



*"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**

"3.2 percent -- or \$504 billion -- of current-dollar gross domestic product (GDP) in 2011 was attributable to arts and culture. In comparison, the U.S. Bureau of Economic Analysis's estimated value of the U.S. travel and tourism industry was 2.8 percent of GDP."

**U.S. Bureau of Economic Analysis
December 2013**



**Want Additional
Information?**

**E-mail the Florida
Cultural Alliance
at info@flca.net and
visit www.flca.net.**

If elected Florida's Governor in 2014, can we count on you to lead the way and work to

1

Strengthen Florida's investments in its creative industries.

- A.** Sustain and grow Florida's annual appropriation investments in the well-established Department of State arts and culture grants programs. Florida restored its appropriation investments to slightly over \$43 million for 2014-2015 which provided full-funding for over 420 eligible grantees. This represents less than 1% of the total state budget. Each year for every \$1 invested by the state in these grants programs, \$5 is returned to local and state government treasuries.
- B.** Sustain and grow Florida's investments 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, and mandate curricular balance across all core content areas supported by policy and funding.
- 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

Develop essential collaborations with 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 and importance of and participation in the arts, arts education, culture, humanities, and historic resources.

4

Include arts and culture in policies and appoint leaders who will.

As you develop policies, include arts and culture; 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, cultural, humanities, and historical resources play in the economic and qualitative health of Florida.

5

Engage statewide arts, cultural, and historical organizations.

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 establish goals, policies, strategies, appointments, and funding recommendations to advance arts, arts education, humanities, cultural, and historical resources.