

The following was compiled from Enterprise Florida documents by the Florida Cultural Alliance — updated June 2007

Status of Arts and Cultural Resource Statements in Enterprise Florida's **PREVIOUS** and **REVISED** Statewide Economic Plans:

PREVIOUS Roadmap to Florida's Future — 2004-2009 Strategic Plan for Economic Development — Statements and Positioning of Arts and Cultural Statements. Please refer to the tabbed and highlighted sections on the enclosed pages of Enterprise Florida's **PREVIOUS** and **REVISED** documents.

Previous Plan Page 4: Mention of participation of historical and cultural arts advocates in their regional meetings

Previous Plan Page 5: Mentioned in numbers 7 and 8 of the **TOP 10 Recurring Themes:**

7. Transition from growth management to integrated comprehensive planning incorporatinghistoric preservation, and arts and culture with an outcome driven rather than process driven approach that is incentive based rather than penalty based.
8. Integrate creative community assets including arts, culture, historic preservation, museums, libraries, human services, film and entertainment as elements in economic diversification efforts.

Previous Plan Page 6: Listed as KEY Building Blocks for Florida's Future:

Solid foundations in education, workforce, infrastructure, historic preservation, arts and culture with seamless alignment to economic development.

Under Goal on page 6: Diversify Florida's Economy for Global Competitiveness, note arts and culture as key foundations

Previous Plan Page 7: Priority Recommendations under Guiding Principles:

Partnerships: Broadening of economic development with stronger linkages: Economic development is dynamic. To enhance Florida's competitiveness, linkages between education, workforce, infrastructure, cultural foundations and diverse engines of economic development must be seamless.

Important Note: This statement is also in the revised version; however, how they define cultural in this context probably does not refer to arts and cultural resources, but the diverse multicultural demographics of our state.

Status of Arts and Cultural Resource Statements in Enterprise Florida's **PREVIOUS** Statewide Economic Plan continued :

Under Priority Recommendations: 1. Ensure Florida's global business leadership with the successful recruitment of the FTAA Permanent Secretariat and the expansion of global markets for tourism, trade, investments and cultural diplomacy.

Previous Plan Page 8: Under Priority: Ensure Florida's Leadership for Global Commerce

Expand and diversity Florida's market share for global tourism, trade, investment and cultural exchange.

Under Business Case: States are increasingly turning to arts and cultural exchanges to help establish, accelerate and reinforce trade relationships. For maximum impact, Florida's international strategy should also leverage international tourism, trade, investment, education and cultural exchange in high impact initiatives such as the Governor's Team Florida international missions.

Previous Plan Page 9: For an integrated international strategy, the Governor's Team Florida International Missions should include international trade, investment, tourism, education and cultural exchange programs to help establish, accelerate and reinforce international relationships.

Previous Plan Page 22: Rural Development

The arts and historic preservation should be an important part of rural quality of life and diversification strategies.

1. Enterprise Florida should spearhead the development of regional customized economic stimulus proposals for Rural Areas of Critical Economic Concern. These proposals should be developed in partnership with a diverse team to include:

.....Department of State, Cultural and Historical Programs

**Status of Arts and Cultural Resource Statements in Enterprise Florida's
PREVIOUS Statewide Economic Plan continued :**

Previous Plan Pages 25 & 26: Priority: Establish a Comprehensive Smart Growth Policy for Sustainable Economic Development, Diversification and Quality of Life

Update and modify Florida's growth management system to encourage the best use of integrated planning. . . .historical preservation, libraries, cultural arts and other quality of life factors.

Educate Floridians on the integral link between historic preservation, cultural arts, land use and the environment, tourism and economic development.

Under Business Case:

A process that is broader to include the nurturing of creative communities with attention to historic preservation, libraries, cultural arts and other key quality of life issues.

Another recurring theme was the importance of preserving and enhancing Florida's quality of life issues and creating viable and livable communities. Studies document that vibrant historical and cultural arts communities are key to tourism as well as business. They positively impact Florida's tourism industry by creating jobs and help to revitalize downtown areas and rural communities.

Previous Plan Page 26: Under Recommended Action:

2. 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.

**Arts and Cultural Resource References in Enterprise Florida's
REVISED Statewide Economic Plan listed on next page.**

Arts and Cultural References in Enterprise Florida's REVISED Statewide Economic Plan :

Revised Plan Page 22: Mention of participation of cultural arts advocates in their regional meetings.

Revised Plan Page 4: Establishing Guiding Principles:

Broadening of economic development with stronger linkages: Economic development is dynamic. To enhance Florida's competitiveness, linkages between education, workforce, infrastructure, cultural foundations and diverse engines of economic development must be seamless.

Important Note: This statement is also in the previous version; however, how they define cultural in this context probably does not refer to arts and cultural resources, but the diverse multicultural demographics of our state.

Revised Plan Page 6: Mentions under Career Academies the Creative Arts Institute in Okaloosa County.

Revised Plan Page 24: Under Entrepreneurship — these are ONLY reference quotes/statements from outside reports for local and regional initiatives, not key state action statements for their REVISED statewide economic plan for Florida.

In addition, emphasizing the factors most important in attracting the creative class (e.g., culturally rich communities and the perception of Florida's communities as progressive and stimulating places), several regions have initiatives to actively cultivate the creative class. Thus, given the strong correlation between the location decisions of this class of workers and job and income growth, local and regional investments in creative infrastructure (e.g., arts, culture, history, and libraries) have become more important. **NO MENTION OF STATE INVESTMENTS OR INITIATIVES.**

Revised Plan Page 31: Priority Recommendations

Under Business Case: For geographical, historical, and cultural reasons, Florida has a competitive advantage in capitalizing on the process of globalization.

IMPORTANT NOTE: There are no references below this statement to Florida's rich and diverse arts and cultural resources. Cultural exchanges were mentioned in the previous planning document, but not the revised document.