



**INCORPORATING THE ARTS
INTO THE ESTERO COMMUNITY PLAN
A Conceptual Approach**

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I. The Koreshan Community and the Founding of Estero

- Strong conceptual foundation and high expectations for quality of life in Estero
- Viable local economy to serve the surrounding communities
- Sustainable development with close connections to the natural environment
- A central place for the visual, literary, and performing arts



Estero Dramatic Club at the Art Hall



II. Contemporary Development Pressures and the Role of Community Identity in Estero

- Continuing to focus on community appearance while crafting a clear cultural identity for Estero
- The potential for the creation of a unique community within the Naples-Ft. Myers corridor
- Arts and culture as a central feature in distinguishing Estero both as a place to live and as a place to visit



III. Implementation of a Future for the Arts in Estero

- Public discussion and exchange of ideas
- Addition of specific language in the Estero Community Plan
- Support and encouragement for existing and planned cultural activities
- Creation of communication links both internally and externally (print media, website development, etc)
- Fostering an environment for cultural development
- Allocation of available resources for promotion and development of the arts in Estero



Arts
in
Estero



Estero Historical Society

Estero Art
League