



State of the Arts in O. C. Annual Report



Presentation to the
Board of County
Commissioners
September 21, 2004

Facing the Storm



When Hurricanes Charley & Frances roared into town, the arts organizations, like everyone else, were affected.

Parking Garage Damage



Art and Cultural facilities received more than half a million dollars in damage and cultural organizations lost nearly \$100,000 dollars in revenue from cancelled performances or gallery hours.

Facility Damages / Lost Revenue



Melody Manor

- Est. Damage Facilities \$621,647
- Lost Revenue \$99,640

Of course those numbers are not exact as we are still tallying the damages. But the arts were also some of the first to begin helping the community recoup. Several of our institutions who are used to hosting tens of thousands of youth during the year created instant youth camps to help working parents whose children were suddenly out of school or opened their doors to provide educational opportunities amidst the storm aftermath . Other arts groups hosted benefit performances and raised food and cash for social service agencies or donated T-shirts and literacy materials.

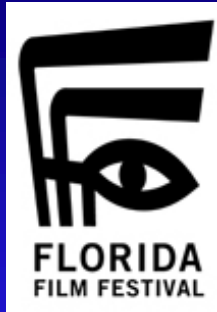
How does Orlando stack up



The arts are active and important in our community. But they are young and fragile. According to United Arts the combined budgets of our major cultural organizations is around \$26 million compared to \$54 million in Memphis and \$68 million in Charlotte – older cities with a similarly sized service area.

Orange County's partner, United Arts, helped raise and invest \$4.2 million in 53 organizations and provided \$700,000 for programs in schools, collaborative marketing and community events like *ArtsFest*. Orange County's investment in United Arts was slightly under a million dollars.

Funded Projects



Although the Arts & Cultural Affairs program has received less than 20% of the TDT revenues originally intended for the program in its first few years, its investment in the community has made a significant impact. This year, through a three-party contract with United Arts and the Orlando/Orange County Convention and Visitor's Bureau, the CVB was engaged to conduct training sessions and then to compile and analyze attendance statistics from the major TDT funded projects so we could have a common ground upon which to evaluate the TDT-funded projects.

Measurable Audience



Zora Neale Hurston Festival

Audience intercept interviews were conducted at the Association to Preserve Eatonville Community's Zora Neale Hurston Festival, the Enzian's Florida Film Festival and the Orlando Museum of Art's Chihuly Across Florida Exhibition. The training sessions prepared interviewers to ask targeted questions so we could accurately identify incremental visitors; those out-of-area visitors whose main reason for coming to Orlando was to visit the festival or exhibit—people who would not be here spending money in our community if it weren't for that specific cultural event, and if they had not heard about that cultural event.

Total Spending

- Total spending
\$13,083,924
- INCREMENTAL spending
\$3,982,860

These three events brought our community 21,695 INCREMENTAL visitors who spent almost \$4 million dollars here (\$3,982,860). When all the attendees who purchased a ticket to these three events were included in the survey, the total spending in our community was over \$13 million dollars. The TDT investment in these events was \$408,000.

World Renowned Art in Orange County



The Zora Neale Hurston Festival may be one of the premiere African-American Heritage events in the world, the Florida Film Festival may be one of the top 10 film festivals in the world, the Chihuly Exhibition may have been the biggest display of Chihuly glass ever, but the rest of our arts community, despite our youth and lack of financial resources continues to put Orlando on the map culturally.

We were fortunate to have the world-renowned Fernando Bujones sign another contract to lead the Orlando Ballet. The Morse Museum continues to house the world's largest collection of Tiffany glass. And as was evidenced in the application review sessions we've been holding this month it is obvious that the creation of this program has helped our arts groups to have a more regional, national and even in some cases international focus on marketing that will benefit them and Orange County even after the project is completed.

We're fortunate to have David Odahowski with us today to reflect on where we've come from. Mr. Odahowski chaired the finance subcommittee of the Task Force appointed by then Chairman Martinez and lead by Harvey Massey.

The Arts & Cultural Affairs Advisory Council has taken seriously its mission of elevating Central Florida's arts and culture to the status befitting our world-class community in its brief two-and-one-half years.

Arts Task Force



Harvey Massey

Chair



Jerry Hilbrich, new board chairman of the Heart of Florida United Way, shown on Sept. 7, 2000, in Orlando (Orlando Sentinel photo).

Jerry Hilbrich

Committee Chair



Dean Seidel

Committee Chair



David Odahowski

Committee Chair

Ed Baxa

Dana Boyte

Pat Christiansen

Anna Devilliers

Bill Donegan

Monique Edwards

Nicholas Gledich

Nancy Jay

N.Y. Nathiri

Bill O'Toole

Canara Price

Brenda Robinson

Harris Rosen

Ruth Toler

Dave Tompkins

We're fortunate to have David Odahowski with us today to reflect on where we've come from. Mr. Odahowski chaired the finance subcommittee of the Task Force appointed by then chairman Martinez and lead by Harvey Massey.

Thank You Mr. Olson.

My name is David A. Odahowski and I am the President of the Edyth Bush Charitable Foundation and I was honored to be a member and one of the committee chairs for the Arts and Cultural Affairs Task Force.

The Arts and Cultural Affairs Task Force was established in October of 2000, under Chairman Martinez with the strong support and advocacy of Commissioner Homer Hartage. It is important to note, however, that mid way through what would be an 8 month process, on January 25, 2001, to be specific, Chairman Crotty was appointed County Chairman and subsequently has been elected to the position of County Chairman, he provided continuous support and leadership to the Task Force, it's mission, members and staff, and for this we are forever grateful.

The Chair of the Task Force was Harvey Massey, President of Massey Services, with Commissioner Homer Hartage, serving as Vice Chair. Mr. Massey would have been here today but for a long-standing commitment to be out of town. The mission of the Task Force was to: "create the foundation for elevating arts and culture to all citizens of Orange County and Central Florida to a level that reflects our status as a world class community."

The Task Force was composed of 19 citizen members and they are listed on your slide presentation. The Task Force divided its work into three working committees. Jerry Hilbrich, the former Managing Partner of KPMG led the Inventory of the Arts and Cultural Initiatives Committee; Dean Kathryn Seidel led the Arts and Cultural Initiatives in Education Committees; and I as President of the Edyth Bush Charitable Foundation lead the Funding and Corporate Involvement and Partnership Committee.

The Task Force conducted their work in "the sunshine" seeking data, ideas, best practices and public testimony from government, business, nonprofits and citizens alike, over the course of 8 months.

Recommendations were made to the Orange County Board of County Commissioners on May 1, 2001. Through this citizens lead process involving interested parties from across this community, a commitment was mad to allocate 3% of the first 4 cents of the Tourist Development Tax revenue to the Arts and Cultural Affairs Office and to the Arts and Cultural Affairs Advisory Council.

ADVISORY COUNCIL MEMBERS

- ◆ Judy Albertson
- ◆ Elisha Gonzalez-Bonnewitz
- ◆ Bud Brewer
- ◆ Pat T. Christiansen
- ◆ George Fender
- ◆ Anne Cochran Grey
- ◆ Comm. Homer Hartage
- ◆ Ford Keine
- ◆ Shannon McAleavey
- ◆ Bertica Morris
- ◆ Jackie Perkins
- ◆ Garritt Toohey
- ◆ Tico Perez

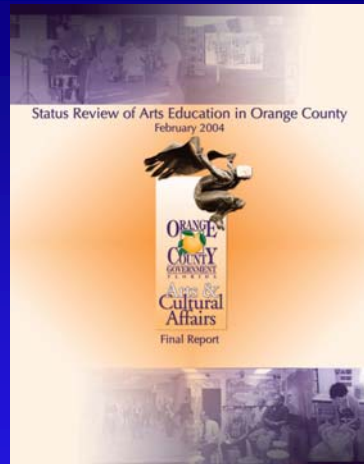
[Mr. Christiansen praised the active involvement of the Council.]

Education & Community Resources

- Anne Grey, Chair
- Bob Beatty, Vice Chair
- Jan Clanton
- John Edwards
- Ella Gilmore
- Elisha Gonzalez-bonnewitz
- Rita Lowndes
- Nancy Brown - alternate
- Tom Porter
- John Sinclair
- Becky Stafford
- Theo Webster

[Mr. Christiansen reminded the Commissioner's of the importance of Arts Education that the Task Force reported and praised the work of the Education & Community Resources Committee]

Status Review of Arts Education



[Mr. Christiansen reported on the significant work done last year to give us a picture of where we are. Now the Education & Community Resources Committee will develop plans to act on the findings in order to improve arts education in Orange County]

Public Art Committee

- Judy Albertson Chair
- Que Throm Vice Chair
- Ricardo Aguilar
- Arthur Blumenthal
- Carolyn Fennel
- Susie Findell
- Robert Higgins
- Michael Houston
- Marena Grant
Morrisey
- John Warbington

[Mr. Christiansen also mentioned the Public Art Committee and its goals to help Orange County with Public Art]

Cultural Infrastructure

- 20 Auditoriums
 - 26 Museums
 - Value estimated over \$150 million
-

National Arts Program



The Arts & Cultural Affairs Advisory Council really has taken seriously its mission of elevating Central Florida's arts and culture to the status befitting our world-class community in its brief two-and-one-half years.

In addition to working with the Arts & Cultural Affairs Advisory Council, our office has been involved in several programs for Orange County staff and employees – the National Arts Program which brought cash awards to employees and had the winners of our program displayed with the winners of the City of Orlando's NAP Program in City Hall for two weeks and in currently in our building atrium.

Best in Show of the 1st Annual O.C. NAP Competition

- Lee Vandergrift receiving his best in show award from the County Administrator Ajit Lalchandani



We've added two paintings to the StairWELLness program – I hope you've taken the more fit method of moving between floors and seen them in the stairwell.

Sculpture Garden

The Leaper
by Roy Shifrin



Winged Runner
by Roy Shifrin

In addition to the new Art in the Chambers program that you can see here, we are working on a sculpture garden under the trees of the plaza at the corner of Church Street and Rosalind. Our imagination-inspiring Leaper will be joined by another determination-inspiring sculpture entitled "Winged Runner" being donated by SeaWorld.

Not only do the arts help inspire our citizens, but they can encourage them to persevere through the storms of life. That inspiration is important through storms, wars and all of Life. When someone suggested to Winston Churchill

Civilization



during World War II that the theatres and museums should be closed to put all the resources toward the war, he reportedly replied that they must remain open – “otherwise, good God, what are we fighting for”?

Thank you for your time and support of the important arts and cultural life of our community.



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