

MINUTES

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

Thursday, February 14, 2019

Orange County Administration Center,

201 S. Rosalind Ave., Orlando, FL 32801, OMB Conference Room



Members Present: Chair Sara Segal (on phone),* Jan Clanton, Betsy Gwinn, Hal Kantor*, R.K. Kelley (on phone), Vicki Landon, Jennifer Quigley, Becky Roper, Rick Schell*, Sara Van Arsdel, Rae Ward

Missing: Cecelia Bonifay,* Dan Calleja

Guest: Gwen Covington*; Flora Maria Garcia, United Arts of Central Florida

Staff: Terry Olson; Trudy Wild, *United Arts of Central Florida*

Welcome and Public Comment: Hal Kantor, deputized in-person chair, called the meeting to order at 10:05 am and asked for any public comment. He asked Gwen Covington, new member of the Arts and Cultural Affairs Advisory Council to introduce herself.

Approval of Minutes: Upon a motion by Jennifer Quigley and second by Sara Van Arsdel, the December 13, 2018 minutes were approved unanimously.

Old Business

- a. Orange County Legislative Delegation. Several citizens including Flora Maria Garcia and Vicki Landon spoke to support for the arts and seemed to receive support from the Orange County delegation for increased funding from the legislature this year.
- b. State Funding: Flora Maria Garcia reported on contacts with other Arts Councils and local legislators and about Arts & Culture Day in Tallahassee. Terry Olson and Trudy Wild will coordinate a cohort from Central Florida to travel to Tallahassee on March 12 for the State-wide Cultural Networking dinner and to attend the March 13 rally for the arts and to visit legislative offices. David Simmons from Seminole County is up and coming leadership at the state level. Hal Kantor and Ms. Garcia will speak with him.
- c. Becky will speak with a contact at a Tallahassee PBS station about covering Arts Day.
- d. State Representative Anna Eskamani would like to host a reception for our cohort.
- e. TDT Funding (TDT/ARC): Jan Clanton reported on the activities of the ARC. The first presentations of the current applicants will occur on Monday, February 18, at 1pm. Attached is the listing of ARC members for inviting members to events and other communication.
- f. Flora Maria Garcia and Jennifer Quigley are exploring options for support of additional dedicated funding of at least \$6 million annually to cover rising operating costs including the move into Steinmetz Hall next year.
- g. Cultural Plan/Sustainability Plan is something that the committee would like to see in the next Orange County budget. Mr. Kantor reminded we should also review the arts section of the County's Sustainability Plan for next priorities for committee's work.
- h. A late March/early April meeting should be scheduled for the Advocacy Committee – perhaps the April 11 Blockbuster would change to Advocacy.

Adjourn: Meeting adjourned at 11:27 am

*Council members

Attachments (follow-up):

- Listing of TDT ARC members
- Sara Segal - #1 point on arts education
- Alliance Advocacy Call – Tuesday, Feb 26, 2019 at 10am
- Sustainable Orange County – Our Plan for Life, Arts Section

Orange County Government
Advisory Board: Tourist Development Tax Grant Application Review Con

	Title	First Name/M Init.	Last Name, Suffix	Position	Affiliation
1	Chair/ Mr.	Lex	Veech	(Retired)	(Prev.) Orange County Convention Center
2	Mr.	Derek N.	Baum	General Manager	Rosen Hotels & Resorts
3	Mr.	Ross Michael	Burke	General Manager	Blue Heron Beach Resort
4	Mr.	Brian Christopher	Comes	General Manager	Hyatt Regency Orlando
5	Ms.	Martha Ogden	Haynie	(Retired)	(Prev.) Orange County Comptroller
6	Mr.	Jonathan Paul	McGavin	General Manager	The Ritz Carlton Orlando
7	Mr.	Terry West	Prather	COO	LIFT Orlando
8	Mr.	Louis Jonathan	Robbins	President/C EO	Key Performance Hospitality
9	Ms.	Jan	Clanton	(Retired)	Community Volunteer; (Prev. Orlando Museum of Art)
10	Mr.	Joshua (Josh) John	Vickery	Executive Director	Central Florida Community Arts
11	Ms.	Beverly B.	Winesburgh	President	Product Marketing Florida

As of 4/17/18, tdw

ADDITIONAL/OC:

Mr.	Fred	Winterkamp	Division Manager	Orange County Government, Fiscal and Business Services Division
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Ms.	Lila	McKenry	Legal Counsel	Orange County BCC
Ms.	Kate	LaTorre	Assistant County Attorney	Orange County Government
Ms.	Stephanie	Taub	Assistant Manager	Fiscal and Business Services Division

PRIOR MEMBERS:

9	Ms.	Lizette F.	Valarino	Owner	The Idea Factory
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Committee (ARC)- Member Listing

Member Type	Term Expires	Email	Phone	Assistant	Ass't Email	NOTES
District 6 Representative	12/31/2018	abv3@ymail.com	HM: (407) 448-4723			
Mayor's Representative	12/31/2018	dbaum@rosenhoteles.com	WK: (407) 996-6150			
District 4 Representative	12/31/2018	rburke@pattonhospitality.com	(407) 387-2913			
TDC Representative (Owner)	12/31/2018	brian.comes@hyatt.com	WK: (407) 345-4430			
District 3 Representative	12/31/2020	marty.haynie@gmail.com	HM: (407) 855-4122			
TDC Representative (Owner)	12/31/2020	john.mcgavin@ritzcarlton.com	WK: (407) 393-4140			
Mayor's Representative	12/31/2018	terry@liftorlando.org	HM: (407) 462-8429			
District 1 Representative	12/31/2020	louisrobbins@kphmgt.com	(407) 878-5500 x102			
District 5 Representative	12/31/2020	jccclanton1030@hotmail.com				in July 2018-remainder of Lizette V term
TDC Representative (Arts)	12/31/2020	joshua@cfcommunityarts.com	(407) 937-1800			
District 2 Representative	12/31/2018	bwine@earthlink.net	(407) 774-6363			
Term Length: 4 Years						
Staff Liaison/Support to ARC	n/a	fred.winterkamp@ocfl.net				

Support to ARC	n/a	Lila.McHenry@ocfl.net		
Support to ARC	n/a			
Contact Person for ARC Advisory Board	n/a	stephanie.taub@ocfl.net	(407) 836-5915	Primary Contact
District 5 Representative	12/31/2020	idea whiz@aol.com	(407) 234-7364	stepped down due to husband's illness

#1 idea: to share w Advoc comm pls

----- Forwarded message -----

From: **The Aspen Institute** <aji.editor@aspeninstitute.org>

Date: Friday, February 15, 2019

Subject: Five Best Ideas of the Day: February 15, 2019

To: slmsegal@gmail.com



Get Smart

Five Best Ideas of the Day

Published each weekday, at noon. February 15, 2019

1

We're only beginning to understand the importance of the arts in public education. How do we save it?

by Brian Kisida and Daniel H. Bowen at the Brookings Institute

2

How falling in love boosts your body's immune system.

by Roger Dunaway at Tulane University

3

Science confirms: You're as old as you feel.

by the European Society of Cardiology

4

[To end the HIV epidemic, we must understand how poverty and inequity impact treatment.](#)

by Maria De Jesus in the Conversation

5

[Air pollution can cause changes in the brain linked to autism.](#)

by Ashlie Chandler at the University of Washington School of Public Health

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This message was sent to slmsegal@gmail.com from ajl.editor@aspeninstitute.org

The Aspen Institute
Aspen Journal of Ideas
2300 N Street, NW Suite 700
Washington, DC 20037



Thursday, February 21, 2019

Alliance Call Registration



Florida's recently appointed Secretary of State Laurel M. Lee will be our guest speaker on the TUESDAY, February 26, statewide advocacy and information-to-use conference call from 10:00 a.m. to 11:00 a.m. ET.



Please register now for this important statewide call. Together, let's congratulate and welcome Florida's new Secretary of State.

Hear from

- Florida's new Secretary of State Laurel M. Lee;
- Representatives Carlos G. Smith and Anna Eskamani;
- about → FCA lobbyist Tony Carvalho and FCA president Sherron Long
and staff; & their Tallahassee legislative face-to-face meetings with legislators
- colleagues across the state with their updates about their local advocacy efforts.

Review

- FCA's new website at www.FLCA.net ;and how to easily access information to use in your follow-up advocacy with your legislators;
- Arts & Culture Day in Tallahassee on March 13 and networking over cocktails and dinner on March 12 and Americans for the Arts' The Arts Action Summit scheduled for March 4 and 5 in Washington, D.C.; &
- other state and national updates on arts, arts education, and culture issues.

Thank you for registering to participate in this statewide call to stay informed and engaged in legislative issues that matter to you and Florida's arts, arts education, and culture industry.

Your voice moves arts & culture forward for greater access for all.



Florida Cultural Alliance, Post Office Box 2131, West Palm Beach, FL 33402-2131

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Sustainable Orange County **PLAN**



Orange County, Florida

Healthy • Prosperous • Connected



Message from **Mayor Teresa Jacobs**

ORANGE COUNTY GOVERNMENT

Orange County is blessed with outstanding natural, cultural, economic, and social resources. It is no wonder that we are one of the top tourist destinations in the U.S. and that our population has grown steadily for decades, with significant additional growth projected for years to come. The question is not whether we will grow and change, but how. Assessing where our community is now and looking to the future, we face significant challenges, as well as wonderful opportunities.

My top priority as Mayor is to continue on our path of transformation and sustainability during the coming years. Sustainability begins by developing a collective vision of what we want our community to be and then taking definitive steps toward making that vision a reality at home, in our neighborhoods, in our schools, and in our workplaces. We all play a part in transforming Orange County into one of the best places in the world to live, learn, work, and raise a family.

Our increasingly diverse and creative population is our greatest resource. From entrepreneurs creating jobs through innovation to celebrating arts, culture and creativity, we will join together on the journey to sustainability in countless ways. We are committed to leaving a legacy for future generations that will provide them with a quality of life that is even better than today. Our Sustainability Plan, "Our Home for Life," will lead us in achieving a more diverse, resilient, and thriving economy while protecting and enhancing our cultural and environmental legacy for generations to come.





Message from **Commissioner John Martinez**

**CHAIRMAN, SUSTAINABILITY COMMITTEE
FOR ORANGE COUNTY GOVERNMENT**

As a native to Orange County, I consider it a great honor and privilege to have served as chairman of the Sustainability Committee appointed by Mayor Teresa Jacobs. It has also been a particular pleasure to work alongside the other eleven distinguished members of the committee, who have so generously given their time, expertise, and wisdom to this extremely important undertaking.

The Committee's mission was to, "Develop a Sustainability Plan to make Orange County a more prosperous, healthy, and livable community for current and future generations by addressing economic, environmental, social, and cultural issues in a holistic manner." The Plan seeks to provide a roadmap for helping Orange County develop a more prosperous, resilient, and diverse economy; a healthy, livable, and beautiful environment; a fair, inclusive, and diverse society; and a thriving, creative, and innovative culture.

Orange County is the place I have lived and worked all my life, so the name of the Plan, "Our Home for Life," resonates deeply with me on a personal level. It is important for every citizen of every age to recognize that, individually and collectively, we can work together to improve our quality of life as well as leave a rich legacy for future generations.

On behalf of the Committee, I would like to thank the many citizen stakeholders and employees of Orange County Government who assisted our Committee in developing the Sustainability Assessment and Plan.



John Martinez
Director of Public Finance
PNC Capital Markets LLC

Harold W. Barley
Executive Director
MetroPlan Orlando



Jill Hamilton Buss
Executive Director, Healthy Central Florida
Winter Park Health Foundation



Dee Danmeyer
President/CEO
Habitat for Humanity of Greater Orlando



Flora Maria Garcia
President/CEO
United Arts of Central Florida



Greg Hardwick, P.E., CGB, CGP, LEED AP
President
Hardwick General Contracting, Inc.



Eliza Harris (Vice Chair)
Principal, Director of Urbanism
Canin Associates



Dr. Cathy Pope
Chief of Staff
Orange County Public Schools



Jim Thomas
President
Biosphere



Pastor Frank Thompson
President/CEO
Youth Central/AWCD, The Worship Center Orlando



Brandon Tidwell
Manager, Sustainability
Darden Restaurants



Dr. Martin P. Wanielista, P.E.
Director, Stormwater Management Academy
Professor of Engineering, University of Central Florida



SUSTAINABLE ORANGE COUNTY

ADOPTED BY THE ORANGE COUNTY SUSTAINABILITY COMMITTEE

April 28, 2014

ACCEPTED BY THE ORANGE COUNTY BOARD OF COUNTY COMMISSIONERS

May 13, 2014





PUBLISHED

May 15, 2014

NOTE: TO ACCESS THE LINKS IN THE PRINT VERSION OF THIS DOCUMENT, GO TO THE ONLINE VERSION AT:

www.ochomeforlife.net

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Arts & Culture



ARTS & CULTURE

Goal 21. Our arts organizations are well-established and stable

1. Restore contributions from Orange County's general fund to \$1 per capita
2. Dedicate at least \$2 million from TDT revenue to renovate, repair, and build cultural facilities
3. Create an incubator fund/program to support growth of culturally diverse organizations and initiatives

Goal 22. Cultural events and venues are well-attended

1. Invest in making cultural centers accessible to locals and tourists, providing public transit options and diversity of uses
2. Increase tourist awareness by promoting cultural and arts offerings to hospitality industry and transit providers
3. Create a unified, centralized marketing campaign for arts organizations

Goal 23. Our cultural reputation is international

1. Host large-scale, blockbuster events
2. Support noteworthy public art
3. Build architecturally significant cultural venues and government buildings

Goal 24. Arts education is excellent

1. Turn STEM to STEAM—recognize the arts as an essential component of curriculum
2. Attract top-tier art educators
3. Expose students to professional-levels arts, in school and off campus

Goal 25. The arts support environmental sustainability

1. Use artistic solutions to solve environmental problems
2. Create an ordinance to preserve historic structures and places
3. Engage the community in using sustainable approaches to facilities and events





The state of the arts has been an indicator of great communities throughout history, making art and culture a pillar of community sustainability. A lively, dynamic arts and cultural environment is necessary to create a leading place to live, work, and play.

Quality of life. The John S. and James L. Knight Foundation sponsored the *Soul of the Community* Report, designed to “find out what emotionally attaches people to a community—what makes them want to put down roots and build a life there.” Social offerings (places for people to meet and the feeling that people in the community care about each other) was one of the highest rated categories, and residents rated their community’s availability of arts and cultural opportunities of highest importance within that category. If we want Orange County residents to feel like this is their home for life—to put down roots and invest in the local community—we need to expand our efforts to connect them with local arts and cultural organizations.

Public art and significant architecture act as catalysts for social interaction, and they inspire contemplation and higher-order thinking. The arts are essential for developing the creative and communicative skills of a 21st century workforce and are one of the most successful tools for retaining at-risk students, reducing disciplinary issues, improving learning, and increasing graduation rates. Arts, along with cultural events, can bridge cultural gaps in Orange County’s diverse population and promote a rich appreciation for that diversity.

Finally, the arts affect us in ways that are less well-known. Research has shown that integrating art into healthcare is transforming patient experience by connecting people to the arts in a wide variety of healthcare and community settings for therapeutic purposes. The arts influence civic engagement, encourage residents to think about issues, and—

according to research—arts attendees are more likely to vote than the general population. Arts, culture, and media can be powerful catalysts for connecting residents to their community and affect health, creative and compelling social engagement, and social change.

Economic vitality. The arts attract the creative class and a strong presence of creative class residents will spur innovation and bring wealth to the community. A community with significant art and cultural offerings attracts and retains creative industries and high wage workers, as well as cultural tourists. Art inspires creativity and innovation in businesses and when state and federal dollars are invested in the arts in our community, there is often as much as a 12:1 return to the economy. High-wage businesses are especially interested in the cultural offerings of a community when considering appropriate business locations. In areas with a substantial portfolio of public art, the art can be a top tourist draw and can contribute to the area’s overall brand. Because our local tourism industry relies heavily on a workforce knowledgeable in performing and visual arts, the ability to attract trained musicians, actors, dancers and artists is important in order to sustain the industry and create greater resilience. In fact, businesses of all kinds in the 21st century require creativity and collaboration—skills most successfully taught through the arts.

GOAL 21: OUR ARTS ORGANIZATIONS ARE WELL-ESTABLISHED AND STABLE

Our arts and cultural community needs stability and resources to continue to provide the dynamic product that will attract the creative class, increase cultural tourism, and inspire creativity in our citizenry.

STRATEGIES

1

Restore contributions from Orange County's general fund to \$1 per capita

Annual contributions to Orange County arts and cultural nonprofits from the general fund (GF) remained at \$1 per capita for nearly 20 years, from the date of United Arts' formation in 1989. These funds, distributed through United Arts (UA), were reduced starting in 2007 to the current rate of \$0.57 per capita, while population and need continued to grow. If restored to \$1 per capita, GF contribution for FY14 would have been \$1,172,493. The *2012 Arts & Economic Prosperity IV* study revealed that the nonprofit arts in Orange County generated \$181 million in direct economic activity and provided more than 6,700 jobs.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

UA, under the advice of the ACAAC

FUNDING SOURCE

County general fund

CROSS-BENEFITS



MEASURING SUCCESS

- Predictable, recurring funding
- Reserves for arts organizations



The Dr. Phillips Center for the Performing Arts will have its grand opening in November 2014.

Scan the code to take a virtual tour:



Dedicate at least \$2 million from TDT revenue to renovate, repair, and build cultural facilities

2

TDT revenue has been partially funding the arts since 2001, when the BCC voted to set aside 3% of the first four cents for arts and culture. That full formula was applied starting in 2006, with \$1.5M set aside for cultural facilities (CF) and \$1.5M for cultural tourism (CT). An additional \$1 million from the general fund (GF) was allocated to a variety of cultural groups through United Arts. The same amount was dedicated until FY2010. When revenues declined in FY2010, CF funding was eliminated because the ACAAC prioritized maintaining support for cultural programs over venues—facility needs might more easily be delayed. At the same time, GF investment for operating support was reduced, so the ACAAC diverted part of the TDT revenue as a short-term measure to maintain operating support for cultural programs. This diversion reduced TDT revenue for both CF and CT. Once the GF investment is restored (see strategy 1), TDT revenue can be restored for CF, with the possibility of raising it to \$2M. Current facility needs are estimated to be more than \$20 million, in addition to the Dr. Phillips Center for the Performing Arts.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

UA, under the advice of the ACAAC

FUNDING SOURCES

County general fund, TDT

CROSS-BENEFITS



Create an incubator fund/program to support growth of culturally diverse organizations and initiatives

3

The number of culturally specific arts groups in the County does not match the diversity of our residents. For example, as the Hispanic population has grown, demand for Hispanic arts organizations has increased. Without institutional history and infrastructure, our minority communities need assistance to catch up to the mature and stable level of traditional Western European-oriented arts organizations. The Office of Arts and Cultural Affairs did a study of incubator programs ten years ago that has not been implemented because of lack of funding.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

UA; Philanthropy and Nonprofit Leadership Center at Rollins College

FUNDING SOURCES

County funds, sponsorships to match County revenue

CROSS-BENEFITS



GOAL 22: CULTURAL EVENTS AND VENUES ARE WELL-ATTENDED

STRATEGIES

1

Invest in making cultural centers accessible to locals and tourists, providing public transit options and diversity of uses

If our community is successful in making our venues physically accessible to 60 million visitors coming to our area and the 20 million Florida residents, our arts and cultural nonprofits will realize a broad exposure to people of the world and increase earned revenues. Most of the County's tourist area is separated by up to 25 miles from the majority of our cultural venues. Mass transit to take attendees from tourist areas to other cultural venues would not only reduce road congestion but increase attendance to our arts and cultural organizations. Solutions include SunRail operating at night and on weekends, or cultural buses running from Gainesville, Tampa or other nearby cities.

LEAD AGENCY

Office of Regional Mobility

POTENTIAL PARTNERS

Orange County OACA, LYNX, SunRail

FUNDING SOURCE

County, state, federal funds; user fees

CROSS-BENEFITS



MEASURING SUCCESS

- Annual attendance increased to five million



The Florida Symphony Youth Orchestra educates and inspires Central Florida's top young musicians. All programs reflect a commitment to provide musicians the opportunity to strengthen their musical talents and develop an appreciation of the arts through classical music.



Increase tourist awareness by promoting cultural and arts offerings to hospitality industry and transit providers

2

With 60 million visitors coming to our area, and numerous leisure- time destinations spending large amounts to attract visitors, local cultural organizations have an increasingly challenging job of making people aware of their offerings. Studies show that a growing percentage of tourists are interested in experiencing local arts. Providing current and consistent messaging to those visiting Orlando and surrounding areas showcases visitors' opportunity for exploring the other side of Central Florida, allowing arts organizations to capitalize on potential audiences. Information sessions for hotel clerks and concierges, brochures in lobbies and on public transportation, and dedicated information disseminators would increase tourist awareness.

LEAD AGENCY

United Arts of Central Florida

POTENTIAL PARTNERS

Orange County OACA, Visit Orlando

FUNDING SOURCES

County funds

CROSS-BENEFITS



Create a unified, centralized marketing campaign for arts organizations

3

Create a *one-voice* marketing campaign that supports all of the County's arts and cultural organizations. This unified message would "cut through the clutter" to highlight the area's arts and cultural offerings in a more comprehensive and effective way.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

UA, area arts and cultural organizations

FUNDING SOURCES

County funds, contributions from arts and cultural organizations

CROSS-BENEFITS





GOAL 23: OUR CULTURAL REPUTATION IS INTERNATIONAL

Orange County will be widely recognized around the world as a premiere cultural capital, a top destination nationally and internationally. Our arts and cultural venues, public art, organizations, programs, and events will be considered among the very best.

STRATEGIES

1

Host large-scale, blockbuster events

Signature community events, like the New Orleans Jazz Festival, or regularly occurring events, like three-times-daily Munich Glockenspiel, can develop ongoing international word-of-mouth that will bring cultural visitors to our area. The Arts and Cultural Affairs Advisory Council has been exploring funding options from current TDT allocations, with the possibility of setting aside money for a Blockbuster Fund.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

UA, municipalities, area arts and cultural organizations

FUNDING SOURCE

Tourist Development Tax

CROSS-BENEFITS



MEASURING SUCCESS

- Increased international press on Orange County arts offerings



The Muse of Discovery, sculpted by Meg White, is one of eight sculptures in the See Art Orlando exhibit, recently installed at Lake Eola and other locations in downtown Orlando.

Support noteworthy public art

Public art can change and crystallize an area's identity. The eight recently installed *SeeART Orlando* sculptures have made a noteworthy impact on downtown Orlando. Significant public art gives residents a sense of pride and visitors a more comprehensive impression of our County as more than a threshold to the theme parks. Over 500 government units across the country have public art ordinances. Most set aside 1 to 2% of capital improvement budgets for public art. An Orange County ordinance designating a percentage of capital budgets would begin to develop a public art collection, and an ordinance setting a process for private development to contribute to public art would exponentially increase the public art in our area.

LEAD AGENCY

Orange County Office of Arts and Cultural Affairs

POTENTIAL PARTNERS

Orange County Capital Improvement Projects (CIP), Planning, Zoning

FUNDING SOURCES

CIP funds; private development

CROSS-BENEFITS



Build architecturally significant cultural venues and government buildings

The Dr. Phillips Center for the Performing Arts is one example of an architecturally significant venue. Ensuring that building renovations or new buildings are aesthetically and technologically interesting will attract more people.

LEAD AGENCY

Orange County Planning, Building Safety

POTENTIAL PARTNERS

Municipalities, area arts and cultural organizations

FUNDING SOURCES

Local, state, federal funds; grants; donations

CROSS-BENEFITS



2

PUBLIC ART

Orange County has more than

700

publicly viewable works of art, with

48

listed in the County's Public Art Archive.

3



GOAL 24: ARTS EDUCATION IS EXCELLENT

Orange County's top-rated education system excels in arts education. The arts are embraced as an essential component of a quality educational curriculum, and the arts should be integrated with others subjects. All students should have exposure to multiple quality arts and cultural experiences each year, as well as the opportunity to regularly express themselves creatively through the arts.

STRATEGIES

1

Turn STEM to STEAM—recognize the arts as an essential component of curriculum

Integrating arts into STEM education engages students that wouldn't otherwise be engaged; retains at risk students; and enhances innovation and creativity. Adding the "A" to STEM gives it its needed STEAM. (For more detail on STEM and STEAM, please see Goal 28.)

LEAD AGENCY

OCPS

POTENTIAL PARTNERS

UA, area colleges and universities, area arts and cultural organizations

FUNDING SOURCE

Cost-neutral

CROSS-BENEFITS



A class at the Edgewater High School Engineering, Science and Technology (EST) Magnet Program, where technology majors delve into the world of 3D animation, graphic design or web design. EST students also work on the EST STEAM project, which simulates the research, development, and marketing of the modern engineering and technology company.

Attract top-tier art educators

2

Many top artists and performers can point to a teacher who “changed their life.” Attracting the best educators through salary and other benefits is vital to our having a top-rated education system.

LEAD AGENCY

OCPS

POTENTIAL PARTNERS

Area colleges and universities

FUNDING SOURCES

Grants; County, state, federal funds

CROSS-BENEFITS



Expose students to professional-levels arts, in school and off campus

3

Students who regularly experience artists, both at school and through off-site learning experiences at our cultural venues, are more likely to gain a deeper appreciation for the arts.

LEAD AGENCY

OCPS

POTENTIAL PARTNERS

UA, area arts and cultural organizations

FUNDING SOURCES

School funds, grants

CROSS-BENEFITS





GOAL 25: THE ARTS SUPPORT ENVIRONMENTAL SUSTAINABILITY

STRATEGIES

1

Use artistic solutions to solve environmental problems

The arts can educate, illuminate, inspire, and engender an emotional awareness of environmental problems. When both the heart and head are engaged, action follows. Visual and performing arts can focus on environmental issues to effect change. Building architecture and infrastructure (including environmental infrastructure) can be opportunities to create beauty and highlight the value of design. Aesthetics and cross-disciplinary approaches should be included in the creation of new environmental solutions.

LEAD AGENCY

Area arts and cultural organizations

POTENTIAL PARTNERS

United Arts of Central Florida, EPD, ecologists

FUNDING SOURCE

Cost-neutral

CROSS-BENEFITS



Mother and child view a turtle sculpture at the 2013 The Art of ReUse exhibit. This County-sponsored art exhibit showcased high school students' art projects, which were made from reused items to communicate the importance of repurposing materials as a way to prevent pollution. Winners are featured in an art calendar.

Create an ordinance to preserve historic structures and places

2

Adopt an ordinance to protect defined categories of historic structures and places.

LEAD AGENCY

Orange County Planning, Zoning

POTENTIAL PARTNERS

Orange County Office of Arts and Cultural Affairs, Regional History Center; Historical Society of Central Florida; municipalities; State Historic Preservation Office; nonprofits

FUNDING SOURCES

Cost-neutral

CROSS-BENEFITS



Engage the community in using sustainable approaches to facilities and events

3

Encourage arts organizations to use energy efficient equipment, to recycle, and to operate their organizations in eco-friendly ways.

LEAD AGENCY

Arts and cultural organizations

POTENTIAL PARTNERS

UA, Office of Arts and Cultural Affairs

FUNDING SOURCES

TDT through cultural facilities

CROSS-BENEFITS





TAKE ACTION

At Home

- Discover art in Central Florida! Find the 700+ publicly viewable works of art that Orange County has to offer. Find more information at the [Art of Orange County](#).
- Visit all 8 of the [See Art Orlando](#) sculptures in and around Lake Eola for a start.
- Support the sustainable improvements and efforts of arts and cultural facilities.
- View and participate in our local art and cultural treasures. Visit a museum, attend a performance, or take a class to boost creativity. Find what you are looking for at [Red Chair Project](#). (Note: by July 2014, this address will change to www.Orlando365.org.)
- If you have children, take them to cultural venues and activities from the time they are young.
- If you are able, consider making a gift to support local arts and culture through [United Arts of Central Florida](#).
- If you are able, consider sending your children to art, music, dance, drama, or writing camps sponsored by local arts and cultural groups.
- Visit great museums and other cultural venues and attractions when travelling to places that have them.

At Work

- Check with your employer to see whether your company sponsors a gift matching program for donations made to arts organizations or [United Arts of Central Florida](#).
- Organize an office outing to events at [Orange County's cultural venues](#).
- If you are a business owner and in a position to do so, consider sponsoring local arts and cultural activities. Consider coordinating with local artists to display their artwork at your business .