999	68	5.5%
\$150,000 or more	105	8.5%
No answer	255	20.7%
Total	1,231	100%

Table 9. Race

	n=1,231	
White	1,062	86.3%
Black or African American	33	2.7%
Asian or Pacific Islander	5	0.4%
Native American	9	0.7%
Multi-racial	9	0.7%
Other	28	2.3%

Table 10. Hispanic Origin

	n=1,231	
Of Hispanic or Latino Origin	46	3.7%
Not of Hispanic or Latino Origin	1,059	86.0%
No response	126	10.2%
Total	1,231	100%

Table 11. Artists

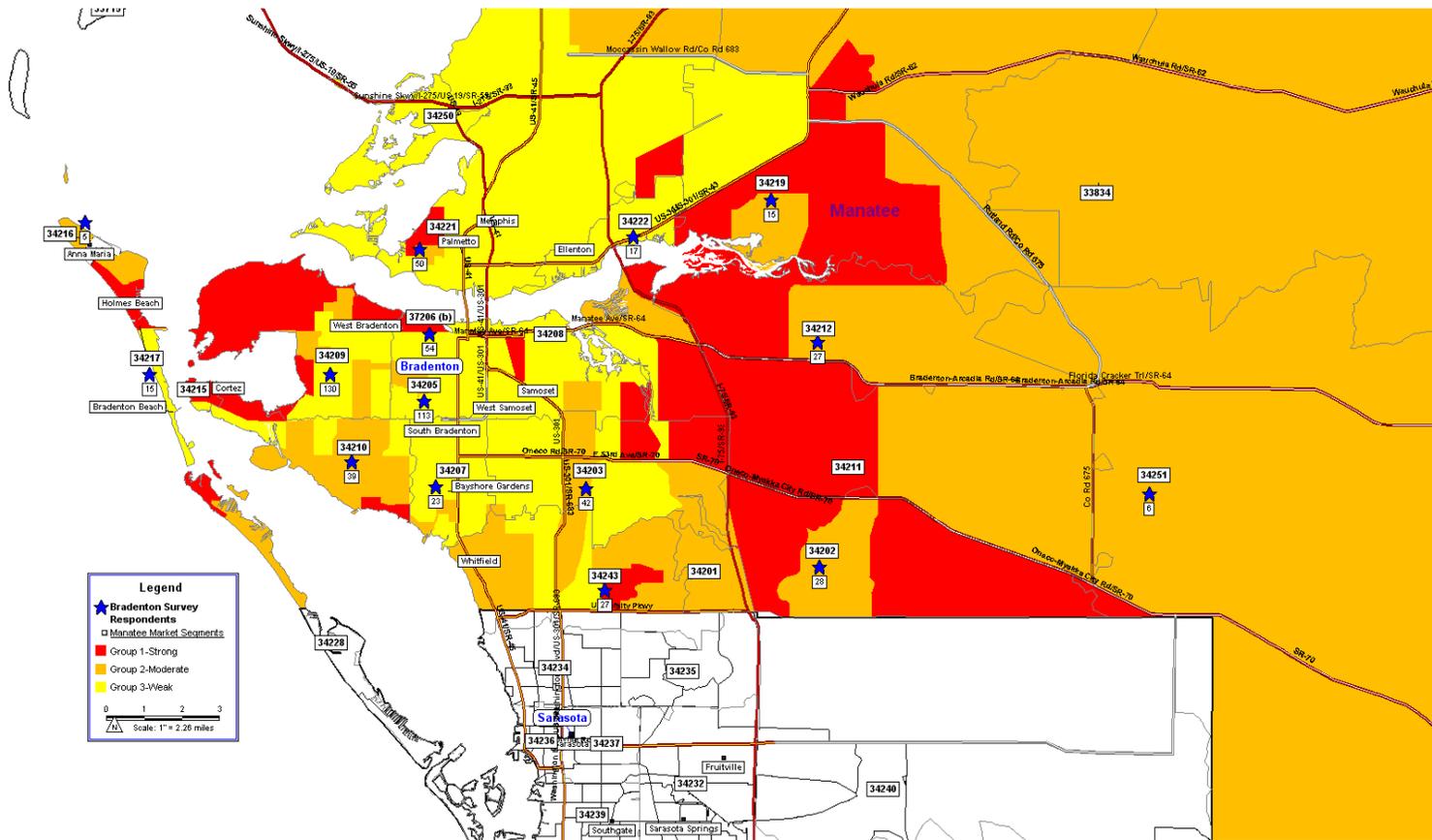
	n=1,231	
Professional artist/performer	144	11.7%
Not professional artist/performer	1,087	88.3%
Total	1,231	100%

Table 12. ZIP Codes

	n=1,231	
34209	130	10.6%
34205	113	9.2%
34206	54	4.4%
34221	50	4.1%
34203	42	3.4%
34210	39	3.2%
34202	28	2.3%
34212	27	2.2%
34243	27	2.2%
34207	23	1.9%
34222	17	1.4%
34217	15	1.2%
34219	15	1.2%
34251	6	0.5%
34216	5	0.4%
Other (fewer than 5)	63	4.8%
No Response	577	47.0%
Total	1,231	100%

Table 12.a. Map of Survey Respondent Zip Codes

The map below illustrates the broad distribution of survey respondents from Manatee County. The number of respondents from each ZIP code (if more than five total) is shown next to the blue stars. The color-coded background (red, orange, yellow) reflects the cultural arts “market segments” identified in the geodemographic analysis report that is a companion to this survey research. This map is included to illustrate that survey respondents came from geographic areas of the county representing all market segments, from strong inclination toward cultural participation to weak inclination (based on consumer index analysis).



INTEREST

Q. How interested are you in arts, culture, and heritage experiences? (1-5, not at all-very much)

- ▶ Overall, interest in arts, culture and heritage experiences is very high among all groups of respondents. Eighty percent of Manatee County respondents reported high interest (4 or 5) on the five-point scale. Interest is slightly higher among respondents from Sarasota and Pinellas counties, although though the respondent group is quite small.
- ▶ Close to 80 percent of full-time residents reported high interest, and interest among part-time residents was higher among that small group of respondents.
- ▶ Interest is also slightly higher among childless households, but close to three-quarters of households with children reported high interest in arts, culture, and heritage experiences.
- ▶ The average interest score is highest among respondents age 65 and over, followed by respondents age 45 to 65. While respondents under age 45 had the lowest average interest score (4.07), interest is extremely high among this group with 73 percent reporting high interest.
- ▶ There is a statistically significant positive correlation between interest in arts, culture, and heritage and respondent age and education, meaning that as age and education go up, so does interest. However, there is a negative correlation between interest and income, meaning that responses for these two variables may trend in the other direction—as income goes down, interest goes up and vice versa. While this correlation is negative, it is not statistically significant. More than 80 percent of respondents with household income under \$40,000 and households with income over \$120,000 report high interest.

Table 13. Interest

County	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
Manatee County	1,134	911	80.0%	166	14.6%	57	5.0%	100%	4.27
Sarasota County	52	44	84.6%	6	11.5%	2	3.8%	100%	4.44
Hillsborough County	9	6	66.7%	3	33.3%	0	0.0%	100%	4.11
Pinellas County	6	6	100%	0	0.0%	0	0.0%	100%	4.83
Other County	12	6	100%	0	0.0%	0	0.0%	100%	4.83

Residence	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
Full-time residents	1,094	872	79.3%	165	15.0%	57	5.2%	100%	4.26
Part-time residents	35	34	97.1%	1	2.9%	0	0.0%	100%	4.74
Visitor	27	24	88.9%	3	11.1%	0	0.0%	100%	4.59

Household Makeup	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
Households with children	374	277	74.1%	71	19.0%	26	7.0%	100%	4.11
Households with no children	842	703	83.5%	104	12.4%	35	4.2%	100%	4.36

Age Groups	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
Under age 45	281	205	73.0%	55	19.6%	21	7.5%	100%	4.07
Age 45-64	572	449	78.5%	95	16.6%	28	4.9%	100%	4.22
Age 65 and over	157	134	85.4%	16	10.2%	7	4.5%	100%	4.37

Education	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
No college degree (4yrs+)	340	248	72.9%	72	21.2%	20	5.9%	100%	4.13
College degree or higher (4yrs+)	809	676	83.6%	96	11.9%	37	4.6%	100%	4.34

Household Income	n	High Interest		Moderate Interest		Low Interest			Average
All Respondents	1,216	980	80.6%	175	14.4%	61	5.0%	100%	4.28
Under \$40,000	111	89	80.2%	17	15.3%	5	4.5%	100%	4.30
\$40,000-\$79,000	386	301	78.2%	62	16.1%	22	5.7%	100%	4.24
\$80,000-\$119,000	303	241	79.5%	50	16.5%	12	4.0%	100%	4.26
\$120,000 and over	173	140	80.9%	21	12.1%	12	6.9%	100%	4.24

Table 14. Correlation Interest and Key Demographics

Correlations

		Interest	Age	Education	Income Group
Interest	Pearson Correlation	1	.113**	.128**	-.008
	Sig. (2-tailed)	.	.000	.000	.800
	N	1216	1151	1150	972
Age	Pearson Correlation	.113**	1	.029	-.031
	Sig. (2-tailed)	.000	.	.332	.327
	N	1151	1157	1151	975
Education	Pearson Correlation	.128**	.029	1	.282**
	Sig. (2-tailed)	.000	.332	.	.000
	N	1150	1151	1155	972
Income Group	Pearson Correlation	-.008	-.031	.282**	1
	Sig. (2-tailed)	.800	.327	.000	.
	N	972	975	972	976

** . Correlation is significant at the 0.01 level (2-tailed).

PARTICIPATION

Q. Within the past 12 months, how many times did you attend arts, culture, or heritage programs in...?

- ▶ The vast majority of respondents (84%) have attended a cultural program in downtown Bradenton at least once in the past 12 months, with more than half (56%) participating between 1 and 6 times. Approximately 20 percent indicated having participated more than seven times within the past 12 months in Bradenton compared with 19 percent in Sarasota and 15 percent in Manatee County (not downtown).
- ▶ Approximately 17 percent of survey respondents have not attending any cultural programs in downtown Bradenton within the past 12 months.
- ▶ While there is a positive correlation between interest and the frequency of participation, the strongest correlation is between frequency of participation and attendance in Sarasota, followed by Manatee County (not downtown Bradenton), and lastly by downtown Bradenton. This suggests that when comparing participation in these three areas, the stronger the interest, the more frequent the participation outside of downtown Bradenton.
- ▶ The younger the respondent group, the less they have attended arts, culture, or heritage programs in downtown Bradenton as well as in Sarasota. Approximately 78 percent of respondents under age 45 reported having attended cultural programs in downtown Bradenton, followed by 83 percent of respondents age 45-64. In comparison, 90 percent of respondents age 65 or over have attended. The trend in these figures is consistent with and slightly higher than attendance in Sarasota.

Table 15. Participation

Within the past 12 months, how many times did you attend arts, culture, or heritage programs in...?

All Respondents (n=1,231)	Downtown Bradenton		Manatee Co. Not Downtown		Sarasota	
	n	%	n	%	n	%
0 times	203	16.5%	174	14.1%	242	19.7%
1-2 times	365	29.7%	374	30.4%	323	26.2%
3-6 times	326	26.5%	301	24.5%	271	22.0%
7-12 times	133	10.8%	117	9.5%	132	10.7%
12-24 times	69	5.6%	37	3.0%	69	5.6%
More then 24 times	47	3.8%	28	2.3%	28	2.3%
No response	88	7.4%	200	16.2%	166	13.5%
Total	1,231	100%	1,231	100%	1,231	100%

Table 16. Participation by Age

Attended arts, culture, or heritage programs in Downtown Bradenton

Age Groups	n	Did Not Attend		Attended	
All Respondents	1,231	203	17.8%	940	82.2%
Under age 45	302	66	21.9%	236	78.1%
Age 45-64	607	106	17.5%	501	82.5%
Age 65 and over	170	17	10.0%	153	90.0%

Attended arts, culture, or heritage programs in Sarasota

Age Groups	n	Did Not Attend		Attended	
All Respondents	1,065	242	22.7%	823	77.3%
Under age 45	288	82	28.5%	206	71.5%
Age 45-64	566	188	20.8%	448	79.2%
Age 65 and over	151	29	19.2%	122	80.8%

Correlation: Interest with Participation

		Interest in Cultural Programs	Participation Manatee County	Participation Sarasota	Participation Downtown Bradenton
Interest in Cultural Programs	Pearson Correlation	1	.360**	.412**	.351**
	Sig. (2-tailed)	.	.000	.000	.000
	N	1216	1023	1056	1133
Participation Manatee County	Pearson Correlation	.360**	1	.389**	.449**
	Sig. (2-tailed)	.000	.	.000	.000
	N	1023	1031	945	978
Participation Sarasota	Pearson Correlation	.412**	.389**	1	.261**
	Sig. (2-tailed)	.000	.000	.	.000
	N	1056	945	1065	1008
Participation Downtown Bradenton	Pearson Correlation	.351**	.449**	.261**	1
	Sig. (2-tailed)	.000	.000	.000	.
	N	1133	978	1008	1143

** Correlation is significant at the 0.01 level (2-tailed).

Q. Please check any of the following you have attended, visited, or participated in within the past 12 months: (List provided.)

- ▶ Of the organizations listed, the Ringling Museum and South Florida Museum were mentioned by more than half of all respondents. These institutional destinations were followed closely by participation in three “experiential” entities, the Village of the Arts, Manatee County Fair, and Get Down Downtown (40% to 50%).
- ▶ Between 30 percent and 40 percent of respondents mentioned attending events at the Van Wezel (first mention of performing arts), followed by the De Soto Heritage Festival, ArtCenter Manatee, Manatee Players, the Cortez Fishing Festival and Asolo Repertory Theatre.
- ▶ An open area was provided for survey respondents to add other arts, culture, and heritage experiences in which they have participated. The mentions in this section point to a broad view of how culture is defined, as events and activities ranged from culinary events, to coffee shops, to botanical gardens, and bike rallies.
- ▶ Aside from participating in cultural events at specific organizations, more than 40 percent of respondents report participating in cultural activities through places of worship and in public schools. Parks and recreation programs, libraries and colleges and universities were also mentioned by more than 30 percent of respondents as locations providing them with cultural programming.

Table 17. Organizational Participation

	All Respondents	
Ringling Museum	630	53.3%
South Florida Museum	611	51.7%
Village of the Arts Artwalk or galleries	555	47.0%
Manatee County Fair	477	40.4%
Get Down Downtown	472	40.0%
Van Wezel Performing Arts Hall events	469	39.7%
De Soto Heritage Festival	446	37.8%
ArtCenter Manatee	439	37.2%
Manatee Players	437	37.0%
Cortez Fishing Festival	367	31.1%
Asolo Repertory Theatre	356	30.1%
Lakewood Ranch Music on Main Street	351	29.7%
Civic Center in Palmetto	350	29.6%
Events at Crosley Mansion	272	23.0%
Bradenton Municipal Auditorium Cultural Events	267	22.6%
Manatee Village Historical Park	259	21.9%
Florida Studio Theatre	201	17.0%
Manatee County Arts Council events	196	16.6%
Gamble Mansion	180	15.2%
Neel Performing Arts Center at MCC	177	15.0%
Winter Wonderland	176	14.9%
Anna Maria Island Art League	168	14.2%
Sarasota Symphony (formerly Florida West Coast Symphony)	168	14.2%
Palmetto Historical Park/Manatee County Agricultural Museum	151	12.8%
Island Players	136	11.5%
Artists' Guild of Anna Maria Island	128	10.8%
Florida Gulf Coast Railroad Museum	127	10.8%
Ringling College	125	10.6%
Florida Maritime Museum at Cortez	122	10.3%
Anna Maria Island Historical Museum	86	7.3%
Art Center Palmetto	85	7.2%
Rubonia Mardi Gras Festival and Parade	72	6.1%
Creative Arts Out East	67	5.7%
West Coast Black Theatre Company	57	4.8%
Perlman Music Program	54	4.6%
Poetry Slams	44	3.7%
Fusion Dance	43	3.6%
United Methodist Church Music Series	42	3.6%
Anna Maria Island Community Chorus and Orchestra	38	3.2%

**Other mentions of organizations, destinations,
events attended.**

1Edfish Galleries
AMI Butterfly Garden Arts & Crafts Festival
Art at the Ranch
Art Center of Sarasota
Art galleries
Art league festivals-Holmes Beach
Asolo Conservatory
Bayfest
Bishop Planetarium
Braking Barriers in Ethnic Diversity in Sarasota
Bridge Street Market
Bridging the Gap Events
Burns Theatre
Canine Christmas
Central Library
Christmas in July
Concerts in the garage
Conservation tour at Port Manatee
Craftsman Art Festival
Crimestoppers Halloween
Crowley Museum and Nature Center
Cultural Connections AMI
Dali Museum
DeSoto Memorial National Park
DeSoto Museum
Downtown After 5-Sarasota
Downtown Sarasota Art Stroll
Downtown St. Petersburg
Embracing Our Differences
Emerson Point
Family Heritage House at MCC
Farmer's Market
Folk Music Festival (Crowley Estate)
Gecko Festival
Gloria Musicae
Golden Apple Dinner Theater
Gulf Coast Flute Choir
Gulf Coast Writers
HeArt & Soul Gala
Heritage House Museum of African American Culture
Historic Asolo
Hunsader farms Arts at the Fall Festival
Island Gallery West (AMI)
Island Street Festivals
Java Coffee shop on Cortez (art opening)
Jingle Bell Run
Jungle Gardens
Key Chorale
Kirkwood Presbyterian Church Community Music Program
La Musica
Lakewood Ranch Art Fest
Latino Festival downtown Sarasota
Library Foundation Authors Luncheon

Longboat Key Historical
Longboat Key Art Gallery
Longboat Key Center for the Arts
Manatee Civic Center
Manatee County Farm City Week
Manatee Marching Band
Manatee Renaissance Festival
Manatee School for the Arts
Martin Luther King Parade
Master Gardeners Events/Manatee Garden Club
Mixon Fruit Farms Concerts
Mote Marine Lab and Aquarium
Motorcycle rallies
Mullet Fest
Ovation at Lakewood Ranch
Palm Avenue Art Walk
Palma Sola Botanical Park
Palmetto Festival of Lights
Pirates Spring Training
Port Manatee conservation tour
Revelle Academy
Ringling School of Art and Design
Riverwalk Sculpture Park
Robinson Preserve
Rossi Park Music Festival
Salute to Vienna
Sarasota Ballet
Sarasota Film Festival
Sarasota Opera
Sarasota Players
Sarasota Pops
Sarasota Blues Fest
Sarasota Music Festival
Seafood Festival
Selby Botanical Gardens
Senior Santa Tour of Lights
Southern Atelier
Spanish Point
St. Armands Circle Art Show
Tampa Bay Performing Arts Center
Tampa Moving Current Dance Collective
Taste of Manatee
Terra Ceila Island events
The Studio (Anna Maria)
Tour of Fogartyville
Towles Court Art Walk
UPCC Art in the Park
USF Diversity
Venice Symphony
Wakeland Elementary School International Festival
West Coast Bike Rally (Bike Fest)
West Coast Civic Ballet

Q. Please check other places where you have participated in arts, culture, or heritage activities in Manatee County within the past 12 months:

Table 18. Other Cultural Providers

	All Respondents	
Places of worship	433	45.4%
Manatee County Public Schools	416	43.7%
Parks and Recreation programs	377	39.6%
Libraries	368	38.6%
Colleges or university programs/facilities	294	30.8%
Youth community programs*	87	29.0%
Senior community programs**	36	24.8%
Places of "business" (banks, offices, etc.)	219	23.0%
Residential communities	171	17.9%

* Calculated on households with children

** Calculated on respondents age 65 and over

Other mentions

- 13th Avenue Community Center
- Bay Chorale
- Bayfest
- Beaches
- Blue Grass Festivals
- Bookstores
- Chamber gatherings
- Clubs
- Concert Venues (Ford)
- Concerts in the Grove
- Country club
- County Fairs
- Dali Museum
- Deli
- Historical society events
- Keaton's Artist Workshops
- Keep Manatee Beautiful
- Kiwanis Hall
- Manatee Symphony Association
- Private homes
- Private schools
- Restaurants
- Spring and Winterfests
- Venice Theatre

PARTICIPATION DRIVERS

Q. How much would the following factors encourage you to take part in Bradenton arts, culture and heritage programs more often than you do now? (1-5, not at all-very much)

- ▶ Survey responses point to the potential to increase participation in cultural programs by increasing and improving marketing, diversifying programming and increasing quality, and offering more programs altogether. More than 70 percent of respondents reported that better awareness of when events take place would have high impact on their participation.
- ▶ More than 60 percent of respondents reported that better variety, better quality offerings, and more offerings would have high impact on their participation. Better awareness and better variety were the top drivers across all key demographic groups, with the exception of respondents over age 65 and respondents with household income under \$40,000. Among senior respondents, better quality was a stronger motivator than variety, and for respondents with income under \$40,000, lower ticket prices outpaced better variety.
- ▶ Least likely to have impact on increased participation are transportation, improved safety, suggesting that worries about downtown safety are not a real barrier to participation.
- ▶ Ticket price does not appear a barrier to participation for most, as fewer than half of respondents suggested that lower ticket/admission prices would have high impact on their participation.
- ▶ Looking across all the drivers tested, there are some differences among demographic groups. Better quality and better facilities would appear to have the highest impact on participation among respondent households with income over \$120,000. Better variety, more offerings, better awareness, and improved pedestrian corridors would appear to have the highest impact among respondents under age 45. Improved security/safety would appear to have the highest impact among respondent households with children. And, lower cost, transportation and events closer to home would appear to have the highest impact among respondent households with income under \$40,000.

Table 19. Summary of Participation Drivers

All respondents	n	Average	High Impact		Moderate Impact		Low Impact		Total
Better awareness of when events take place	1,153	4.05	842	73.0%	212	18.4%	99	8.6%	100%
Better variety of offerings	1,096	3.75	714	65.1%	221	20.2%	161	14.7%	100%
Better quality offerings	1,098	3.69	664	60.5%	269	24.5%	165	15.0%	100%
More offerings/quantity of offerings	1,106	3.68	670	60.6%	278	25.1%	158	14.3%	100%
Lower ticket/admission prices	1,121	3.37	529	47.2%	305	27.2%	287	25.6%	100%
Better facilities	1,080	3.19	454	42.0%	327	30.3%	299	27.7%	100%
Offerings closer to home	1,090	3.12	437	40.1%	307	28.2%	346	31.7%	100%
Pedestrian corridors from place to place	1,092	3.03	433	39.7%	263	24.1%	396	36.3%	100%
Security/improved safety	1,070	2.69	290	27.1%	289	27.0%	491	45.9%	100%
Transportation to events/destinations	1,079	2.28	219	20.3%	201	18.6%	659	61.1%	100%

* Choices sorted randomly on survey.

Table 20. Participation Drivers by Demographic Groups

Would Have "High" Impact	n										
		Better Quality	Better Variety	Lower Cost	More Offerings	Better Facilities	Better Awareness	Transportation	Closer to Home	Pedestrian Corridors	Security
Full-time residents	1,094	60.4%	66.0%	47.7%	61.0%	41.8%	73.1%	20.5%	40.0%	39.9%	26.8%
Households with children	374	58.7%	70.4%	50.6%	62.6%	43.9%	72.7%	19.1%	39.3%	39.3%	28.1%
Households without children	842	61.3%	62.7%	45.4%	59.9%	40.8%	73.0%	20.5%	39.9%	39.7%	26.2%
Under age 45	281	62.8%	74.8%	48.8%	66.3%	46.1%	78.9%	21.6%	41.1%	41.8%	26.7%
Age 45-65	572	62.0%	64.7%	47.2%	61.9%	41.3%	73.6%	19.7%	40.6%	40.8%	28.0%
Age 65 and over	157	50.7%	48.4%	44.1%	46.1%	38.8%	64.9%	21.2%	36.5%	33.1%	23.4%
Under \$40,000 household income	111	53.1%	59.4%	63.8%	57.0%	32.0%	69.8%	37.6%	41.4%	34.3%	25.8%
\$40,000-\$79,000 household income	386	57.3%	64.7%	51.0%	58.1%	40.8%	74.9%	22.4%	40.6%	40.5%	27.5%
\$80,000-\$119,000 household income	303	62.0%	66.9%	45.6%	62.7%	44.0%	72.8%	17.4%	39.0%	41.1%	27.5%
\$120,000 and over household income	173	68.3%	71.7%	25.6%	65.7%	46.6%	74.0%	9.8%	40.0%	38.3%	21.1%

Highest percentages in each row are highlighted in gold. The second highest in each row is highlighted in yellow.

Would Have "High" Impact	n										
		Better Quality	Better Variety	Lower Cost	More Offerings	Better Facilities	Better Awareness	Transportation	Closer to Home	Pedestrian Corridors	Security
\$120,000 and over household income	173	68.3%	71.7%	25.6%	65.7%	46.6%	74.0%	9.8%	40.0%	38.3%	21.1%
Under age 45	281	62.8%	74.8%	48.8%	66.3%	46.1%	78.9%	21.6%	41.1%	41.8%	26.7%
Age 45-65	572	62.0%	64.7%	47.2%	61.9%	41.3%	73.6%	19.7%	40.6%	40.8%	28.0%
\$80,000-\$119,000 household income	303	62.0%	66.9%	45.6%	62.7%	44.0%	72.8%	17.4%	39.0%	41.1%	27.5%
Households without children	842	61.3%	62.7%	45.4%	59.9%	40.8%	73.0%	20.5%	39.9%	39.7%	26.2%
Full-time residents	1,094	60.4%	66.0%	47.7%	61.0%	41.8%	73.1%	20.5%	40.0%	39.9%	26.8%
Households with children	374	58.7%	70.4%	50.6%	62.6%	43.9%	72.7%	19.1%	39.3%	39.3%	28.1%
\$40,000-\$79,000 household income	386	57.3%	64.7%	51.0%	58.1%	40.8%	74.9%	22.4%	40.6%	40.5%	27.5%
Under \$40,000 household income	111	53.1%	59.4%	63.8%	57.0%	32.0%	69.8%	37.6%	41.4%	34.3%	25.8%
Age 65 and over	157	50.7%	48.4%	44.1%	46.1%	38.8%	64.9%	21.2%	36.5%	33.1%	23.4%

Highest percentages in each column is highlighted in gold.

PROGRAMMING INTERESTS

Q. Does Bradenton need more of the following? (1-5, not at all-very much)

- ▶ All programming items tested on the survey scored above average when it came to what Bradenton needs more of.
- ▶ Survey responses point to a need mostly for outdoor concerts and performances, amenities near arts events (such as shopping, restaurants, bars, etc.), music performances and concerts, and year-round cultural offerings. More than 70 percent of respondents scored these items high with a 4 or 5 on the five point scale.
- ▶ More than 60 percent of survey respondents reported a high need for more outdoor festivals and celebrations and public art.
- ▶ More than half of survey respondents reported a high need for arts programs for youth, movies/film series, family-focused programming, galleries/visual art exhibitions, active cultural programs, and stage plays.
- ▶ More outdoor programs and music performances/concerts were reported as the highest need among most demographic groups with a few exceptions. Respondents over age 65 rated the need for more year-round programs higher than the need for more outdoor programs and respondents with household income over \$80,000 rated the need for nearby amenities higher than anything else.
- ▶ Looking across the programming options tested, more events ending before dark, more literary programs, and more dance were rated highest among households with income under \$40,000. Lectures were rated highest among households age 65 and over. Active programs were rated highest among households with income between \$40,000 and \$79,000. Programs for youth, movies/films, hands-on activities, and family programs were rated highest among households with children. Galleries and visual art exhibitions were rated highest among respondents age 45 to 65. Outdoor festivals, public art, and other outdoor programs were rated highest among respondents under age 45. Music concerts were rated highest among respondents with household income between \$80,000 and \$119,000. More nearby amenities, more year-round programs, more galleries/visual art exhibits, and more theater were rated highest among households with income over \$120,000.

Table 21. Summary of Programming Interests

	n	Average	High Need		Moderate Need		Low Need		Total
Outdoor concerts/performances	1,138	4.06	861	75.7%	191	16.8%	86	7.6%	100%
Amenities near arts events (shopping, restaurants, bars, etc.)	1,121	4.03	808	72.1%	198	17.7%	115	10.3%	100%
Music performances/concerts	1,136	4.02	833	73.3%	226	19.9%	77	6.8%	100%
Cultural offerings throughout the year (not just "seasonal")	1,126	4.00	810	71.9%	220	19.5%	96	8.5%	100%
Outdoor festivals and celebrations	1,127	3.89	772	68.5%	234	20.8%	121	10.7%	100%
Public art/neighborhood beautification	1,124	3.86	743	66.1%	260	23.1%	121	10.8%	100%
Arts programs for youth	1,084	3.64	608	56.1%	323	29.8%	153	14.1%	100%
Movies/film series	1,119	3.61	634	56.7%	301	26.9%	184	16.4%	100%
Family-focused programming (to bring children/grandchildren)	1,094	3.58	606	55.4%	308	28.2%	180	16.5%	100%
Galleries/visual art exhibitions	1,105	3.57	599	54.2%	344	31.1%	162	14.7%	100%
"Active" cultural programs (art waks, dancing classes, etc.)	1,091	3.54	560	51.3%	354	32.4%	177	16.2%	100%
Theater, stage plays	1,110	3.51	577	52.0%	340	30.6%	193	17.4%	100%
"Hands-on" creative activities (crafts, painting, playing music, etc.)	1,108	3.44	538	48.6%	344	31.0%	226	20.4%	100%
Literary programs	1,080	3.25	444	41.1%	368	34.1%	268	24.8%	100%
Dance performances	1,098	3.23	444	40.4%	358	32.6%	296	27.0%	100%
Lectures, speakers	1,095	3.12	412	37.6%	371	33.9%	312	28.5%	100%
Arts events that end before dark	1,096	3.05	385	35.1%	357	32.6%	354	32.3%	100%

Options were randomized on the survey

Table 22. Programming Interests by Demographic Groups

Percentage "High" Need	n	Programming Interests																
		Events ending before dark	Nearby amenities	Programs for youth	Outdoor festival	Movies/film series	Public art/beautification	More year-round	Galleries/visual arts	Literary programs	Outdoor programs	Hands-on activities	Lectures	Dance	Active programs	Music concerts	Theater	Family programs
Full-time residents	1,094	34.6%	72.6%	56.1%	69.4%	57.0%	66.2%	72.2%	53.8%	41.4%	76.5%	48.9%	36.9%	40.6%	52.0%	74.3%	52.2%	56.7%
Households with children	374	34.3%	73.8%	65.8%	72.5%	60.5%	68.6%	71.9%	49.3%	43.2%	81.7%	59.3%	32.6%	42.9%	53.4%	74.7%	51.3%	71.2%
Households without children	842	35.5%	71.3%	51.3%	66.6%	54.9%	64.9%	71.9%	56.5%	40.1%	72.8%	43.5%	40.0%	39.3%	50.3%	72.7%	52.3%	47.6%
Under age 45	281	31.4%	74.0%	63.5%	72.9%	59.3%	73.0%	74.2%	48.5%	44.2%	83.6%	58.2%	33.6%	37.9%	54.9%	74.9%	48.3%	63.5%
Age 45-65	572	33.8%	74.8%	54.9%	71.5%	58.1%	64.8%	73.2%	58.0%	39.3%	76.4%	47.4%	38.2%	43.0%	52.3%	76.0%	54.7%	54.3%
Age 65 and over	157	44.1%	62.3%	45.4%	54.3%	44.9%	60.0%	62.4%	53.8%	41.7%	60.5%	35.0%	43.7%	35.5%	41.6%	63.7%	51.0%	42.5%
Under \$40,000 household income	111	47.0%	57.7%	58.6%	67.6%	54.5%	64.1%	67.3%	50.5%	46.4%	78.4%	55.4%	38.4%	48.0%	52.5%	69.2%	48.5%	58.6%
\$40,000-\$79,000 household income	386	36.2%	69.1%	57.4%	69.2%	59.1%	67.1%	72.8%	55.9%	45.0%	74.2%	52.3%	36.9%	43.4%	57.0%	73.2%	50.7%	55.4%
\$80,000-\$119,000 household income	303	31.4%	78.2%	55.1%	72.3%	54.0%	65.0%	71.2%	51.9%	35.5%	77.5%	46.1%	36.6%	38.2%	46.4%	77.2%	52.7%	55.0%
\$120,000 and over household income	173	21.3%	83.7%	56.5%	72.0%	57.3%	63.8%	74.7%	58.0%	34.8%	82.4%	41.0%	36.4%	31.5%	46.9%	76.8%	56.9%	55.6%

Highest percentages in each row are highlighted in gold. The second highest in each row is highlighted in yellow.

Does Bradenton need more of the following?*(1-5) Not At All-Very Much

Percentage "High" Need	n	Programming Interests																
		Events ending before dark	Nearby amenities	Programs for youth	Outdoor festival	Movies/film series	Public art/beautification	More year-round	Galleries/visual arts	Literary programs	Outdoor programs	Hands-on activities	Lectures	Dance	Active programs	Music concerts	Theater	Family programs
Under \$40,000 household income	111	47.0%	57.7%	58.6%	67.6%	54.5%	64.1%	67.3%	50.5%	46.4%	78.4%	55.4%	38.4%	48.0%	52.5%	69.2%	48.5%	58.6%
Age 65 and over	157	44.1%	62.3%	45.4%	54.3%	44.9%	60.0%	62.4%	53.8%	41.7%	60.5%	35.0%	43.7%	35.5%	41.6%	63.7%	51.0%	42.5%
\$40,000-\$79,000 household income	386	36.2%	69.1%	57.4%	69.2%	59.1%	67.1%	72.8%	55.9%	45.0%	74.2%	52.3%	36.9%	43.4%	57.0%	73.2%	50.7%	55.4%
Households without children	842	35.5%	71.3%	51.3%	66.6%	54.9%	64.9%	71.9%	56.5%	40.1%	72.8%	43.5%	40.0%	39.3%	50.3%	72.7%	52.3%	47.6%
Full-time residents	1,094	34.6%	72.6%	56.1%	69.4%	57.0%	66.2%	72.2%	53.8%	41.4%	76.5%	48.9%	36.9%	40.6%	52.0%	74.3%	52.2%	56.7%
Households with children	374	34.3%	73.8%	65.8%	72.5%	60.5%	68.6%	71.9%	49.3%	43.2%	81.7%	59.3%	32.6%	42.9%	53.4%	74.7%	51.3%	71.2%
Age 45-65	572	33.8%	74.8%	54.9%	71.5%	58.1%	64.8%	73.2%	58.0%	39.3%	76.4%	47.4%	38.2%	43.0%	52.3%	76.0%	54.7%	54.3%
Under age 45	281	31.4%	74.0%	63.5%	72.9%	59.3%	73.0%	74.2%	48.5%	44.2%	83.6%	58.2%	33.6%	37.9%	54.9%	74.9%	48.3%	63.5%
\$80,000-\$119,000 household income	303	31.4%	78.2%	55.1%	72.3%	54.0%	65.0%	71.2%	51.9%	35.5%	77.5%	46.1%	36.6%	38.2%	46.4%	77.2%	52.7%	55.0%
\$120,000 and over household income	173	21.3%	83.7%	56.5%	72.0%	57.3%	63.8%	74.7%	58.0%	34.8%	82.4%	41.0%	36.4%	31.5%	46.9%	76.8%	56.9%	55.6%

Highest percentages in each column are highlighted in gold.

PLANNING PRIORITIES

Q. How much do you agree with the following statements about culture in Bradenton? (1-5, not at all-very much)

- ▶ Survey respondents most strongly agree with efforts to enhance the Riverfront area with arts programming, securing private sector support for arts, culture, and heritage, and improving downtown Bradenton's livability through cultural opportunities. More than 80 percent of respondents strongly agree with statements reflecting these issues.
- ▶ More than three quarters of respondents strongly agree that it is important to successfully complete the new Manatee Players theatre, that arts, culture and heritage contribute the community's identity, and that the Village of the Arts is an important Bradenton asset that should be improved upon. These issues also ranked tops in importance when respondents were asked to pick the three most important issues for the Master Plan to address.
- ▶ Also of importance to respondents were access to a centralized source of cultural information and ensuring that Bradenton is an affordable place for artists to live and work. More than 70 percent of respondents strongly agreed with statements reflecting these issues.
- ▶ Approximately 65 percent of respondents are not very aware of cultural opportunities available in Bradenton, and fewer than 30 percent strongly agree that Bradenton's cultural offerings reflect the diversity of the community or that downtown Bradenton is a vibrant cultural hub for Manatee County.

Table 23. Cultural Planning Themes

	n	Average	Agree		Somewhat Agree		Do Not Agree	
The Riverfront area would be greatly enhanced by availability of arts programs or activities.	1,166	4.39	983	84.3%	140	12.0%	43	3.7%
It is important for business and the private sector to support arts, culture, and heritage.	1,159	4.36	968	83.5%	139	12.0%	52	4.5%
More arts, culture, and heritage opportunities in downtown Bradenton would make the area a more attractive and desirable place to live, work and play.	1,167	4.27	944	80.9%	162	13.9%	61	5.2%
It is important that the Manatee Players new theatre be successfully completed.	1,170	4.24	932	79.7%	151	12.9%	87	7.4%
Arts, culture and heritage contribute to our community's identity and sense of place.	1,145	4.15	872	76.2%	187	16.3%	86	7.5%
The Village of the Arts is an important Bradenton asset that should be improved upon.	1,167	4.14	892	76.4%	184	15.8%	91	7.8%
Thriving arts, culture, and heritage places contribute to the economic vitality of our region by attracting visitors, business, and employees to our region.	1,173	4.06	836	71.3%	176	15.0%	161	13.7%
Bradenton needs one central source of information about arts, culture, and heritage opportunities.	1,162	4.04	843	72.5%	232	20.0%	87	7.5%
It is important that artists be able to live and work affordably in Bradenton.	1,164	4.02	830	71.3%	226	19.4%	108	9.3%
Participating in arts, culture, and heritage opportunities in Bradenton is important to me.	1,163	3.95	793	68.2%	271	23.3%	99	8.5%
It is important for arts and cultural organizations to help address other local issues such as youth education and development, health and wellness, and safety.	1,158	3.92	777	67.1%	258	22.3%	123	10.6%
We need more performing arts facilities in downtown Bradenton.	1,154	3.68	667	57.8%	316	27.4%	171	14.8%
I am very aware of arts, culture, and heritage offerings in Bradenton.	1,155	3.11	408	35.3%	399	34.5%	348	30.1%
Bradenton's cultural offerings reflect the ethnic diversity of our community.	1,163	3.00	338	29.1%	441	37.9%	384	33.0%
Downtown Bradenton is a vibrant arts and cultural hub for Manatee County.	1,160	2.67	254	21.9%	345	29.7%	561	48.4%

Q. From the list provided, which themes represent the three most important issues for the Cultural Master Plan to address?

Table 24. Top Issues in Rank Order by Pick Three

n=1,055	Count of Responses	Percentage of Responses	Percentage of Cases
Thriving arts, culture, and heritage places contribute to the economic vitality of our region by attracting visitors, business, and employees to our region.	438	14.0%	41.5%
The Riverfront area would be greatly enhanced by availability of arts programs or activities.	420	13.4%	39.8%
More arts, culture, and heritage opportunities in downtown Bradenton would make the area a more attractive and desirable place to live, work and play.	377	12.0%	35.7%
It is important that the Manatee Players new theatre be successfully completed.	301	9.6%	28.5%
It is important for business and the private sector to support arts, culture, and heritage.	252	8.0%	23.9%
The Village of the Arts is an important Bradenton asset that should be improved upon.	239	7.6%	22.7%
Bradenton needs one central source of information about arts, culture, and heritage opportunities.	223	7.1%	21.1%
Arts, culture and heritage contribute to our community's identity and sense of place.	194	6.2%	18.4%
It is important for arts and cultural organizations to help address other local issues such as youth education and development, health and wellness, and safety.	169	5.4%	16.0%
It is important that artists be able to live and work affordably in Bradenton.	150	4.8%	14.2%
We need more performing arts facilities in downtown Bradenton.	97	3.1%	9.2%
Participating in arts, culture, and heritage opportunities in Bradenton is important to me.	89	2.8%	8.4%
Downtown Bradenton is a vibrant arts and cultural hub for Manatee County.	82	2.6%	7.8%
Bradenton's cultural offerings reflect the ethnic diversity of our community.	78	2.5%	7.4%
I am very aware of arts, culture, and heritage offerings in Bradenton.	27	0.9%	2.6%

PUBLIC SUPPORT

Q. On a scale of 1 to 10, with 1 meaning “not at all” and 10 meaning “very much,” how important is public support for arts, culture, and heritage?

- ▶ The issue of public support rates very high among survey respondents across all demographic groups, with an average score of 8.62. Public support rates highest among respondents age 65 and over, respondents with household income between \$40,000 and \$79,000, and childless households. Although still rating the importance of public support very high, respondents under age 45 and households with children rate the importance of public support lower than other demographic groups.

Table 25. Importance of public support

Average score: 8.73

Range 1-10

Std. Dev. 1.892

All Respondents	1,152	8.62
Age 65 and over	172	9.05
\$40,000-\$79,000 household income	365	8.77
Households without children	792	8.73
Age 45-65	630	8.66
Under \$40,000 household income	103	8.62
Full-time residents	1,042	8.60
\$80,000-\$119,000 household income	294	8.53
\$120,000 and over household income	168	8.40
Households with children	361	8.39
Under age 45	298	8.35

MARKETING AND MEANING

Q. How do you prefer to hear about arts, culture, and heritage programs and events?

- ▶ This appears to be a fairly traditional media market, in that newspapers are overwhelmingly the preferred source of cultural information.

Table 26. Information Sources

n=1,231	All Respondents	
Newspaper	871	70.8%
E-mail	593	48.2%
Flyers/banners around town	215	41.4%
Website	413	33.5%
Postcard/Brochures in the mail	363	29.5%
Radio	313	25.4%
TV	312	25.3%

Other mentions:

Master community events website
 Advertisements through schools
 Through employers (large)
 anythingarts.com
 Banners coming over bridge
 Both Sarasota Herald and Bradenton Herald
 Newsletter in water bill
 Community bulletin board
 Club sponsorships
 Facebook
 Flyers in supermarket bags
 Places of business
 Friends, word of mouth
 Islander Paper or the Sun
 Living Out East Magazine
 Electronic Kiosks
 Manatee Educator
 Brighthouse PSAs
 Monthly magazine focused on the arts

Q. What was the most meaningful cultural experience you had in Bradenton in the last 12 months? Why was it meaningful for you?

- ▶ Open comments, themed by type, point to a variety of organizations and types of events, most notably the Village of the Arts and South Florida Museum. Comments may have included multiple references.

Table 27. Meaningful Places

Reported by theme for 10 or more mentions

n=632	All Respondents	
Village of the Arts	97	15.3%
South Florida Museum	87	13.8%
Galleries and art walks	74	11.7%
Manatee Players	72	11.4%
ArtCenter Mantee	72	11.4%
Festivals/Parades	64	10.1%
Musical concerts	64	10.1%
"cultural events"	52	8.2%
Exhibits/Openings	50	7.9%
Lectures, presentations, seminars, classes	41	6.5%
Programs through community organizations	40	6.3%
Desoto Memorial/Monument events	35	5.5%
School functions	34	5.4%
Children's activities	29	4.6%
Get Down Downtown/Downtown events	28	4.4%
Culinary events	26	4.1%
Celebration events/holiday events	25	4.0%
"performances"	22	3.5%
Parks and nature experiences	20	3.2%
Programs at Palmetto Art Center	14	2.2%
Ringling Museum	10	1.6%

- ▶ Open comments, themed by type, point to some of the meaning behind what types of Bradenton cultural experiences have provided to residents. Most notably, mentions for experiences that were interactive in which there was a learning experience topped the list, followed by environments that were inclusive and provided diverse and socially nurturing experiences. Other meaningful experiences included mentions of quality, feelings of belonging, family-friendly events, having fun, and historical or heritage focused encounters. Comments may have included multiple references.

Table 28. Meaning Experiences Described

Reported by theme for 20 or more mentions

n=540	All Respondents	
Interactive, learning experiences	177	32.8%
Inclusive, diverse experiences	107	19.8%
Socially nurturing experiences	101	18.7%
Quality experiences	85	15.7%
Experiences of belonging	84	15.6%
Family-friendly experiences	79	14.6%
Fun experiences	78	14.4%
Historical, heritage-focused experiences	57	10.6%
Inspirational experiences	51	9.4%
Friendly, socially oriented experiences	44	8.1%
Experiences that build arts awareness	37	6.9%
Affordable, free experiences	30	5.6%
Community involved experiences	30	5.6%
Experiences that build our city	29	5.4%
Experiences with ambiance	24	4.4%
Experiences that invest in our future	24	4.4%

ADDENDUM

Representative Comments from Open Question

The following are comments from the survey, organized by theme. Many comments express more than one concept, but have been grouped as was possible to provide insight into what type of messaging might resonate best when marketing programs and events. These are direct quotes from survey responders.

Interactive, learning experiences

We took a group outing to the Art Center. We learned a lot about each other during our visit.

An opening event at the Museum, because it was a family friendly event, it was fun and educational for the whole family.

County Fair - acknowledges agricultural history and importance of agriculture in our day-to-day lives. Children become familiar with role of agriculture in our lives and county.

DeSoto Heritage Festival because I am a new resident of Manatee County and it was very informative.

Florida West Coast Symphony - provided a diverse selection of musical performances to enrich my knowledge and appreciation for music with which I am less familiar.

It was the Village of the Arts health fair with massage, physic readings, crystals etc. I loved it! We were outside in a beautiful area, meeting new people and learning new things.

Opening of the Moth exhibit, because it was my 1st visit to the Florida Museum and there was also dance performance as well as interactive dance experience. I also visited for the 1st time the Palmetto Arts Center which offered a community dance class.

Participating in the Village of the Arts Black History Month Celebration. Was a great opportunity to meet and experience art, culture and points of view that I normally would not have been able to.

Plays at Manatee Players; Art Center Manatee Events...well put together and informative and educational as well.

South Florida Museum Butterfly Exhibition was a wonderful experience because it allowed my grandchild to actively participate in the painting of a mural, to make her own craft, and to view and enjoy creative dance.

Talking a walk at the reserve in Palmetto. Taking dance lessons. It's meaningful because I participate and it's healthy.

The opening night for exhibits at the South Florida Museum where you were able to talk to the different artist, etc. and the detail of the exhibits as a learning experience each and every time I went.

Walking the art district. You meet the artist and see where they work and live.

Working with a group of Southeast High film students on a movie set at the South Florida Museum depicting the Timcuan Indians who used to occupy our area. As a school district employee and advisor for the students, it gave me a 360 degree look at things.

Inclusive, diverse experiences

13th Avenue Community Center's Men Who Cook event at the Bradenton Auditorium. It was very inclusive and diverse. It was well attended and fun!

4th of July celebration in Palmetto. It was well organized, and I was impressed with the fire works. There was a mix of people of different ages and ethnicity.

Activities presented in our Parks. Desoto Festival/Parade, Downtown Bradenton, Fundraising Functions at Bradenton Centre. These functions brought Manatee citizens together for a common cause, to be entertained and have fun.

Any performance at the Manatee Players has been a meaningful experience, but particularly, watching the diverse issues and cast members in Ragtime.

Art Walk in the Village. I love art. I love the diversity of people. The Village is a fantastic asset to Bradenton and needs as much support as possible.

Desoto Fest, due to its diversity and welcoming of other fellow cities.

Get Down Downtown. I think it is a terrific opportunity for people to get out and celebrate and also network amongst fellow local business people. It develops a great community feel and allows several people to get together from all types of background

Going to a church of another denomination and race. It was meaningful because I was experiencing community with people that were my neighbors, who I didn't usually interact with in that setting.

New College's African Festival. Persons of all races and ages participated in singing and dancing, viewing African artwork, learning about important African-related issues.

Ragtime at Manatee Players last May. Brought together diverse ethnic groups for a powerful, rich, and moving theatrical experience - the most meaningful performance I have seen in years ANYWHERE!

RUBONIA Mardi Gras- where all colors of people peacefully come together to enjoy one another!

Street events in downtown Bradenton, because downtown is the county's/city's "common neighborhood" that is here for everyone.

Taking the Art Walk in combination with the Bradenton night life.....music at the Cigar Bar at Zios is wonderful. I never miss the Get-down Downtowns.....they are full of friendly folk and good vibrations!

The county fair is always a meaningful event for me. Being a native of Bradenton, I enjoy seeing the many faces and cultures that interact and experiencing the past along side the current and future of our beautiful county.

Socially nurturing experiences

Art Center Manatee has been a haven for me. I came to this area because I believed it supported the arts, that has been true for me at Art Center Manatee.

Art Walk - meeting the artists and sharing ideas.

Attending the fund raiser for the Manatee Players Riverfront theater construction. It gave us an opportunity to interact with those that are making this happen.

Becoming a founding member of Cultural Connections of Anna Maria Island and forming a coalition of the nine cultural groups on the island. We found that by working together we can produce cultural venues that will attract many visitors to the island.

Being a part of what is happening in the Art Village. The kindness and open attitude of the artists and their passion and enthusiasm for living what they believe in.

Exhibitions at the Dancing Crane Gallery in the Village of the Arts. Meeting other artists and other people.

Last year local restaurants solicited jazz bands to play at their venues. It was important because jazz is the only original American Art form and it needs to gain more exposure in Bradenton.

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Being a part of what is happening in the Art Village. The kindness and open attitude of the artists and their passion and enthusiasm for living what they believe in.

I sponsored an arts fair at Myakka City Elementary School through Kids Art Fairs. It gave the students a chance to see their work matted and framed. It made them feel special. They have already asked me if we are going to do it again this year.

Geckofest - many facets of art community and area businesses worked together to produce a powerful event. However, it should have been even supported by the public and businesses. The gala event was not very well attended nor were enough geckos sold.

Hanging out and over the month of January meeting real people who are artists in the Art Village. Participating in an holistic art celebration and creating something every day for 30 days while staying on the beach. Being part of a creative community o

Quality experiences

Island Playhouse; Quality of the experience

Attending Manatee Players plays in part because of the actors in the community that perform in the plays and the high quality of the plays.

Attending performances at Manatee Players due to the high quality of the performers.

Classes at the Art Center Manatee, because their staff is excellent and helpful.

I love attending the Manatee Players Theatre. They're an excellent group who deserve our support. We need to complete the building. I also love the downtown festivals. We have gotten better in the last few years.

Island Players series-Comfortable, relaxed atmosphere. Quality productions, inexpensive.

Manatee Ag Museum and Palmetto Historical Park events have been excellent. Participants and attendees reflect a high degree of enjoyment and enthusiasm for this high quality venue.

Ragtime was absolutely fabulous, surprisingly polished, and involved a mixed cast, racially and professionally. I thought it was exactly what makes community theatre important.

Seeing the improvement in the ArtCenter Manatee programs. The quality of work, the displays, the quality of the teachers, the youth programs, and the building itself have all improved in the last year.

South Florida Museum and Planetarium- The programs are great - we need more.

South Florida museum events. They are so well done

The Florida Suncoast Watercolor Society's signature show at ArtCenter Manatee in conjunction with the American Watercolor Society show. First it was an amazing show for the art center and the city and second I was proud to be part of it.

THE MANATEE PLAYERS THEATRE Has the VERY Best Performances and the Best Local Talent by far than any other Community. We are blessed to have them in our Community.

The special exhibits at the South Florida Museum always bring us downtown because of the quality of the exhibits.

The Studio at Anna Maria-quality art and a great environment-interesting people.

UMC music series concert. Free, highly trained professionals, opera that would be appealing to most people.

Experiences of belonging

A Get-Down-Downtown. For various members of the community to be able to gather and socialize in one place brings a sense of friendship and belonging.

Abuse survivors release of the doves at Manatee Players, had personal meaning for members of my immediate family and thus myself.

All the events in the village of the arts. It's the neighborhood where I live and I love it!!!!!!!!!!!!!!!!!!!!

ALL the openings at art center manatee ARE meaningful because they are first rate – meetings of artistic community with food, conversation, stimulation, welcoming AND FUN.

Any performance by the Manatee Players - a true collaboration of community artists.

Art walk in Village of the Arts. So nice to see people laughing and listening to music and sharing in the visual art experience.

Cortez Festival because it is so very old Florida that it enhanced my feelings of belonging to forty-some years of Florida's history.

Hanging out and over the month of January meeting real people who are artists in the Art Village. Participating in an holistic art celebration and creating something every day for 30 days while staying on the beach. Being part of a creative community.

Having the Manatee High School Marching Canes invited to play at the Get Down Downtown event in October. It proved that our kids and their arts are a vital part of our community.

Heritage Festival b/c I have watched it grow and been involved with it my whole life. It is a big part of Bradenton and our history.

I love being involved in the "Village of the Arts" Art Walks the first Fridays of every month. It is one of the most amazing communities. It has all walks of life and the food and the art are fabulous. It is unique and accessible to all walks of life.

I love going to plays, concerts, dance performances, etc., etc., but haven't had the opportunities. The most meaningful experience in the last year (actually a little more) has been to volunteer with the Manatee High Marching Band.

I love the theater, am a volunteer at the Riverfront Theater.....and to be a part of this "family" in itself is meaningful to me.....and the two tours of the new building meant a lot.

Te Cortez Fishing Festival. We were new to the area and it was a privilege to volunteer and be part of such an old, family tradition. It really made us feel "home".

Working on the Winterfest and Springfest Art festivals on Anna Maria Island. It's meaningful because that's how the Anna Maria Island Art League is funded.

Family-friendly experiences

4th of July on main street downtown - because the street party and music were fun and family-friendly. And it was a nice wait to spend the evening before the fireworks display that night.

An opening event at the Museum, because it was a family friendly event, it was fun and educational for the whole family.

Art and Music Festival at Bashaw Elementary-kid bases exploration of another culture yearly-all classes participate-family event.

Barracotta Boulevard decorated for the Christmas Holidays. It was enjoyable to walk with families and enjoy the scenery.

Fair because it is fun for the family, informative and brings back memories from childhood.

Family programming at the South Florida Museum. When education, science, and the arts mix together with a broad age group present, you get the most fulfilling responses possible.

Get Down Downtown Great place for families, enjoyable and you feel safe with your children even though there is alcohol being served. Great outdoor experience. The river could be enhanced to have something similar every weekend and this could improve

Going to see Evita with my dad. It was a fun time and made memories for us. As we get older we don't spend quality time together and a dinner and play is a great way for us to make memories.

Hmmm ... Festival of Lights and the Jingle Bell Run. community. Night. Nice lights. Family environment. Variety of people.

I always enjoy the outdoor festivals and markets in downtown - it seems to bring out the best in our community. The families that come out with their children to watch the music and dance around, the food and smells, and the community spirit really show.

I enjoyed Gamble Mansion because it was a combination of activities that was great for the whole family.

The Desoto Celebration represents cultural heritage as well as involves all family members.

Main Street Lakewood Ranch. Great events for whole family!

Outdoor event with my family was a wonderful experience for everyone.

South Florida Museum Night at the Museum. It was fun, family friendly and very well run.

The Arthritis Walk and Jingle Bell Run through the Arthritis Foundation. They are great family events, and get people out, up, and moving, with the whole family.

The heritage parade, the village of the arts, manatee county fair, Cortez heritage festival. These are all things for families to go to together.

Fun experiences

13th Avenue Community Center's Men Who Cook event at the Bradenton Auditorium. It was very inclusive and diverse. It was well attended and fun!

ALL the openings at art center manatee ARE meaningful because they are first rate – meetings of artistic community with food, conversation, stimulation, welcoming AND FUN.

An opening event at the Museum, because it was a family friendly event, it was fun and educational for the whole family.

Art Walks - Combination of variety and fun factor.

Dancing to the Gumbo Boogie Band; dancing is good exercise and lots of fun, and helps bonding w/ friends.

DeSoto Heritage Festival. It draws so many people and it's very well organized and fun.

Fair because it is fun for the family, informative and brings back memories from childhood.

Get down downtown on Thursday nights. It was free and a good family fun night.

I love the Desoto Heritage Festival - the Seafood Festival, the parade, the boat regatta - it's all great fun!!

The once a month Village of the Arts, Village walk. I find this very meaningful because of its family setting and how everyone in the neighborhood comes together and joins in family fun along with art.

The opportunity to view movies outside at Sutton Park because it was communal, family oriented, and fun. The sense of nostalgia was nice and felt like the beginnings of progress.

The Village of Arts functions because they are diverse, fun, educational, easy to get to, ease of parking, interesting....an all around entertaining day and evening.

V.O.A. Event. It was fun and something different.

Village of the arts....very diverse, lots of fun....just a tiny bit of what Bradenton can really do and improve on. Thanks for the survey!

Historical, heritage-focused experiences

Bishop Planetarium visit because it awakened my increased curiosity in Bradenton's Heritage and Culture.

Cortez Fish Festival - Tells a true story of the industry and continues to give since it introduces places to eat that are "the heart" of the industry in Cortez.

Desoto celebrations that we have. It shows that we have a heritage in Manatee County that everyone can enjoy and know about.

The SFM is a wonderful, ever evolving source of local culture and history, and has greatly enhanced this transplant's Florida experience.

Farm City Week Ag Tour. It shows me what Manatee County has lost to urban sprawl, which saddens me since I grew up in Manatee County. It also gave me hope to know there are still farms and ag concerns owned by the small business person.

Heritage Festival b/c I have watched it grow and been involved with it my whole life. It is a big part of Bradenton and our history.

History Fair at Bradenton Municipal Auditorium.

I enjoyed the historical walk of Fogartyville. I think we need more historical related activities, as this area is rich in its history.

I toured the Manatee Village Historical Park. It was so interesting to see how people lived years ago.

Manatee Village Historical Park. I had never been there before. I loved learning about the local history as well as the stories behind the buildings and the way people worked and lived in the past. That is a beautiful and interesting park.

Presentations at the Family Heritage House Museum at Manatee Community College Bradenton have reflected my African American Heritage and have been more meaningful because of that.

South Florida Museum special exhibit of local painters. The museum shows the history of Florida and keeps it local at the same time.

The Florida Cowboys Exhibit at the South Florida Museum. Real people - real Florida...

The South Florida Museum visit allowed a get together with friends, plus gained knowledge of the area with the history on display.

Tour of Gamble Mansion. I was not aware of the history of our area particularly relative to plantation life and slavery.

Visiting the Family Heritage House; reinforced my knowledge of the struggles and achievements of the Black community. This facility should be more widely publicized.

Inspirational experiences

Attending school music performances because they seem to embody a spirit of hope.

Attending the Manatee Co. Elementary Art & Music Festival at the Civic Center in May. It was amazing and heartening to hear and see these talented young people! They are our future in the arts.

Attending the Manatee Players as a season ticket holder. It is refreshing to appreciate the talent and applaud the achievements of the young people living in our community.

Being a part of what is happening in the Art Village. The kindness and open attitude of the artists and their passion and enthusiasm for living what they believe in.

Being apart of the cast of "Cats" & "Ragtime" at the Manatee Players theater. Theater and Singing is an important part of my life and using what I've learned over many years is like a ministry to bring joy to others.

For just about that time I have been volunteering at the South Florida Museum. Without a doubt each time I step into the Museum, my world is expanded. I feel enriched not only by the museum itself, but by the wonderful, knowledgeable people I have met

Get Down Downtown. With all of the bad news of the economy and how people were losing jobs, families and friends still went to Get Down Downtown. The street was packed with people socializing, dancing, smiling, listening to the band, etc.

I enjoy the Martin Luther King functions. They are inspirational to me.

Listening to my own son play his violin in school orchestra concerts and during church worship services. It gives me hope that the younger generation has an appreciation for music and the beauty and meaning it offers for our lives.

Seeing a show at the Manatee Players Theatre - knowing that there is so much local talent and folks that are willing to share their gifts with others.

South Florida Museum photography exhibit and artist presentation. Exhibit the artist love and appreciation of Florida's natural environment.

They are all meaningful to me because they enhance my life.

Visiting Village of the Arts because there is a range of creative expression there & it is inspiring to see.

What Price Freedom? an art exhibit at the Family Heritage Museum. To see, feel visually as well as literally the experiences, strength of a people was very emotional for me.

Working at the South Florida Museum. It was meaningful because it gave me a good feeling that I was reaching into the community and help young children.

Friendly, socially oriented experiences

A Get-Down-Downtown. For various members of the community to be able to gather and socialize in one place brings a sense of friendship and belonging.

Attended Manatee Players performance. I went with friends and enjoyed dinner on the River, socialized and had an enjoyable evening of theatre.

Baseball game, Get Down Downtown, Chance to get together with friends and enjoy the atmosphere of activity.

Hands on art experience as it is something I can expand on and have gained new friends while learning a new skill.

I gathered a group of neighbors and we went on the Friday Village of the arts walk together. It was delightful and we all had a good time getting to know each other better.

Manatee Art Center's arts and crafts show - meeting other artists and residents of Manatee County

Seafood Fest - situated in the most beautiful area, it brings friends together where they can enjoy entertainment, good food, and arts & crafts all in one.

Taste of Manatee I met a lot of different people saw a lot of people I had not seen in a long time. The different foods and it was a family affair.

The Desoto Heritage Festival/parade because of the tradition and the opportunity to meet people

The South Florida Museum visit allowed a get together with friends, plus gained knowledge of the area with the history on display.

The warm friendships I have met in the Village of the Arts. They are so supportive.

Village of the Arts art walks. Visiting galleries and having dinner in the Village is a great way to spend time with friends and loved ones.

Experiences that build arts awareness

Any of the Art Centers exhibits and activities strengthen awareness of the arts and offer a wide variety in visual arts.

Anything dealing with Arts from the schools. If we want the Arts to flourish in the community, then stop cutting them from schools and financially support them in a more adequate manner.

Heart & Soul event at South Fl Museum; demonstrates the arts importance to our young people; we need to have more arts activities and funding for youth art programs; transportation perhaps; these are our present and future art patrons; we need to involve.

The Art & Soul event; I feel it really brought a lot of business eyes to the arts in Bradenton. The art was by high schoolers and demonstrated the importance of the arts to all ages.

Affordable, free experiences

Anna Maria Historical Museum. It is well done, safe, beautiful, relevant and free.

Art Center Manatee Art Class and Center. I was made aware that I could get my art into a show. The people were very supportive and the fact that I could visit it on my lunch hour for free was a big plus.

Art lessons at the Center for the Arts - not too expensive, with some excellent instructors.

Crosley Estate Christmas Tree Event - Loved the atmosphere and the beauty of the estate. Felt comfortable and welcome. Crosley should have more public events that are AFFORDABLE to the average person.

Get down downtown on Thursday nights. It was free and a good family fun night.

Going to plays. It's enjoyable, shared with family and affordable

Manatee Players because it was affordable and well done!

South Florida Museum - renovated, great docents, not expensive, excellent gift shop, very diverse offerings for visitors.

Visit to the South Florida Museum. It is affordable and of great quality culturally.

Community involved experiences

Grand Parade - community involvement.

I love the Desoto Heritage Festival. It's wonderful to see so many people turn out for the event. It shows that people are enthusiastic about the background of the area and want to celebrate its heritage.

Parks and Recreation Concerts, they were free to the public, they gave a real sense of community with quality entertainment.

Participating in APMC. Sponsored summer Roots program as it provided an arts experience to children across cultural boundaries. Encourage the public, all ages, to participate in arts activities to develop a sense of community, have fun and recognize...

Participation in the Living Christmas Tree at the First Nazarene Church, because it's an outlet for performance and a way to share Christmas with the community.

The DeSoto Heritage Festival. It is so nice to see the community come together for a month long of celebrations. To see one of the busiest roads in Bradenton lined with chairs knowing that everyone is waiting for this wonderful parade.

There are a lot of them this year GeckoFest 2008. It was a great gathering of artists and locals which I was a part of. Village of the Arts - Art Walks A great way to meet local artists and bring the community closer together.

Working with the Cultural Connections group on Anna Maria Island to unite the arts groups.

Experiences that build our city

I am unable to attend because of health problems but believe it is all very important to city growth & recognition.

American Watercolor Society Traveling Exhibit at ArtCenter Manatee. It was the only site for this national show which helped put Bradenton on the map as a cultural destination.

Attending Manatee Players performances. Taking a tour of the new (unfinished) theatre. This is a very important project that could bring enhanced cultural experiences to our city and county.

Attending productions at the Manatee Players with my children and grandchildren. Their new facility, when completed, will bring huge cultural and economic opportunities to our community.

Becoming a founding member of Cultural Connections of Anna Maria Island and forming a coalition of the nine cultural groups on the island. We found that by working together we can produce cultural venues that will attract many visitors.

DeSoto Heritage Festival, show cases our city and community very well. It reminds me to appreciate Manatee County.

I enjoy the Village of the Arts. I think more investment should be made there and I also think we should develop an artist community in Wares Creek or along 26th Street. Let's continue to improve our city.

Taste of Manatee & all the Get Down Downtowns.....if only the City Centre was a hotel and convention venue.....the tourists would be more inclined to attend. Please move the police headquarters out of the Riverview building and down further.

Village of the Arts art walk. It is good to see that Bradenton has an artist community. I would like to see those art walks supported by the City of Bradenton by getting other vendors and things there. The art walks are somewhat poorly organized.

Visit to the South Florida Museum. A real asset to the community, and not well publicized.

Visiting the Village of the Arts galleries & participating in the Village activities: this is the single most place in Bradenton where the artistic energy, the creative diversity & cross-cultural tolerance of the city/county can be seen & felt.

Experiences with ambiance

Actually a very simple one. I was at a gallery on Anna Marie Island and the paintings were beautiful-- I had brought a friend who had been depressed and housebound to the gallery-- We were moved and uplifted looking at the paintings of many local artists.

An evening strolling around the Village of the Arts--it made for a wonderful evening

Anna Maria Historical Museum. It is well done, safe, beautiful, relevant and free.

Barracotta Boulevard decorated for the Christmas Holidays. It was enjoyable to walk with families and enjoy the scenery.

Crosley Estate Christmas Tree Event - Loved the atmosphere and the beauty of the estate. Felt comfortable and welcome.

Fogartyville cafe. It is comfortable, easy to park, great venue.

Hmmmm ... Festival of Lights and the Jingle Bell Run. community. Night. Nice lights. Family environment. Variety of people.

I went on the art walk and enjoyed it because I could walk from shop to shop and it has a quaint atmosphere.

Island Players series. Comfortable, relaxed atmosphere. Quality productions, inexpensive.

Lunch at Cafe Charisma in the Village of the Arts. It had delicious food, a charming environment. and a delightful hostess. It was the quintessential opposite of a chain restaurant (fast or slow food).

Play at Manatee Players - an enjoyable evening with an excellent cast. An activity that was close by and enjoyed the ambiance of the marina area after the play.

Visiting DeSoto Monument. It's beautiful there & to learn about the history is neat.

Experiences that invest in our future

All School Concert at the Manatee Civic Center. It was an outstanding performance by over 100 children along with the wonderful art display. As a retired music teacher I know the importance of the arts for children in giving them a well rounded education.

Anything dealing with Arts from the schools. If we want the Arts to flourish in the community, then stop cutting them from schools and financially support them in a more adequate manner.

Anything that brings people downtown makes me feel like I live in a real city. We need a better connection to Palmetto, biking paths, and more outdoor seating. Close down 12th St to traffic all the way to the village. Take back the riverfront from yachts.

Art walk in the Village of the Arts. I am an artist/gallery owner in the Village of the Arts and this is very important and meaningful to me. It is very important to me that the public and the business community support the arts.

Heart & Soul event at South Fl Museum; demonstrates the arts importance to our young people; we need to have more arts activities and funding for youth art

programs; transportation perhaps; these are our present and future art patrons; we need to involve

heArt & Soul event; I feel it really brought a lot of business eyes to the arts in Bradenton. The art was by high schoolers and demonstrated the importance of the arts to all ages.

I enjoy the Village of the Arts. I think more investment should be made there and I also think we should develop an artist community in Wares Creek or along 26th Street. Let's continue to improve our city.

I enjoyed Gamble Mansion because it was a combination of activities that was great for the whole family. Plus it attracted visitors from other parts of Florida and from other states and encouraged them to come back for a return visit.

Seeing the new Manatee Players Performing Arts theater come out of the ground. It was the most important sign that Bradenton's downtown arts and entertainment were entering a new phase after half a century.

The Manatee County Elementary Music and Art Festival held at the Civic Center last May. This event is extremely important to the thriving music and art programs in our elementary schools. Over 300 children from our district schools participate in this.

The support of Oneco Elementary School Principal Mariann Summers, that the Arts are important part of a students life and curriculum. As a visual arts teacher in a Title One school her support is invaluable. Few principals have the enlightenment she does.