

# ArtsWork!

October 2006

*Arts and Culture - part of the solution...*

"74.9% of Florida visitors participate in cultural activities... It is important to understand the factors making Florida an attractive destination and to retain and enhance those factors."

**Florida Tax Watch Tourism Research Report**

"Arts-based education is a money- and time-saving option for states looking to build skills, increase academic success, heighten standardized test scores, and lower the incidence of crime among general and at-risk populations."

**National Governors Association**

"World-class scientists demand the best in cultural, educational and recreational offerings when they're deciding where to do their research."

**President, Scripps Research Institute**

"Quality of life issues such as environmental protection, infrastructure, historic preservation, libraries, and cultural arts should be integrated into a smart growth policy for economic diversification."

**Enterprise Florida Roadmap to Florida's Future**

"Policy makers across the country are finding that a relatively modest investment in culture frequently pays big dividends. Support for the production, distribution, and infrastructure of the arts is critical to success in tourism, attracting business interests, economic development, and quality of life issues. Further, the arts are a core academic subject in our schools as set forth in the federal "No Child Left Behind" Act, noting that they contribute to student success and workplace development and encouraging commitments to ensure that all students have access to strong and sequential arts education through primary and secondary school."

**National Conference of State Legislatures**

**Dear Gubernatorial Candidate Crist:**

Congratulations on your primary win. Your commitment to Florida is greatly appreciated. I, too, care about Florida and its future, especially the advancement of Florida's arts and cultural resources, including arts education, humanities, and historical resources. Enclosed is a position paper that outlines what Florida's arts and cultural constituency requests of the next governor. Your responses to the enclosed suggestions are appreciated.

**We say Florida's arts and cultural resources help...**

- strengthen trade relations
- create community livability
- prevent crime
- create jobs
- increase academic success
- spur economic development
- attract businesses to relocate
- attract and extend tourists' visits

**Now, many national and state organizations and businesses are saying it.**

For example, did you know arts and cultural resources was one of the main factors Scripps Research Institute and Burnham Institute for Medical Research considered when they made their decisions of where to build their Florida operations?

**Now, what do you say?**

Will you support the enclosed list of suggestions?

**State-policy leadership** sends a clear message to local governments and to the private sector that **arts and cultural resources are a priority for Florida's future** as a great place to live, visit, and do business.

**Working together**, through strong public-private partnerships, we can increase residents' and visitors' opportunities to participate in arts and cultural activities. We can leverage the full power of these resources to attract businesses, increase tourism, cultivate international commerce, improve education, and revitalize communities throughout Florida.

Name: \_\_\_\_\_

Organization/Business (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**P.S. Thank you for your thoughts to support a strong state policy for Florida's arts and cultural industry.**

# Arts *Work!*



*Thank you  
for your  
time and  
commitment  
to our State.*



For specific examples of how arts and culture are part of the solution to many challenges facing our State and communities, call or e-mail the Florida Cultural Alliance at 561-848-6231 or [FLCULALL@aol.com](mailto:FLCULALL@aol.com).

## Will you as governor lead the way to...

**1**

### ***Strengthen the arts and cultural “product”?***

- a. Restore and strengthen the state's investment in the core arts and cultural line items that support hundreds of programs in the state. Florida's per capita investment for the Division of Cultural Affairs' (DCA) arts and cultural program grants has decreased by 40%: from \$1.02 in 1995-96 to 62¢ in 2006-2007. To restore the buying power of the state's arts and cultural investment to 1995-96 levels, a minimum annual appropriation of \$22.5 million is necessary for the core DCA program line items.
- b. Restore and strengthen the state's investment in the humanities and historical resources.
- c. Protect and honor the Department of State's grants-review process as an open, fair, and accountable system for the State's investments in Florida's arts, cultural, and historical industry.

**2**

### ***Adopt arts education measures for higher student achievement?***

- a. Align the *Florida Statutes* with the *No Child Left Behind Act* by defining the visual and performing arts as part of the core curriculum.
- b. Revise the middle school requirements to include at least one full credit of study in one of the visual or performing arts.
- c. Implement policies that provide all students in Florida schools, from Pre-K through college, with equitable access to high quality visual and performing arts instruction and experiences.
- d. Include the arts in the development of workforce categories and career academies.

**3**

### ***Improve our arts and cultural infrastructure?***

Support, through policy and funding, the Divisions of Cultural Affairs' and Historical Resources' facilities' projects that are recommended for funding by the established grants-review processes.

**4**

### ***Increase awareness of and participation in the arts and other cultural events and activities?***

Forge and strengthen working collaborations with economic development; tourism; education; business; and local, state, and federal partners (e.g., Enterprise Florida, Visit Florida, Florida Department of Education, Department of Children and Families, Florida Chamber, and others).

**5**

### ***Appoint leaders who will speak up for arts and cultural resources?***

Appoint people, such as secretary of state, commissioner of education, university board trustees, task force members, and others, who will speak up and support the vital role Florida's arts, cultural, and historical resources play in the overall health and vitality of our State.

**6**

### ***Work in partnership with statewide arts, cultural, and historical organizations?***

Communicate and engage in partnerships with statewide organizations such as the Florida Cultural Alliance, Florida Alliance for Arts Education, Center for Fine Arts Education, Florida Humanities Council, Florida Association of Museums, Florida Arts Council, Florida Historical Commission, Florida Folklife Council, and others to help establish strategies, policies, appointments, and funding recommendations to advance the arts and cultural industry.

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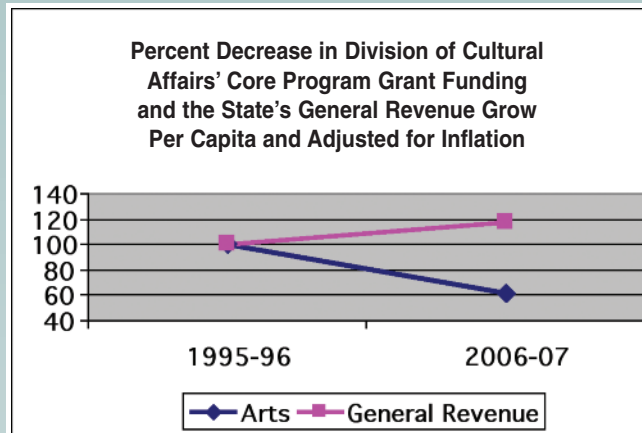
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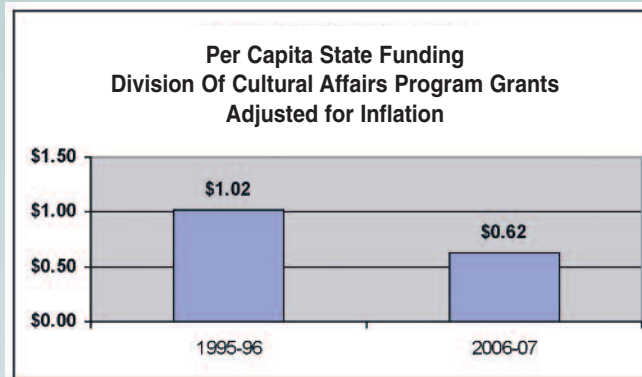
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## State of Florida Investment Declining in Support of Arts and Cultural Program Grants\*

Florida's general revenue has grown by 20% above the rate of population growth and inflation since 1995-96; however, the state's investment in arts and cultural program grants\* has decreased by approximately 40%.



Florida's overall spending per capita in 1995-96 was \$3,590.74. In 2006-07, it is \$4,045.22 per capita.



Florida invested \$1.02 per capita in these core program grants in 1995-96. In 2006-07, the State investment, when adjusted for inflation, is 62¢ per capita -- a 40% decrease.

Year	Actual State Appropriation, to date, for these 7 Core Statewide Program Grant Line Items.	State Funds Actually Needed to Restore Spending Power to 1995-96 Levels for These 7 Core Program Grants Line Items*
2006-07	\$11,364,622	\$18,530,638
2007-08		\$19,441,392
2008-09		\$20,396,908
2009-10		\$21,399,387
2010-11		\$22,451,136
2011-12		\$23,554,576

To restore the buying power of the State's arts and cultural investment to 1995-96 levels, a minimum annual appropriation of \$22.5 million is necessary for the Division of Cultural Affairs' seven core program-grant line items.

\*Includes Division of Cultural Affairs 7 program-grant line items only: Arts in Education, Cultural Institutions Program, International Cultural Exchange, Local Arts Agencies/State Service Organizations, Science Museum Grants, Statewide Arts Grants, and Youth and Children's Museums. This analysis does not include cultural facilities, challenge, or cultural endowment matches.

Prepared by the Florida Cultural Alliance from data analysis conducted by Dr. William B. Stronge, an economist at Florida Atlantic University.