

# 2018 Florida Gubernatorial Platform for Arts & Culture

Thank you for reading and responding to this platform.

**DRAFT — for discussion purposes only**



*"Arts and culture are vital to the future of Florida. Count these as investments in community development, as investments in a quality workforce and innovation economy. Arts and culture is the ingredient that not only enriches experiences but attracts others, some as visitors, but many to stay."*

**Tony Carvajal, Executive Vice President,  
Florida Chamber Foundation**

*"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**



For additional research and information to support these positions, please contact the

Florida Cultural Alliance  
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www.FLCA.net

**May we let the millions of Florida citizens who participate in arts and culture throughout our state know that when you are elected Florida's Governor in 2018, we can count on you to lead the way and say**

- 1 YES** – I will recommend and actively support full funding for Florida's competitively evaluated arts and culture matching-grants' programs administered by the Florida Department of State Division of Cultural Affairs (DCA) as essential investments in our statewide nonprofit arts and culture creative industry, a \$4.7 billion industry in Florida.
  - A.** Restore and grow Florida's annual appropriation investments in the well-established Department of State arts and culture grants programs. Florida approved only \$2.65 million for these grants programs for 2018-2019. Full funding for the 658 eligible DCA grantees would have amounted to \$54.8 million. Full-funding represents a fraction of 1% of the total state budget. Each year for every \$1 invested by the state in these DCA matching-grants programs, \$9 is returned to local and state government treasuries. For example, in FY 2014-2015, Florida invested \$43 million in these DCA matching-grants' programs and Florida's nonprofit arts and culture industry returned close to one-half-billion dollars to local and state government treasuries in that same year.
  - B.** Sustain and grow Florida's investments in the humanities and historical resources.
- 2 YES** – I will actively support legislation that establishes arts education measures for higher-student achievement.
  - A.** Define the visual and performing arts as part of the core curriculum, and mandate curricular balance across all core content areas supported by legislative policy and funding, e.g., inclusion in Florida's ESSA Implementation Plan.
  - B.** Implement policies that provide all students in Florida schools, from Pre-K through higher education, with equitable access to high-quality visual and performing arts instruction taught by certified fine arts instructors.
- 3 YES** – I will actively support the development of game-changing collaborations with arts and culture.

Initiate and develop working collaborations with economic development, tourism, education, business, and local, state, and federal partners to help create programs and services that improve the lives of children and families and give Florida the competitive edge for attracting tourists, new businesses and more jobs (e.g., Enterprise Florida, Visit Florida, Florida Department of Education, Department of Children and Families, Florida Chamber, and others).
- 4 YES** – I will include arts and culture in my key policies and I will appoint leaders who will, too.

Develop policies and recommendations that include arts and culture as strategic economic, social and educational components; and 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 that Florida's arts, arts education, culture, humanities, and historical resources play to improve the lives of our families and children and make Florida the "go-to place" for tourism and business development.
- 5 YES** – I will make Florida's statewide arts, cultural, and historical organizations an integral part of my administration's core constituencies.

Engage in partnerships with statewide professional cultural 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 inform policy and recommendations and to establish goals, strategies, appointments, and funding recommendations to advance arts, arts education, humanities, culture, and historical resources.