

# Arts & Culture Work!

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FOR DISCUSSION ONLY**

October 2010

## National and State Organizations And Business Know that

### Arts and Culture ARE Part of the Solution. . .

*“Florida’s state and local leaders must persist in their efforts to maintain vibrant and safe communities, local character, and arts, culture, and natural amenities to ensure their global competitiveness. . . Strengthen the integration of cultural organizations and assets into economic development planning.”*

#### Enterprise Florida’s Roadmap to Florida’s Future 2010-2015 Strategic Plan for Economic Development

“. . . policy makers would be prudent to continue to invest grant dollars towards **Arts, Culture, and Historic resources** as a way to help rebuild and sustain Florida’s economy and give our state the competitive edge to attract, sustain, and advance tourism, commerce, a skilled and creative workforce, jobs, downtown and neighborhood revitalization, health and wellness, key business relocation, and substantial returns on state investment.”

#### Associated Industries of Florida’s Economic Stimulus Package 2.0

*“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.”*

#### National Conference of State Legislatures

*“Arts 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

*“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.”*

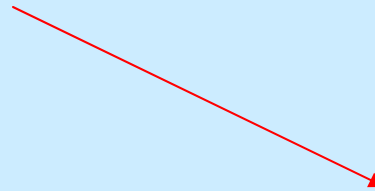
#### Florida Tax Watch Tourism Research Report

**Want Additional Information?  
E-mail the Florida Cultural Alliance  
at [info@flca.net](mailto:info@flca.net)**

Dear Gubernatorial Candidate Sink:

Congratulations on your primary-election win. Your commitment to our State is greatly appreciated. I, too, care about Florida and its economic recovery and future, especially Florida’s investment in its arts and cultural resources, which has been cut by 95% over the last four years.

**FY 2006-2007— \$34.4 million\***



**FY 2010-2011 — \$1.6 million\***

Florida was a leader in arts and cultural development, ranking 2nd in per capita funding in the country — **it now ranks 49th and only invests 5¢ per Floridian.**

Studies, research, and everyday-working examples throughout our State demonstrate this critical creative industry contributes significantly to Florida’s overall economic and qualitative recovery and future health:

- **employs over 88,326 full-time jobs**
- **generates over \$3.1 billion in local economic activity**
- **delivers \$446.5 million in local and state government revenue — a \$5 return to government for every \$1 invested**

State-policy leadership sends a clear message to local governments and to the private sector that **arts and cultural resources are part of the solution to Florida’s economic recovery and future.**

Working together, we can leverage the full power of these creative resources to attract and retain businesses, increase tourism, cultivate international commerce, improve education, and revitalize communities throughout Florida.

I support the positions outlined on the next page, and sincerely request that you will lead the way to champion these positions to sustain and strengthen Florida’s arts and cultural resources for the residents and tourists of our State. Thank you.

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

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

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

\* Includes some funding from the National Endowment for the Arts  
The economic numbers are from the *Arts & Economic Prosperity III Study for Florida*

## We are counting on you as governor to lead the way and work to . . .

### **1 Strengthen Florida's investments in its creative industries.**

- a. Restore and strengthen Florida's investment in arts and cultural grants. Florida now invests just 5¢ per Floridian on its arts and cultural resources, which places Florida at 49th in per capita funding in the country. The State has cut 95% of arts-and-culture-grant appropriations in just four years.
- b. Restore and strengthen the State's investment in the humanities and historical resources.

### **2 Adopt arts education measures for higher student achievement.**

- a. Define the visual and performing arts as part of the core curriculum.
- b. 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.

### **3 Increase awareness of and participation in arts and culture.**

Initiate and develop 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) to help create greater awareness of and participation in the arts, arts education, culture, humanities, and historical activities and events.

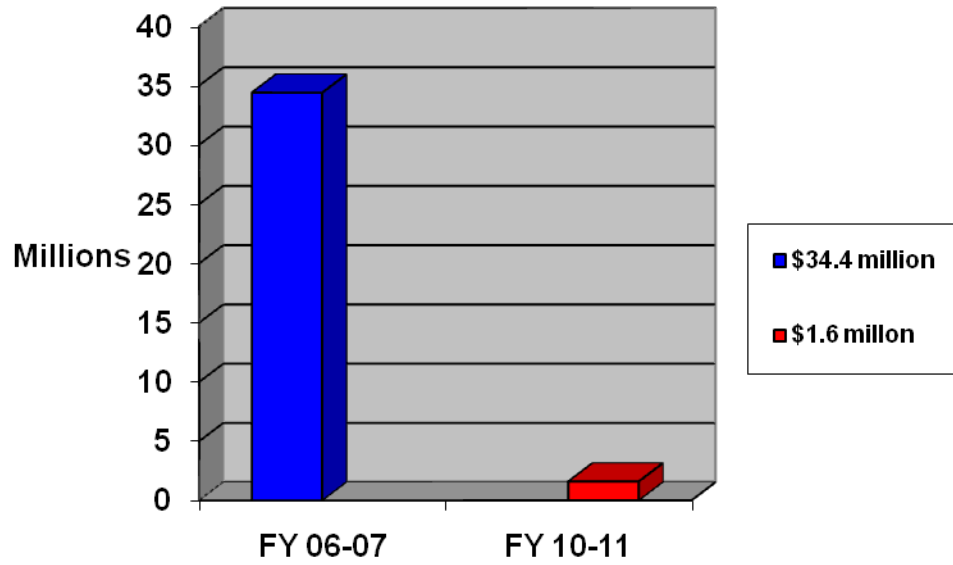
### **4 Appoint leaders who will include arts and culture in policy development.**

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 roles Florida's arts, arts education, cultural, humanities, and historical resources play in the overall economic and qualitative health of Florida.

### **5 Work 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, Florida Association of Museums, Center for Fine Arts Education, Florida Humanities Council, Florida Council on Arts and Culture, Florida Historical Commission, Florida Folklife Council, and others to help establish goals, policies, strategies, appointments, and funding recommendations to advance arts, arts education, humanities, cultural, and historical resources. These creative resources are major economic and qualitative catalysts that work everyday throughout our State to build Florida's economy and quality of life.

### Florida's Support for Arts & Culture A 95% Reduction



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