

CULTURAL CONNECTION

The newsletter of the Florida Department of State Division of Cultural Affairs

July 2017

FROM THE DIRECTOR'S DESK

Dear Friends,

Welcome to the first issue of our newly-revitalized newsletter, *Cultural Connection*. We hope to provide you with useful information on the Division of Cultural Affairs' activities and initiatives, as well as shine a spotlight on the great work conducted by our grantees across Florida.

This issue starts off with a bang as we release the results of Americans for the Arts' latest economic impact study, *Arts and Economic Prosperity 5*. I'm very excited by the numbers revealed by the study, and I'm sure readers will be able to successfully use the results in their advocacy efforts. Also in this issue,, you'll find stories about the Department of State's new Florida Music Tours, our latest professional development workshop for artists, and much more.

From all of us at the Division of Cultural Affairs, thank you for the work you do to promote arts and culture in Florida.

Kind regards,



Sandy Shaughnessy
Division Director

GRANTEE SPOTLIGHT:

LIGHTHOUSE ARTCENTER

The Lighthouse ArtCenter Gallery in Tequesta, Florida introduces a glorious celebration of Children's Book authors and illustrators this summer!

Drawn to the Arts, a unique exhibition that will run from June 8 through August 11, 2017, engages visitors of all ages as they explore the magical process of creating and enjoying children's books.

Some of the nation's bestselling illustrators and writers have generously lent their acclaimed work to the exhibit including: Tomie DePaola, Mark Teague, Linda Shute, E.B. Lewis, Bill Farnsworth, Raul Colón, Layne Johnson, Henry Cole, Fred Koehler, Priscilla Burris and Kelly Light.

Janeen Mason, the Curator of the Lighthouse ArtCenter, describes the exhibition, "Here in the Village of Tequesta we are honored to have these popular, well-loved illustrators send us their best work for all of our young and young at heart visitors to enjoy."

For more information, visit www.lighthousearts.org/.



Image: *Giant Squid (Flashlight Night)* by Fred Koehler



Arts & Economic Prosperity[®]5

A Project of **Americans for the Arts**

ECONOMIC IMPACT STUDY RESULTS ANNOUNCED

The Division of Cultural Affairs’ citizen support organizations, Citizens for Florida Arts, Inc., joined with the division and Americans for the Arts to conduct the first state-wide study of the economic impact of the not-for-profit arts and cultural industry in Florida since 2005.

The Arts & Economic Prosperity 5 study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 341 communities and regions (113 cities, 115 counties, 81 multicounty or multicounty regions, 20 states, and 12 individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,500 to more than 4 million) and type (small rural to large urban). Project economists from the Georgia Institute of Technology customized an input-output analysis model for each participating region to provide specific and localized data on four measures of economic impact: full-time equivalent jobs, household income, and local and state government revenue. These localized models allow for the uniqueness of each local economy to be reflected in the findings.

The Largest Study Ever of Its Kind

Americans for the Arts partnered with 250 local, regional, and statewide organizations that represent the 341 study regions. In the State of Florida, 1,688 of the 4,312 eligible nonprofit arts and cultural organizations participated in this study—an overall participation rate of 39.1 percent.

Division of Cultural Affairs Launches Tourism Toolkit

As part of its Strategic Plan, the Division of Cultural Affairs has created an online Cultural Tourism Toolkit. This series of pages on the division’s website offers definitions, basic plans, funding resources, useful links, and directories for arts and cultural organizations to utilize as they engage with Florida’s vast and important tourism industry. The Cultural Tourism Toolkit is available [here](#).

Arts and Culture Mean Business

The results of the study indicated that Florida’s arts and cultural industry supports 132,366 full time equivalent jobs and \$4,676,207,338 in direct economic activity, as well as \$492,341,000 in revenue for state and local governments. Florida’s robust tourism industry is also strengthened by arts and cultural events, with nonresident attendees spending nearly twice as much per event as residents.

Division of Cultural Affairs staff are in the process of planning a number of events across the state to share the results of the study with our constituents, so be sure to keep an eye on [our website](#), [Facebook](#) and [Twitter](#) for details.

82%

of Americans believe arts & culture are important to local businesses and the economy

87%

of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

For more information about the *Arts and Economic Prosperity 5* study, click [here](#).

FLORIDA MUSIC TOURS LAUNCHES WITH *FLORIDA'S GOT THE BLUES*

Florida is a beautiful state that treats visitors and residents to its vast diversity including a rich musical landscape.

In June, the Department of State launched the [Florida Music Tours website](#). Each Florida Music Tour will take you through Florida's musical history and across the state to locations where various musical genres came from and where they can be heard today. So how do you start? It's easy! Just listen, learn and visit!

[Listen](#) to music from the Florida Folklife Collection, which includes bluegrass & old-time, blues, folk, gospel, Latin and world music.

[Learn](#) about Florida's history through music and the influential performers who have preserved and popularized the sounds of the Sunshine State. [Visit](#) music festivals, venues and historical sites around the state to experience Florida's music firsthand.

Florida Music Tours span from the early days of the Delta Blues in the Panhandle, to the cherished folk and bluegrass of the north-central Suwannee heartland, and down into the lively Latin-Caribbean styles of central and south Florida. Each music tour will include a historical overview, select locations, featured musicians and places you can visit.

Start your Florida Music Tour today with our first tour, *Florida's Got the Blues* at [http://](#)



GRANTEE SPOTLIGHT:

GRACE ARTS CENTER'S *R&J THE TEMPEST TOO*

R&J was first performed in 2015, and focused only on an adaptation of *Romeo and Juliet*. It was written by Grace Arts Center and produced in part with the Fort Lauderdale Children's Theater supported by grants from the Florida Division of Cultural Affairs and the Broward County Cultural Division. This first chapter featured a youth led cast including professional dancers and actors. In February of this year, *R&J The Tempest Too* debuted with a full professional cast including members of Miami City Ballet and Cuban National Ballet.



R&J The Tempest Too combined elements of *R&J* with a reworking of *The Tempest* set in modern time with an infusion of real Florida history shared in spoken word by the Narrator (a character created for each iteration). Each previous production was under one hour; the new iteration combined both plays into a full two hour production with a talented cast of visual artists, actors and dance elements ranging from tango, hip hop, Cuban folkloric, and contemporary American ballet.

The project was designed to attract a wide range of viewers. In all its phases, the performance targeted arts enthusiasts, supporters of historic preservation and literature through performance locations and marketing to cultural tourists as well as residents of South Florida. The project also prepared the cast for summer workshops with arts students on track for professional development in various fields. In addition the cast worked with at-risk youth groups to advance their writing and problem solving skills.

For more information, visit <https://www.graceartscenter.org/>.

Creative Capital Professional Development Workshop Trains Artists to Thrive

As part of the Division of Cultural Affairs' commitment to elevating and promoting the role of the individual artist, Citizens for Florida Arts, Inc. joined with the Creative Capital Foundation to provide professional development workshops for artists. The most recent workshop was hosted by the Maltz Jupiter Theatre on June 2-4, 2017, and 20 artists across multiple disciplines came together to learn how to enhance their careers.

Following a curriculum developed by the Creative Capital Foundation, artists learned valuable skills for taking their arts businesses to the next level. Nerissa Street, one of the artists attending, wrote on her blog, [Be Your Own Answer](#),

"I felt like I was standing in a dark room, and I had the chance to pull back the curtains. This new mindset doesn't just feel like the afterglow of a motivational speech. Being in the presence of artists just like me who are successful makes it real."



Artist attendees, Creative Capital leaders, and staff at Maltz Jupiter Theatre

The next Creative Capital professional development workshop will be announced soon. For more information about the Division's Professional Development for Artists and Creative Capital workshops, be sure check our [webpage](#) for updates, as well as follow the Division of Cultural Affairs on [Facebook](#) and [Twitter](#).

UPCOMING WEBINARS



Thursday Lunchtime Webinars

Join Division Staff and Guest Speakers for informative sessions to inspire Florida's Arts & Culture Community

The next in the division's series of lunchtime webinars will take place on Thursday, July 20, at noon eastern, focusing on a look inside the grant panel review process. You can register for the webinar [here](#).

Upcoming webinar topics include Diversity & Inclusion and the National Endowment for the Arts' Our Town program. Dates for these sessions will be announced soon. We would like your help in considering upcoming topics. Is there a subject you would like to see addressed? Please let us know by emailing Curtis Young at curtis.young@dos.myflorida.com or calling 850.245.6337.