



Arts & Cultural Affairs *The First Six Months*

Presentation to the
Board of County Commissioners
July 9, 2002

Just outside the Orange County Administration Building stands a world traveler who has come to inspire citizens of Orange County - the statue entitled THE LEAPER.



**THE
LEAPER**

This fanciful being has crouched with his makeshift wings ready to take a leap, pursuing the promptings of his imagination, in Barcelona, in London and in New York before he made Orange County the permanent pad for launching his inspirational impact. Most of the responsibilities you shoulder for the county on a day-to-day basis as Chairman and Commissioners are serious ones of protection - of creating safety rails, if you will - for our rapidly expanding road to the future. Beyond the basics of safety and order, we also want to enable our citizens to fashion metaphorical wings and take a leap with their imagination, much as Walter Elias Disney did when he envisioned the work that is now shared with worldwide visitors.



“Putting imagination to work” is the phrase the Economic Development Commission has wisely coined for our community. The creativity index is the key indicator of successfully expanding and prosperous communities according to a recent study by Dr. Richard Florida from Carnegie Mellon, as was presented at the Regional Leadership Forum. Well...

THE ARTS . . .

- ◆ Put a face on creativity
- ◆ Build social cohesion
- ◆ Exert a strong force in economic development
- ◆ Enhance learning & education

And they exercise and inspire our imagination.

MISSION:

“To elevate Central Florida arts and culture to a status befitting our world-class community!”

At the beginning of this millennium, Orange County began the process of becoming proactive in its investment in the arts. I'd like to take just a few minutes to let you know where we are on the road to a community of world-class creativity in the arts.

We'll briefly review the last few years of this journey, zoom in on our current progress and take a look at the road ahead.



In October of 2000, then Chairman Mel Martinez, with the leadership of Commissioner Hartage, established the Orange County Arts & Cultural Affairs Task Force. Seven months later on May 1, 2001 the Task Force reported its findings and recommendations to the Board of County Commissioners.

- The 1.3 million people attending the arts were a larger attendance figure than three year's worth of people attending the Orlando Magic. They reported that.
- The estimated annual impact of the arts in Central Florida was \$30 million
- For every dollar spent on arts and culture in Central Florida, \$4 in additional revenue is generated.
- National studies that show that cultural tourists stay longer and spend more than the average tourist.
- Public opinion polls also showed overwhelming public support for government funding for the arts.

◆ **TASK FORCE RECOMMENDATIONS**

- **Arts & Cultural Affairs Advisory Council**
- **Arts & Cultural Affairs Office**
- **3% of TDT funding**

With resolutions adopted in August of last year, the recommendations above were incorporated into the budget and plan for the current fiscal year. I was hired in mid-November 2001. The Arts & Cultural Affairs Advisory Council was in place by January of 2002.

The combined effects of a soft economy and the tragedy of September 11 put a damper on the plans for this year. For the first time in the County's history, TDT collections have not been sufficient to meet all of the funding needs, which significantly reduced the projected \$3 million of additional revenue for the arts. In an effort to provide some level of funding for the arts, the Board of County Commissioners voted to use \$500,000 allocated to the Orlando /Orange County Convention and Visitors Bureau for funding arts and culture in our community. We would like to thank Bill Peeper of the CVB for his continuing support of the arts.

The Advisory Council and I have not been sitting on our hands however, waiting for TDT collections to pick up. Not only is there a lot of work to be done before we are ready to evaluate requests for funding, but there is much work that can be done to accomplish our mission that requires no funding. Here is what we accomplished.

We have recently held a series of public input sessions for each of the seven arts disciplines. Nearly 500 people attended these sessions, providing input about the strengths and weaknesses of our cultural offerings. We have a lot to be proud of.

With the Orlando/Orange County Convention and Visitors Bureau, we've worked to develop a comprehensive calendar of events that can provide both visitors and residents information on arts and cultural offerings and we've helped enhance the Bureau's "Unexpected Orlando" brochure, with additional information. We have also been planning with other arts groups a series of cultural offerings at various venues - all tied together with a common theme - something to attract those higher spending cultural tourists.



Arts & Cultural Affairs

Mr. Bud Brewer
Chairman
Arts & Cultural Affairs
Advisory Council



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ADVISORY COUNCIL MEMBERS

- ◆ Richard J. Walsh
- ◆ Pat T. Christiansen
- ◆ Commissioner Billie Lewis Dean
- ◆ Dr. Deborah Manuel
- ◆ Dayna Lynn Gaut
- ◆ Anne Cochran Grey
- ◆ William Miller
- ◆ Judy Ann Albertson
- ◆ Ford W. Kiene
- ◆ Tico A. Perez
- ◆ Garritt Toohey
- ◆ Commissioner Homer Hartage
- ◆ Bud Brewer



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- ◆ **Advisory Council - Committees**
 - **Cultural Tourism**
 - **Funding & Standards**
 - **Education & Community Resources**

The Education & Community Resources Committee, without accessing TDT funds, has been responding to the original Task Force report regarding arts education. The Task Force noted that arts education impacts at-risk children, improves SAT scores, increases awareness of diverse cultures and enhances self-confidence among children. The committee is working with the school system and other arts education groups to enhance but not duplicate their efforts and is planning to develop a common vision of what arts education looks like in a world-class community. We began this with a public forum with Superintendent Blocker and are continuing using the Kennedy Center Community Audit for Arts Education. Initial research and dialog needed to set benchmarks should be completed by the end of this year.

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FUNDING PROCESS

- ◆ Meets legal standard
- ◆ Panel review
- ◆ Advisory Council recommendations
- ◆ BCC approval



The Cultural Tourism and Funding & Standards committees have been working with input from the Comptroller's office and the legal department on the criteria and application for funding from the TDT dollars.

Applications have been made available to the public and we held two public workshops on how to apply for this funding, those workshops both filled these chambers by groups both large and small, indicating a high level of interest. The completed applications will be due by Aug 9, 2002. After technical screening by staff and evaluation by the review panel, the Advisory Council will prepare a list of the top scoring projects that can be funded with the amount of money available. For the needs of smaller and emerging arts groups, 5% of the fund will be reserved for micro-grants during the coming year. Final funding recommendations will be ready to bring to the Board of County Commissioners in October of this year with awards issued in November.

The process is designed to be completely fair, professional and in the sunshine. We will ensure that the applicants keep their end of the bargain by using a fiscal agent to manage the contracts. As was recommended by the Task force last year. A contract has been negotiated with United Arts of Central Florida to serve as the fiscal agent.



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SCORING PROCESS

1. Project statement (20 points)
2. Marketing plan (20 points)
3. Community/Economic development (20 points)
4. Interpretation and uniqueness (10 points)
5. Partnerships (10 points)
6. Organizational readiness (10 points)
7. Budget (10 points)

During the next year, a major project that the Arts & Cultural Affairs Office will be working on is the development of technological support and infrastructure for the arts . . . And exploring the Task Force recommendation for an Arts Incubator - a resource for the birthing of new and healthy arts organization. The Arts & Cultural Affairs Office and the Arts & Cultural Affairs Advisory Council take the responsibilities you have given us seriously. We will be back in October with our funding recommendations for your approval. Today we simply wanted you to know that you can be proud of the initiative on arts and culture that you birthed last year.

On your behalf, we are carefully evaluating and marshalling Orange County's investment in the arts. We believe that working together, we will have a significant impact on our community's ability to leap imaginatively into the future as a world-class community.