

Recommended Goals

Preserve sense of community

Stimulate Creative Economic Development

Coordinate Public Events

Build Capacity of Cultural Organizations & Artists

Provide Lifelong Learning

Goal 2: Creative Economy

Stimulate Creative Economic Development.

Encourage creative businesses and artists and employ the cultural sector in Dunedin's economic development and tourism strategies.



Creative Economy Findings

Creative Economy: Dunedin's creative businesses including artists, innkeepers, restaurant owners, and retailers have pioneered Dunedin's downtown redevelopment. The City's economic development is closely related to its need to preserve its sense of place.

Professional Athletics: Blue Jays have encouraged tourism, diversity, and cultural development.

Cultural Tourism: Creative businesses and cultural programs are an important economic sector important to cultural tourism.

Mix of Experiences: Dunedin's primary cultural attractions are its history and heritage, historic downtown, cuisine, overall visual appeal, special events, and the Fine Arts Center. The marketing strategy is a mix of quality experiences: beaches and water, professional athletics, special events, shopping and dining, and visual arts.

Creative Economy Objectives

Encourage Dunedin's creative businesses and artists.

Create a senior staff position of Cultural Economic Development Coordinator responsible to represent the City's interests to champion preservation of Dunedin's visual appeal and small town ambience.

Dedicate sustainable funding for the new Cultural Economic Development Coordinator from revenues directly related to development and activities stimulated by increased visual appeal and maintained small town ambience.

Integrate Dunedin's arts, culture, and heritage into economic development strategies including development, tourism, and business recruitment and retention.