



**Florida PAC for Arts & Culture
and Florida Cultural Alliance
2016 Florida Legislative Candidate
Online Survey — quick & easy to complete.**

**Background Information to Read
Before Completing 3-Minute Online Survey**

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Issue # 1:

Impact of Arts & Culture on Economic Development, Return on Investment, Tourism, & Jobs *page 1*

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Once you read the background information on each of these four issues, please complete this *Easy and Quick 2016 Florida Legislative Online Survey* [here](#). Thank you.



Issue # 1:

Background on Impact of Arts & Culture on Economic Development, Return on Investment, Tourism, & Jobs

- ▶ According to Dun & Bradstreet January 2015 data, there are over 54,994 arts-related businesses that employ 185,138 people in Florida. The arts and culture industries are recognized as critical components of most local, state, and national economic development plans.

Florida arts and culture not-for-profit industry

- generates over \$446.5 million annually for local and state government treasuries -- a \$5 return into these government treasuries for every \$1 invested;*
- generates over \$3.1 billion in local economic activity -- \$1.4 billion spent annually by these not-for-profit arts and culture organizations leverages \$1.7 billion in additional spending by arts and culture audiences;*
- supports over 88,326 full-time equivalent jobs;*
- impacts statewide tourism –
 - according to *The State of the Florida Traveler 2015 Report*, both the Florida and non-Florida travelers rate "wants to engage in a destination's arts and culture assets" high on their priority list of what attracts them to Florida destinations;
 - 84.4 percent of the more than 57.8 million not-for-profit arts attendees in Florida are residents; 15.6 percent are non-residents;* and
 - non-resident arts and culture event attendees spend an average of 137 percent more than resident attendees per person (\$57.49 vs. \$24.25); this data demonstrate that when a community attracts cultural tourists, it harnesses significant economic rewards.*

* 2007 Arts & Economic Prosperity III - The Economic Impact of Nonprofit Arts Culture Organizations in the State of Florida.
New research data will be available in 2017. page



ISSUE # 2:

Background on Florida's Investments in Arts & Culture Resources

Restored, Then Cut: Florida's annual appropriation investments in the Florida Department of State's long-established and accountable competitive Division of Cultural Affairs (DCA) grants' programs for arts and culture were restored to \$43.1 million for FY 2014-2015; however, this investment dropped in FY 2016-2017 to \$32.7 million -- 0.040% or 4-tenths of 1% of Florida's \$82-billion state budget.

Request Reliable Annual Investments: From 2007 to present, state-appropriation reductions ranged from 59% to 95% for these state private/public matching state grants' programs.

Substantial Return on State Investments: These state-appropriation investments lead to substantial revenue returns to local and state government treasuries each year -- \$5 for every \$1 invested. This modest state investment generates over \$446.5 million annually for local and state government treasuries (based on 2007 data).

State DCA Grants Leverage Millions In Matching Dollars: To make arts and culture programs more accessible to both residents of and visitors to Florida, admission revenue for most of Florida's not-for-profit arts and culture organizations, on average, only accounts for 52% of their annual operating budgets.

These annual-state-grant investments are critical to assist these grantees to leverage millions of additional matching dollars necessary to meet the other 48% of their annual operating budgets from individual contributions; foundations; corporations; and local, state, and federal government grants.

Public / Private Partnerships Are Critical: Sustaining the diverse funding infrastructure of Florida's not-for-profit arts and culture industry truly depends upon many public and private partners.



creative community problem
content process
communication
culture
discussion
challenge
develop
framework sharing
growth skill solution
support mission
togetherness partnership
marketing

Accountability

ISSUE # 3:

Background on Florida Department of State Division of Cultural Affairs' Grants Programs and Application and Review Process

Long-Established Statewide Grants Program: The Florida Department of State (DOS) Division of Cultural Affairs (DCA) administers 4 grants programs, each with its own state-budget line item. Each year, DCA receives hundreds of grant applications from not-for-profit, educational, and governmental arts and culture organizations throughout Florida.

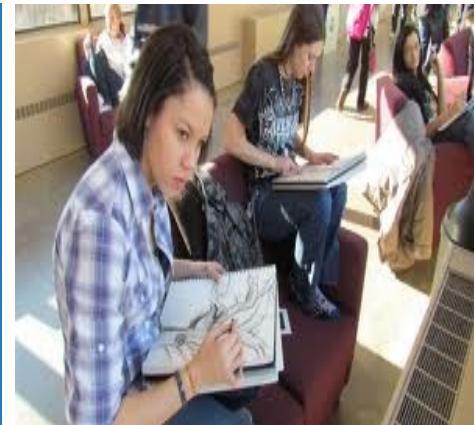
All these DCA grant applications go through an extensive and comprehensive review process to ensure they

- (1) meet the eligibility requirements;
- (2) provide the highest quality arts and culture programming or services or cultural facility development;
- (3) are accessible and reach a diverse group of people;
- (4) are financially sound and managerial competent;
- (5) can implement the programs as outlined; and
- (6) can match the state grants with earned, other private and public funds, and in-kind services.

The DOS uses an equitable and effective competitive grants-review process that involves review and approval by various internal and external sources for each grant submitted:

- (1) DCA staff for eligibility;
- (2) professional panels to ascertain quality, management, history, community support, and financial viability;
- (3) the Florida Council on Arts and Culture to review and discuss grant applications for cultural facility projects and the review of all panels' recommendations for discipline-based grants; and
- (4) the Secretary of State, Florida's Chief Cultural Officer, for final approval of the ranked lists of grants recommended for one or more of the five DCA grant programs.

Accountable and Equitable State Investments: This well-established and accountability-based grants-review process ensures state-revenue investments in its arts and culture organizations and resources are made with the utmost trust, thoroughness, and accountability.



ISSUE # 4: **Background on Arts Education**

Research Supports Arts Education: State and national research consistently demonstrates that arts education is critical to help prepare students for a workforce that depends upon creativity and innovation.

The Florida Department of Education data support the more arts classes (art, dance, media arts, music, & theatre) that all students take, the higher their student achievement in all measures. The data also document that the more classes taken in the arts, the less likely a student is to drop out of school.



Thank you for reading the facts related to these four issues.

Now, please take a few minutes to easily check the statements that best support your views regarding these four issues.



Access easy and quick online survey [here](#).

Thank you so much for your time and for sharing your views on these four issues.

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