

Arts *Work!*

*Arts and Culture -
part of the solution...*

"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

"Arts-based 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

"World-class scientists demand the best in cultural, educational and recreational offerings when they're deciding where to do their research."

Dr. Richard A. Lerner, President, Scripps Research Institute

"Quality of life issues such as environmental protection, infrastructure, historic preservation, libraries, and cultural arts should be integrated into a smart growth policy for economic diversification."

Enterprise Florida Roadmap to Florida's Future

"Policy makers across the country are finding that a relatively modest investment in culture frequently pays big dividends. 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. Further, the arts are a core academic subject in our schools as set forth in the federal "No Child Left Behind" Act, noting that they contribute to student success and workplace development and encouraging commitments to ensure that all students have access to strong and sequential arts education through primary and secondary school."

National Conference of State Legislatures



For specific examples of how arts and culture are part of the solution to many challenges facing our State and communities, call or e-mail the Florida Cultural Alliance at 561-848-6231 or FLCULALL@aol.com • www.FLCA.net

**Working together throughout the state,
please help lead the way to ...**

1 Strengthen the arts and cultural "product."

Florida's per capita investment for the Division of Cultural Affairs' (DCA) arts and cultural *program grants* has decreased by 40%: from \$1.02 in 1995-96 to 62¢ in 2006-07. Restore the buying power of the state's arts, cultural, humanities, and historical resources by increasing the state's annual program-grant investments in these resources.

2 Adopt arts education measures for higher student achievement.

- Ensure the one-full credit in fine arts remains as a high school graduation requirement.
- Revise the middle school requirements to include at least one-full credit of study in one of the visual or performing arts.
- Align the *Florida Statutes* with the *No Child Left Behind Act* by defining the visual and performing arts as part of the core curriculum.
- Include the arts in the development of workforce categories and career academies.

3 Improve our arts and cultural infrastructure.

Support, through policy and funding, the Divisions of Cultural Affairs' and Historical Resources' facilities' projects that are recommended for funding by the established grants-review processes.

4 Increase awareness of and participation in the arts and other cultural events and activities.

Forge and strengthen 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).

5 Appoint leaders who will speak up for arts and cultural resources.

Recommend and support 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 role Florida's arts, cultural, and historical resources play in the overall health and vitality of our State.

6 Work in partnership with statewide arts, cultural, and historical organizations.

Communicate and engage in partnerships with statewide organizations such as the Florida Cultural Alliance, Florida Alliance for Arts Education, Center for Fine Arts Education, Florida Humanities Council, Florida Association of Museums, Florida Arts Council, Florida Historical Commission, Florida Folklife Council, and others to help establish strategies, policies, appointments, and funding recommendations to advance Florida's arts, cultural, arts education, humanities, and historical industries.