CULTURE BUILD FLORIDA'S FUTURE
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What industry contributes $24.4 billion annually to Florida’s economy?
What industry attracts visitors that stay longer and spend more?
What industry improves students’ test scores and the overall quality of education?
What industry promotes the health, well-being and recovery of hospital patients by aiding in the healing process?
What industry makes Florida’s community designs so unique?
What industry is intricately woven into the fabric of our everyday lives?
... THE ARTS!

CULTURE

music

literature

dance

film

archaeology

museums

visual arts
Floridians use creative forms to express their emotions, their spirituality, their intelligence, their traditions, their understanding of each other and the places they inhabit, and their diversity.

Arts and culture have the capacity to uplift our lives and spirit. They connect us to places, to history, to communities, and to one another. Encompassing every corner of this beautiful state, arts and culture reach out in myriad ways, large and small, to enrich our lives.

As arts and culture are woven into our social fabric, so do creative people initiate partnerships to weave our cultural heritage into the economic, educational, and civic infrastructures of our cities, towns, and neighborhoods. Creative people find innovative ways to use the arts and culture to develop businesses and enliven business districts. They use the arts to inspire young people to learn and thrive at school and in their families and communities, to engender lifelong learning and bring joy to the healing process, and to enhance the built environment and the quality of life for all. They stage our cultural heritage in ways that instill appreciation of the differences that make us unique and pride in the community that we share.

Creating and sustaining an environment that values artists and the institutions that support their achievements and our cultural heritage is imperative. It’s a fact that investment in arts and culture brings high financial returns. But investment in the arts and culture at every level, from the neighborhood to statewide, is investment in Florida’s future. Indeed, Culture and the Arts Build Florida’s Future.
THE VISIONING PROJECT
In November 2003, the Florida Department of State, under the leadership of Secretary of State Glenda E. Hood, and the Florida Arts Council, assisted by Partners for Livable Communities, began a yearlong visioning process. The purpose was to bring together business, government, and arts leaders to talk about developing a sound, practical ten-year cultural plan for the state.

They brought local “stakeholders” together at meetings in July 2004 in Jacksonville, Tampa, and Miami to hear national speakers and to share ideas, innovations, successes, and examples of positive impacts of arts and culture. Business entrepreneurs, architects, planners and developers, artists, politicians, educators, arts council members, realtors, health care providers, and interested citizens came together. Each group listed suggestions for ways in which arts and cultural organizations can become effective partners with other agencies and organizations to strengthen the economy, promote learning and wellness, and promote smart design and development. They also pondered the role of leadership in laying the groundwork for a strong, statewide network of people and organizations with broad interests yet a unified set of goals.

The next step in the visioning process entailed an August meeting in Orlando with Florida’s cultural organizations to review and prioritize the suggestions from the July meetings. (See Appendix.) Their resulting recommendations provided a foundation for developing leadership opportunities to advance these priorities.
As envisioned, the stakeholders’ priorities included creating partnerships to build sustainable economic and civic infrastructures for culture and the arts, engaging with state government leaders to promote the role of arts and culture in every aspect of public life (education, health, elder affairs, tourism, transportation, etc.), and joining with planners and developers to inject arts and culture into local and regional planning. Overarching these priorities was the goal of developing leaders and organizations that will effectively weave the arts and culture into established statewide priorities dedicated to economic diversification, improving education and wellness, and strengthening families.

Finally, the Florida Arts Council’s Strategic Planning Task Force clarified and ordered the stakeholders’ recommendations that emerged from the visioning sessions. Four key issues provided an organizing structure for their final, prioritized recommendations. These are:

**Strengthening the Economy**
**Promoting Learning and Wellness**
**Building Leadership**
**Advancing Design and Development**

Their recommendations are set out in the following pages. Supporting them are some examples and statistics (compiled by Florida Cultural Alliance) that reveal the impacts of art and culture in various aspects of our society. The heart of the “cultural industry,” however, is not statistics but the tireless, dedicated individuals and groups who bring the arts and cultural experiences to life in countless ways. A few samples of their exemplary programs are highlighted here to illustrate how individuals, organizations, and local government agencies can put some of these recommendations into practice.
STRENGTHENING THE ECONOMY
STAKEHOLDERS’ TOP RECOMMENDATIONS FOR STRENGTHENING THE ECONOMY FROM CULTURAL CONSTITUENCY MEETING HELD ON AUGUST 12, 2004

• Ask all local and regional entities with economic development plans, goals and strategies to include an arts and cultural asset component.

• Focus on cultural tourism. There needs to be equitable sharing of the taxes. Have arts and culture make the investment. Get some of the rewards from hotel/motel taxes, rental car tax payments, etc.

• Build endowments for cultural organizations and/or supporting activities that encourage infrastructure and capacity building.
At the heart of the recommendations for strengthening the economy is a simple question: "What can the arts do for business and what can business do for the arts?" Dozens of studies—national, state, regional, and local—continue to demonstrate the viability of arts and culture as an economic tour de force. In our state, where tourism is a principal industry, cultural tourism is inspiring opportunities for growth in unexpected places.

Those involved in the arts and cultural industries are always seeking to strengthen their role in the economy. A chief strategy toward accomplishing this is through capacity building, which entails seeking strategies and training to enhance operations. Capacity building helps to equip organizations for long-term planning, addressing short- and long-term goals, stabilizing finances, and more effective resource management. For even greater advantage, it is recommended that Florida cultural organizations coordinate their message and participate in statewide strategic planning.

The visioning sessions focused on four main categories related to strengthening Florida’s economy.

1. **Becoming a national and global competitor in business, trade, and entrepreneurship**—Focusing on new businesses in the cultural industries as well as the technology sectors promotes balanced growth and establishes a globally competitive infrastructure.

2. **Creating a well-educated workforce**—Countless studies illustrate strong correlations among arts involvement, academic achievement, creative thinking, and employability.

3. **Promoting economic opportunities for Floridians**—The cultural industries are big business and contribute substantial revenues to local economies.

4. **Supporting the enhanced quality of life as a key infrastructure for communities**—Arts and cultural resources contribute to the quality of life for every citizen, from positive youth development opportunities to civic pride that leads to community improvements.
PRIORITIZED RECOMMENDATIONS FOR STRENGTHENING THE ECONOMY
COORDINATED BY FLORIDA ARTS COUNCIL'S STRATEGIC PLANNING TASK FORCE

DEVELOP ECONOMIC IMPACT PLANS

A. Gather Economic Data.
1. Collect national, state, regional, and local data.
2. Collect individual event economic impact data.
3. Compile and make data available for constituents in usable format.

a. Create individual district reports for use with legislators.
b. Research Americans for the Arts impact formula calculation.
c. Create a PowerPoint presentation for public access.

4. Use terminology that is understandable.
a. Public Value (Return on Investment)
b. Beneficiary (Public)
c. Authorizers (legislators and key officials)


1. Establish a statewide group of business and arts/cultural leaders to develop messages to enable positive working relationships.
2. Work with Florida business committees for the arts, such as Tampa Bay Business Committee for the Arts, and Arts and Business Council Miami.
3. Work with the national Business Committee for the Arts.

C. Continue to dialogue with Enterprise Florida and Florida Chamber of Commerce to ensure that arts and culture are part of strategic planning for economic development.

D. Utilize more creative marketing strategies and increase public awareness of the economic impact of arts and culture.

FACTS AND FIGURES—ECONOMIC DEVELOPMENT AND JOB GROWTH

- Florida’s arts and culture industry’s annual statewide economic impact grew to $2.9 billion in 2001 from $1.7 billion in 1997. From 1989 to 2001, this sector of the state’s economy grew significantly more rapidly than the economy as a whole.
- The arts are a great investment. Nationally, the arts industry provides a financial return of 8-to-1 on
governmental spending. Annually, this industry generates $24.4 billion in federal, state, and local government revenues, at the same time support for the arts from these government sources totals less than $3 billion. (as of 2000). (See Chart)

- Enterprise Florida, in its Roadmap to Florida’s Future 2004-2009 Strategic Plan for Economic Development, cites arts and culture as a primary building block for economic development and calls for integrating “creative community assets” into economic diversification efforts.
- The Florida Chamber of Commerce’s Cornerstone Report states that the arts are essential in promoting “community livability.”
- U.S. Mayors and Governors associations consistently identify cultural activities as catalysts for stimulating economic, job, and tourism development as well as improving quality of life. A 2005 Americans for the Arts study, Creative Industries, Business & Employment in the Arts (based on Dun and Bradstreet data), confirmed that, by generating jobs, revenue and tourism, the creative industries play a major role in building and sustaining economically vibrant communities. Additionally, they represent an estimated annual $30 billion export industry.

"Arts and Economic Prosperity, The Economic Impact of Nonprofit Arts Organizations and Their Audiences in Sarasota County, Florida" was compiled in 2004 by Americans for the Arts as part of a larger national study. Sarasota (population 346,800) has a vibrant and active arts community. As stated in the report’s conclusion, the study contradicts the common misconception, “that communities support the arts at the expense of local economic development.” Rather, the study documents that the arts generate economic development.

The nonprofit arts are a $122.9 million industry in Sarasota County—one that supports 2,965 full-time jobs and generates $14.6 million in local and state government revenue. Nonprofit arts organizations in Sarasota County, which spend $68.6 million annually, leverage a remarkable $54.3 million in additional spending by arts audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

While these findings confirm the economic value of arts and cultural events, numbers such as arts volunteer hours (195,530) hint at the extent of community members’ engagement in pursuing personal satisfaction through the arts.

"Art reflects the soul of a community." So reads the sign near the gates connecting the Naples Museum of Art to the Philharmonic Center for the Performing Arts. Thanks to the
CULTURE BUILDS FLORIDA'S FUTURE

Castillo de San Marcos Reenactment, St. Augustine; Castillo de San Marcos at night
superhuman efforts of one woman—and the willing participation of a community—Naples has built and supports an exemplary arts complex.

By any standards, former ad executive Myra Janco Daniels’ 1983 fundraising campaign to rescue the financially strapped Naples/Marco Philharmonic Orchestra was wildly successful. It led to the establishment of “The Phil.” Since opening in 1989, the orchestra’s home has grown and prospered. As its annual budget has grown from $2 million to $21 million, so has the number of musical and theatrical performances from 100 to more than 400, as well as audience numbers and that of children and community members served through its generous education program. With the support of the community, CEO Daniels oversaw the opening of a grand addition in 2001, the Naples Museum of Art. Now a $100+ million corporation, the complex employs 250 full- and part-time workers and provides volunteering opportunities for hundreds more community members.

FOCUS ON CULTURAL TOURISM

A. Continue and strengthen Department of State association with VISIT FLORIDA.

1. Use existing events (Heritage Month, Tourism Day) to get the message out about economic and community value of cultural and heritage tourism.
2. Partner with VISIT FLORIDA to help with statewide marketing of cultural tourism benefits to expand information to a broader audience.
3. Continue to work with VISIT FLORIDA on “Downtowns and Small Towns” campaign.
4. Continue to place arts and historic preservation advocates on VISIT FLORIDA Committees.

B. Build local partnerships with convention and visitors bureaus throughout the state.

1. Department of State to sponsor a workshop promoting local cultural tourism (possibly in association with Florida Association of Convention and Visitors Bureaus, Governor’s Conference on Tourism, Florida Hotel & Restaurant Association, etc.).
2. Utilize successful cultural and tourism pairs for positive examples (Orlando-Orange County Visitors Bureau/United Arts).

Mary Brogan Museum of Art and Science, Tallahassee

Artist Gregory Gomez, Challenger Learning Center, Tallahassee
3. Department of State to publish cultural tourism information in usable format.
4. Develop talking points to be used in advocacy efforts.
5. Document the uniqueness of individual communities.
   Encourage Local Arts Agencies to work with local Tourist Development Councils.

FACTS AND FIGURES—CULTURAL TOURISM
• An estimated 7 million cultural tourists spent $4.5 billion in Florida in 2001.
• Travel industry studies report that at least 92.7 million adult tourists venturing 50 miles or more from home include a cultural or historical activity.
• A comparison of cultural tourists to other travelers shows that they spend more time and money and are more likely to shop, pay for lodging, and travel by air.
• VISIT FLORIDA’s 2001 “Culturally Florida” campaign to promote the state as a cultural destination drew high results: Even in the months following September 11 of that year, of 135,000 American Express card members who received a direct mailing, almost 80,000 traveled to Florida within five months, spending $46.6 million in the state just on their American Express credit cards.
• Enterprise Florida, in its Roadmap to Florida’s Future 2004-2009 Strategic Plan for Economic Development, sets a priority on “expanding and diversifying Florida’s market share for global tourism, trade, investment and cultural exchange.”
“Abstract Violin” by Artist
Paul Brent, Panama City
• "Sister State” and “Sister City” relationships that foster international cultural exchanges also build enduring international business connections.

The 1920s resort town of Lake Placid in Highlands County (population 91,000) reached into its past to recreate itself as a cultural tourist destination. Since forming the Lake Placid Mural Society in 1992, local businesses have commissioned area artists to paint 37 murals on historic and commercial buildings in the town center. Several hundred people a day take a scenic detour off the main highway to follow the trail of murals depicting the historic "postcard"-type scenes. The result is that tourist-related businesses have filled empty storefronts and local businesses have experienced an economic boost.

Yulee Railroad Days began in 1995 in the City of Archer, but celebrations commemorating Florida’s first cross-state railroad have been popping up between Fernandina Beach and Cedar Key. During the first weekend of June, communities along the Atlantic-to-Gulf route of David Levy Yulee’s 155-mile Florida Railroad now join the celebration. Events showcase the historical, cultural, and natural attractions of these North Florida towns that sprouted up when Yulee’s railroad opened up Florida’s interior in the years before the Civil War. Levy was one of the state’s early leaders as well as its first U.S. Senator, and Levy County is named for him.
“Aquaculture” Underwater Music Festival, Big Pine Key
**FOCUS ON CAPACITY BUILDING**

A. Capacity Building for Cultural Organizations

1. Encourage capacity building and stabilization/investment strategies.
2. Encourage cultural organizations to address capacity building through seminars and workshops on investments for nonprofit organizations.
3. Identify preferences for capacity building within grant programs, while making allowances for types and sizes of organizations.
4. Explore the possibility of establishing a state foundation to access national sources of funds for endowments.
5. Include all grant programs in the strategic plan.

B. Program Funding vs. Construction Funding

1. Communicate preferences to legislators for strategic balance in funding of programs and facilities.
2. Use interactive mapping (Global Imaging System) to address priority areas within the state when making funding recommendations for cultural facilities.

**FACTS AND FIGURES—CAPACITY BUILDING**

- A growing challenge to institutions’ ability to plan has been the elimination of predictable state funding for arts projects. Construction and renovation projects now compete with programs for budget dollars.
- Local youth arts programs have stepped in to fill gaps left when school funding cuts forced elimination of arts education. Small grants to these programs leverage large returns as young people, including those at risk, are offered free and low-cost arts enrichment in after-school, community center, and summer camp programs.
- State spending on the arts represents less than a quarter of one percent of the state budget, just pennies per person. In return, these pennies return dollars to the state treasury. Nationally, $1 of public money spent on the arts leverages $8 in value.
- The 2005 Rand Report, “Gifts of the Muse: Reframing the Debate About the Benefits of the Arts,” commissioned by The Wallace Foundation, maintains that arts advocates should focus on building audiences by introducing more Americans to arts experiences, especially when they are young. The report asserts that people of all ages are drawn to the arts because they find them fulfilling, and that arts advocates should stress intangible benefits such as “enchantment, enlightenment and community-building.”

Duval County may not sell more “State of the Arts” license plates than other counties, but leaders at the Cultural Council of Greater Jacksonville have determined to maximize the impact of dollars raised locally ($20 per plate goes to the Council) through this statewide fund-raiser for the arts. Soon after the state established the license plate program in 1995, the Cultural Council began an annual tradition of awarding grants of $500 to $1000. Since then, dozens of local school programs and arts and cultural organizations have benefited. One would expect established and experimental theater, dance, music, film, and art programs to be recipients, and they are. The Cultural Council wanted to broaden the field, however, to encourage art and cultural programs outside traditional venues. As a result, recipients have included the zoo, a nature center, and a wide variety of community programs that serve diverse populations, from children after school, to elders, to young offenders. Close to $15,000 reaches the community annually from these funds. The popularity of the awards has inspired efforts to boost the number of “State of the Arts” plates sold in the county, including a professional ad campaign and partnering with a local auto dealer.
PROMOTING LEARNING AND WELLNESS
STAKEHOLDERS’ TOP RECOMMENDATIONS
FOR PROMOTING LEARNING AND WELLNESS
FROM CULTURAL
CONSTITUENCY MEETING HELD ON
AUGUST 12, 2004

• The Florida Department of Education should continue supporting arts and culture in schools and magnet programs for all ages and ability levels, and create more effective partnerships between school districts and arts organizations.
• Solicit strategic associations with the health, wellness, and medical care and social services communities for a full array of programs with value for both their audiences and patients.
• Include arts and culture in the benchmarks for healthy communities.
The vitality of a community is measured by the well-being of its citizens as well as by the strength of its economy. One way to enrich the lives of people in a community is by offering them a variety of educational and cultural opportunities. Numerous studies have demonstrated how arts and culture play a beneficial role in education for the young and in lifelong learning and well-being for all citizens.

Participation in arts and cultural activities fosters positive academic, creative, and social development for children. Cultural awareness and sharing activities enable children to learn and have fun together while strengthening families. Sharing traditions and community activities brings diverse people together. Active participation in the arts helps elders stay physically, mentally, and socially active. Likewise, music and art therapies positively affect recovering patients, and children and adults with chronic diseases.

The visioning sessions focused on three main categories related to learning and wellness.

1. Bolstering lifelong learning for all ages through quality education and innovative programs—Keeping a strong arts component in education for the young enhances student performance. Arts and culture create opportunities for intergenerational and intercultural experiences in schools, families, and the community.

2. Promoting physical and mental good health—The arts play an increasingly important role in healthcare and wellness. Elders who participate in cultural activities stay more mentally and physically fit while remaining more socially active.

3. Developing communities that accommodate diverse populations—Sharing cultural activities and events promotes cultural diversity and increases awareness and understanding among people of all ages, races, and ethnicities.
PRIORITIZED VISIONING RECOMMENDATIONS FOR PROMOTING LEARNING AND WELLNESS
COORDINATED BY FLORIDA ARTS COUNCIL'S STRATEGIC PLANNING TASK FORCE

INCREASE SUPPORT OF THE FLORIDA DEPARTMENT OF EDUCATION
A. Strengthen partnerships with Governor’s and First Lady’s Offices, Department of Education, Department of State and stakeholder groups (Arts for Complete Education/Florida Alliance for Arts Education [ACE/FAAE], School Board Association, Parent-Teacher Organizations, etc.).
1. Set an agenda among partners to increase attention and funding for arts education in school, after-school and non-school settings.
2. Increase Department of Education and Department of State participation in Arts for Complete Education/Florida Alliance for Arts Education (ACE/FAAE) activities.
3. Address federal legislation in relation to arts education programming in Florida schools.
B. Initiate state dialogues on arts education
1. Develop relationships with various education-based associations (Florida School Board Association, Superintendents Association, Florida PTO Association, Teachers Association, State Arts Service organizations, etc.).
2. Identify and publicize positive arts education advocates and programs.

FACTS AND FIGURES—STUDENT ACHIEVEMENT
• Champions of Change, a 1999 compilation of national research studies prepared by Americans for the Arts, outlined a number of significant impacts of the arts on learning.
• Through their engagement with the arts, children can attain higher levels of achievement, including measurable improvements in reading and math.
• For children from disadvantaged backgrounds, “learning in and through the arts” can help “level the playing field.”
• Young people who participate in the arts for at least three hours, three days a week for at least one full year are:
  • 4 times more likely to be recognized for academic achievement
  • 3 times more likely to be elected to class office within their schools
  • 4 times more likely to participate in a math and science fair
  • 3 times more likely to win an award for school attendance
  • 4 times more likely to win an award for writing an essay or poem.

Artist Boris Chezar, self portrait

Folk Artist Jack “Mr. B” Beverland teaches youth
Jazz artist Fred Johnson teaching at Patel Conservatory in Tampa.

Jacksonville Museum of Modern Art childrens exhibit area, Jacksonville.
• Florida schools have proven that learning in and through the arts is effective in raising achievement.
• Charles W. Duval Elementary School, Alachua County, went from an F to an A school in just one year after implementing the Whole School Initiative. This model program boasts “arts-based interdisciplinary curriculum,” with “regular instruction in music, dance, drama, visual arts, and folk art by certified arts instructors.”
• Davenport School of the Arts, Polk County, went from a D to an A school within three years of increasing arts instruction from one to six hours and offering arts-based after-school programs. By including arts-based methods in continuing education for employees, the school has encouraged creative thinking in leadership, management, and communications.
• The national Youth ARTS Development Project revealed that at-risk youth given opportunities in the arts showed:
  • Increased ability to communicate effectively
  • Improved ability to work on tasks from start to finish
  • Improved attitudes toward school
  • Decreased frequency of delinquent behavior and court referrals.
• For at-risk youth, participation in the arts has contributed to lower recidivism rates, increased self-esteem, the acquisition of job skills, and the development of much-needed creative thinking, problem solving, and communications skills.
• Pinellas County Arts Council’s Youth Arts Corps Programs documented that young women who participated in the Youth Arts Corps Artist-in-Residence percussion workshops were less likely to re-offend upon release than those who did not attend.

At Mission San Luis, Tallahassee, history comes alive in a reconstructed mission village. Visitors exploring the site experience aspects of life in colonial Florida and learn how the Native American and Spanish residents crafted tools and artifacts and how their unique cultures co-existed. Award-winning archaeological and
Florida Studio Theatre, Young Playwrights Festival, Sarasota

Promoting Learning and Wellness
historical research conducted on the site has provided remarkable insights into the physical appearance of the 300 year-old mission community. The reconstructed Apalachee Council House and Franciscan Church, bilingual interactive exhibits in the visitors’ center, and large archaeology lab serve as living history classrooms during tours and special events throughout the year. Educational camps offer opportunities for young people to immerse themselves in Spanish language instruction or work alongside professional archaeologists in re-created archaeological digs. Extension San Luis, a bilingual outreach program, takes the story of San Luis into other parts of Florida, especially underserved areas, to communicate the significance of Native American and Spanish contributions to the state’s richly diverse heritage. This designated National Historical Landmark is managed by the Florida Department of State, Division of Historical Resources.

**Student Lets His Art Speak for Him**

Like many artists, past and present, André Jones lets his art speak for him; he is a young man of few words.

André always liked art and drawing. In fifth grade, he knew he wanted art to continue to be a big part of his life. Then in middle school, André’s interest acquired specific direction. He was sure he wanted to become an architect. He applied to the magnet program at Dillard Center for the Arts (at Broward County’s Performing Arts High School). André had to audition to get into Dillard, and he also faced an interview. In a room with other candidates for the school, he was asked to draw a still life that had been set up for students to use as a model. The teachers evidently liked the result because André attended Dillard beginning as a freshman.

Asked what kind of architect he wants to become, André said he liked both exterior and interior design and would be happy building all kinds of structures. In AP Art History André and his classmates learned about Gothic architecture. “The Gothic churches were so beautiful,” he said. He was struck by their magnificence and complexity and their forms made him think, “I want to do that!”

Math is André’s best subject after art. “I’ve always been good at it,” he said. “I’ve always had high math scores.” Still, AP 3-D is his favorite subject because he likes to construct things. “Just picking fun objects to see if they work together,” he said. “I like making structures to see if they will function or making abstract structures.”

Andre Jones, Young Artist
A Gift for Music is a unique example of a public/private partnership. Since its creation in 1999, A Gift for Music (AGFM) has touched the lives of children and families in Central Florida everyday. Generously funded by Walt Disney World Co., AGFM provides violins, violas, and cellos to more than 800 urban elementary school students in Orange County who otherwise would never have the chance to play a stringed instrument. In partnering with the University of Central Florida’s Music Department, AGFM provides quality instruction from degreed and trained UCF students twice a week, serving as a learning laboratory for UCF students while giving these children the opportunity of a lifetime. Benefits observed by parents, teachers, and principals are evident from school records through improved student attendance and academic and social performance.

“A Gift for Music Program”, Orange County

Photos Courtesy of Phyllis Redman, A Gift for Teaching
Although Andre’s parents didn’t go to college, he plans to attend a university so that he can study architecture. His advice to other students about college is plain. “If you have the drive and opportunity to do it, go for it,” he said. “It is all just to better yourself as a person.”

The Center for Creative Education’s Project LEAP, in Palm Beach County, began blending the talents of professional artists and Palm Beach County classroom teachers to help students learn in 1995. The teachers identify hard-to-learn concepts in math, science, language arts, and social studies and then collaborate with the artists on developing arts-based lessons and activities to team-teach. Artists make eight to ten class visits per semester and devote at least three hours to plan for each hour in the classroom.

Besides receiving free hands-on training in applying art-based strategies to their curriculum, the teachers earn professional development credits with the State of Florida. In 2004 Project LEAP partnered with 18 schools in the county as well as providing after-school programs in several community centers.

The results are good. A study to determine the impact on 4th grade FCAT reading scores after two years of an arts-integrated curriculum found significant increases. Most dramatically, at Wynnebrook Elementary School, the percentage of 4th graders scoring 4.0 to 4.5 rose from 6% in 2001 to 52% in 2003. Similarly, at J.C. Mitchell Elementary the percentage more than doubled, from 19% to 41%; and at West Gate Elementary the number jumped from 20% to 34%.
Promoting Learning and Wellness

“Shakespeare in the Tropics,” South Miami Senior High School

Museum of Florida History, Tallahassee
The Northwest Florida Ballet Académie, one of Florida’s newest public schools with a dedicated arts program, has successfully merged ballet training and academic education. Director Eric Todd Allen founded NWBA in 2002 as an Okaloosa County contract school for third graders who demonstrate the potential to excel in dance. The Académie has grown to encompass third through fifth grades and was poised to add sixth. Students selected for the program receive intensive instruction in ballet and French and regularly take advantage of the Fort Walton Beach Library, Indian Temple Mound Museum and Emerald Coast Science Center, all in walking distance. In 2005 their FCAT reading and math scores were the county’s highest, and in May of that year the Académie’s success was the cover story in the national Teacher magazine.

Arts Access, a program through the Monroe Council of the Arts, brings resident artists into the schools to work with students in Monroe County, especially those with behavioral problems. The program offers a variety of art activities in a dozen schools and in after-school and summer programs. Classroom teachers learn ways to bolster the students’ learning by incorporating the arts into the curriculum. Arts Access partners with the Monroe County School Board, Key West Symphony Orchestra, YMCA, Boys and Girls Club, and Bahama Village Music School.
CREATE PARTNERSHIPS WITH HEALTH, MEDICAL CARE AND SOCIAL SERVICE AGENCIES

A. Initiate partnerships with health, medical care and social service agencies.

1. Identify and gather information on those agencies that utilize arts and culture in their programming.
2. Survey agencies such as Association of Retarded Citizens, Florida Medical Association, Florida Hospital Association, AARP, Department of Juvenile Justice, Department of Health, Agency for Workforce Innovation, and Department of Elder Affairs to determine how the arts are beneficial to their members.
3. Support arts and wellness conferences and seminars.
4. Support groups that promote arts and wellness (Very Special Arts, Florida Center for Creative Aging, etc.).
5. Initiate a dialogue with medical schools to determine how the arts can play a role.
6. Support arts partnerships with activities that promote healthy living (physical education classes in schools, after-school programs, senior programs, etc.).

FACTS AND FIGURES—ARTS IN WELLNESS

- At a 2003 symposium sponsored by the Society for the Arts in Healthcare, founding member Janice Palmer presented an overview of the scope of the arts and humanities in healthcare, saying that programs succeed not only in hospitals and hospices, but also in public health centers and communities in crisis. She listed some of the many facets to the arts in healthcare:
  - The hands-on creative process—the therapeutic benefits of making art

Lee County Public Library System
Children’s area, Cape Coral

Magic Brass, Naples
Philharmonic, Naples
• Creating a healing environment, including original artwork in patient rooms, art for wayfinding, (e.g., a mural at the cafeteria entrance), artists’ involvement in the architectural planning process, healing gardens, artists performing room-to-room and in public spaces
• Providing creative outlets for professional caregivers, such as the University of Florida’s Shands Hospital’s Days of Renewal and Duke University Medical Center’s annual employee performing arts show and crafts festival
• Enriching the medical curriculum by using the arts for stress relief and personal expression as well as to communicate with patients of all ages
• Supporting access to the arts for people with disabilities and opportunities to develop creative expression, personal growth and community inclusion.


**Shands Hospital Arts in Medicine (AIM) Program** at the University of Florida, Gainesville, has enlisted hundreds of artists representing every medium to work with thousands of patients since 1990. A typical AIM calendar lists dozens of events each month—dance, music and art workshops and performances, barbershop quartets, Tai Chi for patients and staff, poetry readings, art exhibitions, and more. Artists also work one-on-one with patients and teach staff their approach of using the creative arts in restoring physical, mental and spiritual health. Children
and adults with chronic diseases find immeasurable pleasure and satisfaction in exercising their creativity and self-expression. The results of their efforts in paint, ceramics, and other media brighten rooms and hallways, bringing joy as they bolster the healing process.

**Florida Gulf Coast University’s Center for Positive Aging** offers elders in varying stages of physical and mental health a variety of programs, including Creative Expressions, in which music, poetry, drama, art, bibliotherapy, phototherapy, pottery, and crafts are used to promote the expression of feelings.

**At the Florida Center for Creative Aging,** art projects for elders involve many art forms. Brandon artist Dallas Pavone has conducted “Art and Aging Hillsborough Creates” workshops with groups of seniors to create collages representing their life experiences and accomplishments. The resulting artworks were exhibited at several Senior Centers, along with live musical performances. The project, said Pavone, gave the senior artists “a sense of renewal. It was rejuvenating.”

An affiliate of the university’s School of Aging Studies, FCCA is dedicated to creating a user-friendly cultural environment for Floridians in all stages of retirement. The programs FCCA recommends involve cooperation...
with cultural, art, and health care organizations to ensure the affordability, availability, and accessibility of services to older adults. Besides acting as a state information clearinghouse, the Center supports research and policy analysis in the field of aging related to arts, humanities, and creativity.

**INCLUDE ARTS AND CULTURE IN BENCHMARKS FOR HEALTHY COMMUNITIES**

A. Promote arts and culture as benchmarks for healthy communities.
   1. Determine how indexes are established that identify “healthy communities.”

2. Continue to work with Partners for Livable Communities and other groups to ensure that arts and culture are “at the table” for discussions with planners and others to promote arts and culture as a measure for healthy/livable communities.

**Partners for Livable Communities** periodically identifies the nation’s “most livable communities.” In Florida, the following cities have been awarded the designation: Jacksonville, Orlando, St. Petersburg, and Tampa. Criteria for livability in 2004 were based on creativity, and “the ability to prepare for the new economy...attractive places to live, work, play, visit, retire, raise a family, attend a university, grow a business, and enjoy diversity.”
STAKEHOLDERS’ TOP RECOMMENDATIONS FOR BUILDING LEADERSHIP
FROM CULTURAL CONSTITUENCY MEETING HELD ON AUGUST 12, 2004

1. Unify the message with arts and culture on a top down, bottom up statewide approach.

2. Encourage each state government agency to incorporate arts and culture in their mission to serve Florida’s citizens and our state’s future.

3. Create working relationships with strategic organizations such as Chambers of Commerce, School Boards, Florida Leagues of Cities and Counties, etc.
What is needed today is coordination in leadership. By forming working partnerships with government leaders, arts advocates can seek innovative and lasting ways to incorporate the arts into public policies that reach every Floridian. Agency leaders from the Departments of Community Affairs, Education, Elder Affairs, Health, and Transportation, as well as other organizations have pledged their support for partnerships with the Department of State to incorporate arts and culture in the core missions of their respective agencies. The doors are open to demonstrate the power of the arts and culture as a resource for improving public life.

A statewide cultural leadership network offers the promise of mutual support, economic development, and strengthening public service among individual institution and community leaders. By joining forces to build audiences for every form of artistic expression, leaders build capacity for their own endeavors while strengthening the foundations of future arts and cultural institutions.

The visioning sessions focused on two primary topics related to developing and strengthening leadership.

1. Unifying the message of arts and culture--Identify a clear and consistent message for all to use to communicate the public value of every aspect of culture and the arts.

2. Broadening the constituency base--Make arts and culture in the state as inclusive as possible, bringing in all forms of expression and creating partnerships with tourism and community organizations to broaden the reach and scope of activities.

Artist Christopher Still creating “In Ages Past” part of the Florida House of Representatives Mural Project chronicling the state’s history (www.myfloridahouse.gov).
BUILDING LEADERSHIP

Secretary of State Glenda E. Hood with FACE kids upon completion of Museum of Florida History mural project at R.A. Gray Building, Tallahassee

Florida Highwaymen Artist, James Gibson
PRIORITIZED VISIONING RECOMMENDATIONS FOR BUILDING LEADERSHIP
COORDINATED BY FLORIDA ARTS COUNCIL'S STRATEGIC PLANNING TASK FORCE

1. UNIFY THE MESSAGE OF ARTS AND CULTURE
   A. Develop a “brand” or message for arts and culture.
      1. Create and “brand” a new cultural logo to incorporate arts and culture.
      2. Identify a clear, concise, and consistent message.
   B. Develop a clear communication plan and campaign that cultural organizations can utilize when speaking to key decision makers.
   C. Hold biennial statewide cultural conferences in association with either Heritage Month or post-election as a means of educating “authorizers” on public value of arts and culture.
   D. Address ways in which the Department of State can communicate more effectively with cultural constituents on issues and events, such as through websites, e-mails, and newsletters.
   E. Establish a theme for each Florida Arts Council meeting to incorporate educational opportunities; invite constituents to participate.

2. BROADEN CONSTITUENCY BASE
   A. Broaden Constituency Base.
      1. Make sure all cultural disciplines and creative industries are included (science and history museums, zoos, botanical gardens, film, graphics, recording, and materials suppliers).
      2. Create partnerships with film industry, state chambers of commerce, convention and visitors bureaus and other industries that overlap with cultural industry.

In one artist’s words … Most of us want to be heroes, and we have the ability to “just do it.” Art is never content with the obvious. It invites magic. It invites the moments that in an instant can transform our inner worlds. It invites us to look, look, look again!

Artists are not content to stand on the outside. We are willing to come center stage to co-create a society that not just values but places value on the arts—a society that is willing to pay for and invest in personal creativity, personal insights, and shared leadership … We must answer clearly why the creators of communities would not dream of having anything but art as the centerpiece of their appeal to attract business and growth … Businesses and governments are seeing the need … And they are seeking our participation.

I do believe that society is driving this change … People are redefining a better life. Quality of life once again means that people work at jobs they love and that fulfill them, jobs that help them to become who they would like to be, with time for those things they deem important. People are seeking what we [artists] have, and they don’t know how to do it! WE can be the teachers. Who better than artists to help people put together lives they value … filled with experiences that truly engage them?

Our concerns—what we care about, our passions—are becoming the new awareness, and our competencies the desired competencies … We must know who we are, we must participate in building trust and relationships, we must listen to the community to hear their longings and find our creative hooks and niches, we must collaborate on creative marketing that lets people know we can fill their need.

(Excerpt from International and Florida Touring Artist Donna Wissinger’s Keynote speech at the first Florida Artists and Presenters Network conference, April 2005.)
Florida Cultural Alliance, a statewide alliance of more than 50 county and state arts agencies and associations, is dedicated to “Building partnerships to protect and advance arts and culture” in Florida. The Alliance recognizes the vital economic, educational, and qualitative role cultural organizations and artists play in Florida’s schools and communities and in the lives of residents and visitors. Toward this end the Alliance coordinates advocacy, communication, research, and educational efforts to help build partnerships to secure a healthy environment for Florida’s diverse and vibrant arts and cultural community. The Florida Cultural Alliance maintains a website at www.flca.net, and regularly publishes facts and figures that demonstrate how arts and culture are part of the solution ... to economic development and job growth, student achievement, community vitalization, tourism development and quality of life.
Clay Pipe, British Period Circa 1763-1783, from the Collection of the Museum of Florida History, Tallahassee
The Florida Association of Museums is dedicated to enhancing professionalism within the museum community and providing the public with information about the state’s numerous large and small museums, including cultural and historic sites. Visitors to its website at www.flamuseums.org can explore Florida’s resources by region, peruse thumbnail descriptions of current exhibits and activities around the state, and even link with some museums outside the state. The association also offers continuing education and networking opportunities to museum professionals, helping them work in harmony with each other and with government.
ADVANCING DESIGN AND DEVELOPMENT

Raymond F. Kravis Center for the Performing Arts
Architectural Drawing
STAKEHOLDERS' TOP RECOMMENDATIONS FOR Advancing DESIGN AND DEVELOPMENT from Cultural Constituency Meeting held on August 12, 2004

1. Public transportation (Florida Department of Transportation) should include the arts through design and signage.

2. Look at re-use of buildings for emerging arts groups.

3. Encourage active state leadership for art in public places.

4. Create incentives for developers to include arts and culture.
The arts stimulate academic improvement and economic opportunities. They also act as a catalyst for advancing community and cultural cohesiveness. Surroundings affect communities and people. High quality design makes places come alive. Attractive parks, vibrant downtowns, lively neighborhoods, well-preserved historic structures and districts—all of these contribute to creating a healthy, livable environment.

The performing and visual arts can be understood and shared by people of all ages and cultures. Together, with the abundant variety of expressions of cultural heritage, these are significant tools to increase understanding among people of diverse cultures and ages within a community.

The visioning sessions focused on three primary topics related to fostering high quality design and development.

1. Advancing sustainability and beauty by using smart growth principles—Well designed, attractive public spaces for working, playing, and living bring people together in a community.

2. Promoting public art and placemaking—Murals, banners, sculptures, and other visual signs and boundaries help define areas and create opportunities for community pride.

3. Preserving the best of the past while promoting the best of the future using urban design principles—Encourage arts and cultural organizations to reinvest in existing facilities, which energizes downtown revitalization while creating cultural districts with local character.

"Talking Continents" by Artist Jaume Plensa, Jacksonville Veterans Memorial Arena, Jacksonville
Prioritized Visioning Recommendations for Advancing Design and Development

Coordinated by Florida Arts Council’s Strategic Planning Task Force

Florida Department of Transportation Should Include the Arts in Florida Transportation Design, Signage, etc.

A. Increase the presence of arts and culture in communities statewide and include arts in the design of statewide public transportation signage.

1. Work with Florida Department of Transportation to incorporate artistic design in their initiative for “Welcome to Florida” signage.
2. Work with Turnpike Authority, hotels, restaurants, airport and port authorities, and other groups that provide “gateways” to Florida in designing signage that is reflective of cultural heritage.
3. Continue to promote cultural districts and the Florida Main Street and Downtowns and Small Towns Programs that encourage cultural and tourism elements.

Tampa Theatre, Tampa

Baldwin Park, located just two miles from downtown Orlando, is one of the largest infill development projects in the country. Built on the site of a former Naval Training Center, the purpose was to turn a defunct military college into a sustainable, traditional neighborhood that would complement the surrounding community.

At completion, plans call for Baldwin Park to have approximately 4,000 homes, 1 million square feet of commercial and retail space, a vibrant Village Town Center, top-rated schools, abundant parks and lakes, and a pedestrian-friendly layout. Baldwin Park’s design is renowned as a world class example of modern day “place-making” - a form of artistic expression in that it requires both a singular master vision and partnership among endless participants ranging from builders and homeowners to traffic engineers and elected officials. The project has received numerous awards such as the Urban Land Institute Award of Excellence, National Arbor Day Foundation’s National Building with Trees Award, and the Palladio Awards’ New Design Award for traditional design.

Historic Palafox Street, Pensacola
"New England Autumn" by Artist Earl Cunningham from the collection of Marilyn L. and Michael A. Mennello. Photo by Philip Eschbach.
LOOK AT RE-USE OF BUILDINGS FOR EMERGING ARTS GROUPS

A. Promote re-use of existing buildings for emerging cultural groups and individual artists.
   1. Compile a compendium of existing best practices to be used as positive promotional material.
   2. Partner with real estate and development groups to identify properties that have the potential for use as art or performance space.
   3. Partner with historic preservation and heritage tourism groups that promote downtown revitalization efforts (Main Street, Front Porch, Waterfronts Florida, Downtowns and Small Towns).

Gadsden Arts Center is the outgrowth of the Main Street Program and a community-wide volunteer effort to increase cultural activities, enhance arts education, and stimulate economic growth. Gadsden Arts, Inc. operates out of a refurbished historic, family-owned hardware store. To complete the renovation, a group of dedicated and determined organizers raised nearly 90% of the needed $1.65 million from private donors. The Center is truly a community arts center, with ample gallery space to present the work of local and regional artists as well as classrooms for student and adult arts programs.

ACTIVE STATE LEADERSHIP FOR ART IN PUBLIC PLACES

A. Promote an active state campaign for art in public places.
   1. Establish an ad-hoc committee to create standards for selection of public art.
   2. Market existing public art projects.
   3. Network with public art administrator groups.

B. Create incentives for developers to incorporate art and culture into projects.
   1. Identify and promote existing/successful projects to be used as positive examples.
   2. Network with associations of developers, architects, interior designers, landscape architects, urban planners, engineers, etc. to promote the involvement of artists early in design processes for built environment projects. Encourage and support ADA and universal design concepts.
3. Reinstitute the state Design Arts Awards Program and create a marketing plan.
4. Initiate a dialogue with architecture, design and engineering schools to determine how the arts can play a role.

5. Encourage members of cultural organizations to become involved in local (county, municipal, regional) visioning and planning efforts.
Miami-Dade Art in Public Places installs art works at various area sites with the goals of enriching the public environment, preserving traditions, and enhancing artistic and civic pride. More than 700 works have been acquired or commissioned since a 1973 ordinance allocated 1.5% of new-construction costs of county buildings for art. The artists team with architects and landscape architects, historians, and engineers to ensure the “fit” of each project in its unique site, whether an airport or a metrorail station, a public housing development or police station, or a community or cultural center.

Northlake Park Community School resulted from a partnership between the City of Orlando, Orange County Public Schools, Central Florida YMCA, Orlando Regional Healthcare System, and the developer of Lake Nona. The developer used private funds to build the school, which the school district agreed to lease, and eventually to buy at a set price. Space in the school complex was allocated to the YMCA for recreational facilities and for a family wellness center. The price tag for the integrated building program was $12.6 million compared with $20 million for separate facilities. The Urban Land Institute awarded the school its Public Award for Innovative Collaboration. Northlake Park Community School has emphasized the arts and innovative media programs.

Miami-Dade County’s Strategic Planning Initiative has been bringing together community residents and leaders in the county’s planning process since 2001. Residents were invited to participate on planning teams to help create five-year plans, including recommendations for improving cultural facilities. Some results have included the installation of new public art projects at Miami International Airport, the renovation or building of cultural arts centers like the Actors’ Playhouse/
Miracle Theater, Gusman Center for the Performing Arts, and Miami Children’s Museum. Educational forums and workshops on advancing partnerships have highlighted the need to strengthen relationships among existing organizations in working to improve cultural facilities at recreation centers throughout the community.

Renovation of the Lyric Theatre was the catalyst for Stuart’s downtown renaissance. Most of the old timers still rattle off memories of the old Lyric Theatre, built in 1926, when the movies were a primary means of entertainment. Today their grandchildren—and many other people—are again filling the Lyric for live theatrical and musical performances. Instead of falling under the wrecking ball in the late 1980s, the abandoned theater came to the attention of some Martin County residents who bought the old place and began raising funds to restore it. Nearby empty storefronts, the sad results of outward sprawl, were refurbished as well and began attracting new businesses. Occupancy, once 0%, is now 100%, and rents reflect the demand. The centerpiece of Stuart’s downtown resurgence, the Lyric is also a source of cultural enrichment and local pride.
Old School Square Cultural Arts Center in downtown Delray Beach is a community gathering place that is also a nationally recognized historic preservation project. It began when local citizens raised more than $7 million to save the 1913 Delray Beach Elementary and 1925 Delray Beach High School buildings from demolition. The four-acre historic district now also encompasses the Cornell Museum of Art and History, the Crest Theatre, and, most recently, an outdoor entertainment pavilion. The Center is home to a variety of exhibits, concerts and theatrical performances, educational programs, film and other special events.

Crest Theatre at Old School Square, Delray Beach
Listed below are organizations and individuals that participated in the 2004 Visioning Project stakeholder, cultural constituency, and Strategic Planning Task Force Meetings.

Jacksonville
July 7, 2004
Bank of America Office Park

Speakers and Panelists
The Honorable Glenda E. Hood, Secretary of State
Mac Holley, Bank of America Market President, North Florida
Roy Hunt, Florida Arts Council
Robert McNulty, Partners for Livable Communities
Cheryl Riddick, Vice President for Community Leadership, The Community Foundation
Martha Barrett, Vice President and Market Development Manager for Bank of America and former Chairman of the Duval County School Board
Herschel Shepard, FAIA, Architect and recipient of the 2002 Senator Bob Williams Award
The Honorable William A. Johnson, Jr., Mayor, City of Rochester, New York

Participants
Al Lewis Historical Society
Amelia Arts Center
Barbara Fowler
Cultural Center
Florida Office of Program Policy Analysis and Government Accountability
Florida’s Eden
Jacksonville Museum of Modern Art

Philadelphia Museum of Art
RMK Reynolds
Robert White
Sprint
St. Augustine Chamber of Commerce
St. Joe Company
Suzan Teate
Tallahassee Museum of History and Natural Science
University of Florida
University of Florida, Center for Children’s Literature & Culture

Tampa
July 8, 2004
Tampa Bay Performing Arts Center

Speakers and Panelists
The Honorable Glenda E. Hood, Secretary of State
Steve Raney, Bank of America Market President, Tampa Bay
Sibille Pritchard, Florida Arts Council
Robert McNulty, Partners for Livable Communities
Richard Gonzmart, President, Columbia Restaurant Group
John Graham-Pole, MD, MRCP, Shands Hospital Arts in Medicine Programs
The Honorable David Armstrong, former Mayor of the City of Louisville, Kentucky

Participants
AARP
Academy at the Lakes
Alachua County Cultural Affairs
Maria Antonete
Artists Unlimited
Arts Council of Hillsborough County
Betu Mason

Seaside Music Theatre, Daytona Beach

Museum of Science and Industry
New Port Richey City Council
New Port Richey Main Street
Office of House Speaker Johnnie Byrd
Office of State Representative Arthenia Joyner
Office of State Senator Michael Bennett
Office of State Senator Tom Lee
Pinellas County Arts Council
Pinellas Public Library Cooperative
Polk Museum of Art
RBC Dain Raucher
Ringling School of Art and Design
Ron Mason
Sarasota Arts Council
Studio @ 620
Tallahassee Cultural Resource Commission
Tampa Arts and Cultural Affairs
Tampa Bay Business Committee for the Arts
Tampa Bay History Center
Tampa Bay Partnership
Tampa Bay Public Art Commission
Tampa Downtown Partnership
The Honorable Faye Culp, State Representative, District 57
Todd Farha
University of Central Florida
University of Florida Performing Arts Center
University of Florida, Contemporary Art Museum
University of South Florida
University of South Florida, Center for Creative Aging
Verizon
VISIT FLORIDA
Dar Webb
WCI Communities
Well Care
Winthrop Barn Theatre

MIAMI
JULY 9, 2004
FAIRCHILD TROPICAL GARDENS

Speakers and Panelists
The Honorable Glenda E. Hood, Secretary of State
Vincent Tria, Real Estate Market Manager for South Florida, Bank of America Guest Speaker
Alejandro Aguirre, Florida Arts Council
Robert McNulty, Partners for Livable Communities
Tony Rogers, La Salle Financial Group
Lilia Garcia, Division of Life Skills, Miami-Dade County Public Schools
Anthony Abbate, Architect
Carol Coletta, President, Coletta & Company

Participants
Beacon Council
Beth Rovitz, Artist
Broward County
Broward County Library
Broward Cultural Affairs Division
Broward Performing Arts Center
Broward Urban River Trail
Citibank
City of Homestead
City of Miami, Bayfront Park
Coconut Grove Playhouse
Diaro Las Americas
Fairchild Tropical Gardens
Florida Atlantic University
Florida International University, School of Architecture
Green Sky Design
Lydia Rubio, Artist
Miami Art in Public Places
Miami Art Museum
Miami Beach Botanical Gardens
Miami Book Fair International
Miami Children’s Museum
Miami City Ballet
Miami Performing Arts Center
Miami-Dade Community College
Miami-Dade Dept. of Cultural Affairs
Office of State Senator Gwen Margolis
Palm Beach Community College
RE&D Design Group
Red Design Group
Tobey Archer, Artist
University of Miami, School of Music
Video Dynamics
Young at Art Children’s Museum

ORLANDO
AUGUST 12, 2004
ROLLINS COLLEGE

Speakers
The Honorable Glenda E. Hood, Secretary of State
Ed Timberlake, Orlando Market President, Bank of America
Margo Bindhardt, Florida Arts Council
Robert McNulty, Partners for Livable Communities
Tim Laney Boza

Participants
Albin Polasek Museum
Arts Council of Hillsborough County
Arts Council of Northwest Florida
Arts for a Complete Education
Atlantic Center for the Arts
Ballet Florida
Brevard Cultural Alliance
Broward Center for the Performing Arts
City of Orlando
Crealde School of Art
Cultural Center
Cultural Council of Duval County
Cultural Council of Indian River County
Cultural Cruise
DeLand Museum Guild
Depot Museum
Enzian Theatre
Festival of Orchestras
Florida Atlantic University
Florida Office of Program Policy Analysis and Government Accountability
Florida Southern College
Florida’s Heartland Heritage Foundation
Heartland Cultural Alliance
Lake County Economic Development and Tourism Council
Lake Wales Arts Council
Mad Cow Theatre
Martin County Arts Council
Miami-Dade County Cultural Affairs
Museum of Science and History
O.V.A.L
Office of State Senator Lee Constantine
Open House of Arts
Orange County Arts and Culture
Orange County Regional History Center
Orlando Ballet
Orlando Museum of Art
Orlando Opera

STRATEGIC PLANNING TASK FORCE MEMBERS

Facilitator
William Nolan

Florida Arts Council
Sibille Pritchard
David Bear
Margo Bindhardt, Ex Officio
Jacqueline Bradley
Stanley Levine
Jeffrey Tucker
John Whitney Payson

Field Representatives
Melinda Chavez, Tampa Bay Business Committee for the Arts
Lisa-Marie Confessore, Florida Craftsmen
Malinda Horton, Florida Association of Museums, Florida Trust for Historic Preservation, and the Florida Archaeological Council
Sherron Long, Florida Cultural Alliance, Florida Association of Local Arts Agencies, and the Florida Professional Theatres Association
Donna McBride, Tampa Bay Performing Arts Center
Kerri Post, VISIT FLORIDA
Bob Radock, Arts for a Complete Education (ACE)/Florida Alliance for Arts Education (FAAE)
Ari Solotoff, Pensacola Symphony
Tom Thielen, Florida Dance Association
Marian Winters, VSA arts of Florida
Before Hollywood became the center of major American movie productions, Jacksonville, Florida was home to several silent film studios, one of which was Norman Studios. At a time when films portrayed African Americans using negative stereotypes, black characters featured in the films of Richard Norman were portrayed with dignity and respect.

From the collection of the Museum of Florida History, Tallahassee

Ashley Judd played the leading role of Ruby, a young woman who left a dead-end existence in the hills of Tennessee for a more promising future in Panama City Beach. This low-key character study was Judd’s movie debut. The film was written and directed by independent filmmaker Victor Nunez and won the Grand Prize at the 1993 Sundance Film Festival.

From the collection of the Museum of Florida History, Tallahassee
Our sincere gratitude to Bank of America, Florida for their generous sponsorship of the Florida Arts Council’s Visioning Project and their support of arts and cultural development within our state.

We also thank Partners for Livable Communities for their facilitation of the visioning process, VISIT FLORIDA for their continued partnership, and the Florida Cultural Alliance for providing statistical information from their “Economic Impact of Florida’s Arts and Cultural Industry” and “Arts & Culture—Part of the Solution” series.

Jeb Bush, Governor
Glenda E. Hood, Secretary of State
State of Florida
Florida Department of State
Office of Cultural and Historical Programs
500 South Bronough Street
Tallahassee, Florida 32399-0250
(850) 245-6470
www.Florida-Arts.org
www.FLheritage.com
Greetings!

It is my pleasure to present this copy of *Culture Builds Florida’s Future*, a new strategic plan for arts and culture in the State of Florida. We hope you will enjoy and utilize this publication. The Visioning and Planning Process was made possible through the generosity of Bank of America, and the consulting services of Partners for Livable Communities.

Recognizing the potential that the arts hold for communities as a whole, the Florida Department of State and the Florida Arts Council embarked on a “visioning” process developing a strategic plan to redefine the role of arts in Florida’s communities by gaining a broader base of partnerships. Through a series of public stakeholder sessions and subsequent task force meetings, recommendations for the new plan were developed which are detailed in this publication. I sincerely hope that this will be widely used as a tool in establishing the importance of these investments. It is also filled with exquisite images and unique success stories of programs and projects implemented by artists and arts organizations across Florida.

Statewide, Florida’s arts and cultural industry plays a significant role in diversifying and strengthening Florida’s economy as one of the fastest growing industries in the state. According to a recent study, the arts’ annual statewide economic impact has grown from $1.7 billion in 1997 to over $2.9 billion. In fact, in a 12-year period, the arts and cultural sector of our economy grew more than the state’s economy as a whole. Audience participation statewide exceeds 400 million annually. The non-profit arts and cultural industry supports over 28,000 full-time jobs in our state and an estimated 7 million out-of-state tourists who came to Florida in 2001, visited cultural facilities or attended cultural events. The average cultural tourist spent $588.30 on their trip, resulting in direct spending of $4.5 billion. The total impact of these expenditures on the state’s economy amounted to $9.3 billion, creating 103,713 jobs and incomes of $2.6 billion. As you can see, I strongly believe the arts are a vital tool for stimulating economic activity! These numbers only validate what many of us involved with the arts have been saying for years.

This plan will continue to be a living document. We look forward to an ongoing dialogue as we build partnerships and create innovative ways to enhance lifelong learning, further economic stability, and promote healthy, livable communities through the arts. I am grateful to the many individuals throughout Florida who volunteered their time and resources to help make this vision a reality.

Secretary of State Glenda E. Hood
In November 2003, the Florida Arts Council, Florida Department of State, and Partners for Livable Communities embarked on a year-long visioning project bringing together business, government, and arts leaders to initiate the development of a ten-year cultural plan for our state. Public meetings were held in Jacksonville, Tampa, Orlando, and Miami to share ideas and discuss the positive impacts of arts and culture. Business people, such as architects, city planners, realtors, artists, politicians, professors, local arts organizations, and other interested citizens met to recommend ways in which arts and cultural organizations can work toward meeting four significant goals aimed at building Florida’s future. The goals are: strengthening the economy; learning and wellness; design and development; and leadership. Bank of America demonstrated their commitment to our state’s communities by providing funding support for this project.

As a result, in April 2005, Florida’s First Lady Columba Bush, Secretary of State Glenda E. Hood, Department of Health Secretary John Agwunobi, Department of Education Commissioner John Winn, Department of Elder Affairs Secretary Carole Green, and Department of Community Affairs Secretary Thaddeus Cohen, gathered in the House chambers of the Old Capitol to kick off the statewide campaign, *Culture Builds Florida’s Future*. Mrs. Bush spoke to the role that arts play in defining our cultural heritage, noting that, “Through art, we celebrate our history, our diversity and our humanity.” Agency leaders discussed the importance of the arts to their constituencies. Secretary Green described how arts programs enhance the lives of Florida seniors, and Commissioner Winn emphasized the importance of arts education in Florida schools. Secretary Cohen outlined how cultural arts enrich Florida communities by attracting tourism and encouraging historic preservation, and Dr. Agwunobi noted that, “Before medicine was a science, it was an art,” recognizing the origins of traditional medicine and its role in early communities. Secretary of State Glenda Hood thanked the First Lady and agency leaders for their extraordinary commitment to the new cultural strategic plan, noting that each of us shares the responsibility to be advocates for economic development in Florida.

As chair of the Florida Arts Council, it has been my great pleasure to work with Florida’s citizens, educators, business and community leaders in this project to provide a cultural plan for our state. I would like to recognize the outstanding leadership of three former Chairmen of the Florida Arts Council: Alejandro Aguirre, Margo Bindhardt, and Beth Mason. It is through our combined efforts that this important project has reached a successful outcome and I am grateful to have worked with such strong advocates for the arts. Further information about *Culture Builds Florida’s Future* may be found at www.Florida-Arts.org.

Sibille Pritchard
Chairman, Florida Arts Council