

Cultural Arts Element

Data, Inventory & Analysis

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SUPPORT DOCUMENT

**CULTURAL ARTS ELEMENT
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CULTURAL ARTS SUPPORT DOCUMENT

1. INTRODUCTION

The purpose of the Cultural Arts Element is to set the framework for fulfilling the community's vision for a more beautiful, pleasant urban environment and to identify necessary and desirable cultural opportunities. The arts in Central Florida are cultivated through special programs, ongoing inventories and evaluations, and targeted community assistance.

People use various creative forms to express themselves. Whether it is an expression of emotion, spirituality, intelligence, tradition, or diversity, these forms of expression make up the fabric of a rich life. These forms of expression can be categorized as the cultural arts. The City of Orlando is dedicated to promoting community involvement and awareness in the arts by supporting a wide range of programs, services and cultural education to people of all ages.

The vision of the City of Orlando as "The City Beautiful" is defined by the various amenities it has to offer. This vision is also discussed in other portions of the Growth Management Plan such as the Future Land Use element, the Historic Preservation element, the Urban Design element, the Conservation element, and the Recreation and Open Space element. Urban environments are made suitable for habitation by incorporating elements of the natural environment, innovative urban design, preservation of historic buildings, and by ensuring the availability of parks and other civic amenities. However, the creative provision of cultural amenities will dramatically enhance a community's quality of life. Cultural opportunities serve positive human needs and are key components of any community's livability and sustainability. The collective lifestyle of Orlando's residents is dependent on the provision of diverse cultural opportunities.

The Cultural Arts Element will explore the importance of the arts in communities, discuss the historical and current planning efforts undertaken by the City of Orlando for cultural arts, and provide a comprehensive inventory of various arts venues, organizations, and festivals.

2. IMPORTANCE OF THE CULTURAL ARTS

Cultural development is critical to the enhancement of community. The arts, sciences and humanities play a central role in enriching lives by linking people to various places, to communities, to history, and to diverse people. Regional theater, classical music venues, festivals, galleries and museums create civic vitality.

"Cultural planning" involves an in-depth evaluation of how the arts can contribute to community development and on the other hand, how planning and redevelopment tools can help strengthen the arts into a strong, productive industry. Cultural planning involves artists, cultural organizations, audiences, arts educators, students, and ethnic groups.

2.A. CULTURAL ARTS EDUCATION AND SOCIAL DEVELOPMENT

Cultural arts are intertwined into the social aspect of life. The arts can positively influence the physical and mental development of children. According to the U.S. Department of Education, arts education is just as essential as the other core subjects such as English, math, and science. The arts are used to motivate young people to learn. The arts challenge the mind and body but have rewarding benefits. Arts education develops fundamental cognitive skills, self-discipline, and social skills. It cultivates comprehension, critical thinking and problem solving skills, thus allowing students to perform well academically.

Orange County Public Schools realizes the importance of arts education and offers a Fine Arts Curriculum for various grade levels in a variety of disciplines. Types of art forms introduced to students are band, chorus, dance, elementary music, elementary strings, orchestra, theatre, and visual arts.

The arts do not just affect the academic development of children. According to the Florida Department of Cultural Affairs, participation in the arts help elderly adults maintain an active life physically, mentally, and socially. Also, music and art therapies positively affect recovering patients, and children and adults with chronic diseases. The arts can enhance the built environment and the quality of life for all.

2.B. CULTURAL ARTS ECONOMIC IMPACT

Cultural arts have a great economic impact on communities. The arts stimulate business development, attract new businesses, generate tourism, drive redevelopment and contribute to the economic vitality of communities. Many businesses also find that supporting the arts is an important part of their community outreach. Cultural programs depend heavily on grants and donations from businesses. Companies that support the arts, sciences, and humanities consistently report that endowing cultural programs enhances their corporate image, reflects positively on the quality of their product, enriches the lives of their employees, and improves the quality of life in their hometown communities.

According to the Florida Division of Cultural Affairs, the state's cultural arts industry is a fast growing industry. Its annual statewide economic impact has grown from \$1.7 billion in 1997 to over \$2.9 billion. In 2001, Florida's arts and cultural organizations expended \$1.2 billion and support over 28,000 full-time jobs. Not only does the cultural arts industry enrich the local community, it reaches out to the tourist community. Approximately 7 million out-of-state tourists visited Florida's cultural facilities or attended cultural events in 2001, thus spending \$4.5 billion. All together, when related services are included, such as hotels and restaurants, spending by tourists engaging in arts-related activities contributed \$9.3 billion to the state's gross regional product and also generated 103,713 full-time jobs with a payroll of \$2.6 billion.

In 2007, a study entitled *Americans for the Arts Economic Prosperity & the Arts III* was published to quantify the economic impact of cultural arts in Central Florida. The study compared the economic impact of the arts in Central Florida, similar-sized communities and nationally

between 2005 and 2006. The following figures outline the total economic impact of spending by non-profit arts and culture organizations and the audiences that enjoy them.

FIGURE CA-4: TOTAL ECONOMIC IMPACT OF SPENDING BY CULTURAL ARTS ORGANIZATIONS

	Central Florida	Median of Similar Regions Population = 1 million or more	National Median
Total Expenditures	\$77,633,226	\$123,162,088	\$17,346,252
Full-Time Equivalent Jobs	2,948	3,825	675
Local Government Revenue	\$3,230,000	\$5,001,500	\$719,000
State Government Revenue	\$3,450,000	\$5,516,500	\$770,000

Source: *Americans for the Arts Economic Prosperity & the Arts III*

FIGURE CA-5: TOTAL ECONOMIC IMPACT OF SPENDING BY CULTURAL ARTS AUDIENCES
(Excluding the cost of event admission)

	Central Florida	Median of Similar Regions Population = 1 million or more	National Median
Total Expenditures	\$87,678,874	\$122,761,096	\$24,772,704
Full-Time Equivalent Jobs	2,713	3,618	711
Local Government Revenue	\$5,736,000	\$5,983,500	\$1,390,000
State Government Revenue	\$8,270,000	\$8,229,000	\$2,176,000

Source: *Americans for the Arts Economic Prosperity & the Arts III*

Arts and culture is one of the City of Orlando’s targeted growth industries because of the many-fold impacts it has on the economy and the community. By building and expanding the arts, the City improves its competitiveness in attracting new businesses and high-paying jobs.

It is essential to develop a sustaining cultural environment that values creativity in multiple art forms and supports institutions that ensure arts are available to a wide range of people. Indeed, investment in cultural arts brings economic success, but investment in the arts at every level, from a neighborhood to a region, from a child to a senior citizen, is an investment in the future of society.

3. HISTORICAL CULTURAL PLANNING EFFORTS

The planning of Orlando's cultural amenities has historical antecedents in 19th Century Amenity Planning, the Municipal Art Movement, the Outdoor Art Movement (Olmsted), the City Beautiful Movement, and the Works Progress Administration. The City's older institutions, parks, and open spaces illustrate that each of these pre-World War II movements helped to define the setting for Orlando's cultural environment. Generally, in the second half of the 20th Century, large public programs were phased out while private organizations and foundations took the lead in providing cultural amenities and programming. However, because Orlando recognized that the arts have a dramatic economic effect and a valuable cultural resource, the City government continues to maintain an active role in cultural planning.

A great deal of planning for the cultural arts was initiated and completed in the 1980's and 1990's, under the direction of Orlando Mayor Bill Frederick and Orlando Mayor Glenda Hood. The following section outlines these efforts.

In 1982, Central Florida business and cultural leaders joined together to form the Arts United Fund, a division of Arts, Inc. of Central Florida. Arts United was established as a fund raising organization designed to seek public and private support through an annual fundraiser to benefit 11 member non-profit cultural organizations. Funds raised by Arts United provided a stable and growing base of annual operating support, bridging the gap between each organization's earned income (ticket sales, memberships, etc.) and what it could raise on its own behalf. The Arts United Fund conducted six annual community fund-raising drives, raising more than \$8.8 million in operating support for its member organizations from 1983 to 1988.

Over the years as the population grew, the financial needs and the artistic vision of the community arts groups also grew significantly. The Arts United Fund would not be able to meet the continually increasing demand for contributed funds without modifying its own structure and operation.

An 18-month study was undertaken by the Downtown Development Board's Cultural Arts Task Force and the Chamber of Commerce's Goals 2000, which reviewed local arts organizations and cultural programs available to residents and regional visitors. These committees prepared several feasibility studies which examined the Greater Orlando market, the arts trade area, existing arts institutions, facilities and the arts consumer. Their findings indicated that Arts, Inc. needed to be reorganized and its fund raising abilities improved in order to propel established institutions to heightened levels of artistic excellence, as well as to be more sensitive to the needs of smaller and emerging groups.

Recognizing the need to broaden cultural support, the Trustees of Arts, Inc. invited Orlando Mayor Bill Frederick to chair a 76-member Commission in June 1988. The Mayor's Commission on the Arts was charged to study cultural funding patterns in Central Florida, propose alternatives, make recommendations to improve the effectiveness of Arts, Inc., and to develop a strategic plan for their implementation.

As a part of this effort, the City of Orlando's Downtown Development Board hired Theatre Projects Consultants, Inc., to prepare several reports concerning Cultural Arts in the Orlando area. Out of this endeavor, an Economic Impact Study and a Cultural Arts Market Feasibility Study were prepared. The Economic Impact Study concluded that money spent on the arts influences the local economy and benefits the community with educational and social opportunities, positive publicity, and even corporations relocating to the area. The Cultural Arts Market Feasibility Study was designed to assess the arts environment, the feasibility of a new performing arts center, and to present an implementation plan. This study recommended that a Cultural Policy Plan should be developed.

3.A. THE CITY OF ORLANDO'S 1988 CULTURAL POLICY PLAN

In 1988, the City of Orlando adopted its Cultural Policy Plan, which stressed that the arts play a major role in Central Florida in terms of tangible economic impacts, intangible impacts to the community's image, educational opportunities for young people and adults, and as an important element in business relocation decisions. The Cultural Policy Plan contained a number of recommendations, the first being that the City of Orlando together with Orange, Osceola, and Seminole Counties should prepare and accept a public policy statement in support of the arts. The plan also contained recommendations concerning certain issue areas, including leadership, funding, management, marketing, and facilities.

The 1988 Cultural Policy Plan stated that the arts in Central Florida were at a crossroads. Without a substantial infusion of financial support, they would settle into a pattern of mediocrity. However, in order to attract financial support, substantial investments must be made by the institutions and their supporters. The Plan noted that a comprehensive approach to stabilizing programs and encouraging excellence was certain to result in difficult choices, but to achieve the goals for the community-at-large and provide a range of high quality artistic opportunities often requires, an initial sacrifice was required to yield long-term benefits.

The Mayor's Commission on the Arts completed its work and submitted its final report in December 1988. The 1988 Cultural Policy Plan has been used as the blueprint for supporting the arts. In the intervening years, improvements were made to expand Lake Eola Park, Orlando's premier outdoor cultural attraction and festival staging area. The Bob Carr Performing Arts Centre underwent major renovations. Improvements included new seating, a general upgrade of the lobby and public areas, acoustical modifications, as well as numerous improvements to the stage and backstage areas. The Orlando Science Center and Orlando Museum of Art were also totally rebuilt in the mid to late 1990's.

United Arts of Central Florida, Inc.

From a programming and funding perspective, the interest, enthusiasm and support of community leaders united to form the core of a broad-based plan. Acting on the recommendations of the Commission, the Board of Trustees of Arts, Inc. amended its bylaws and selected 26 new Trustees to direct the organization under a new name – United Arts of

Central Florida, Inc. A solid foundation for quality programs and activities was established under the leadership of the United Arts of Central Florida.

To date, United Arts of Central Florida has invested \$102 million in local cultural organizations and education in Orange, Osceola, Seminole and Lake Counties since its inception in 1989. In addition to fund raising, United Arts continues to work with its members, and other Central Florida cultural organizations to develop more effective management systems, foster a better understanding between arts groups and the community, and promote the idea of fiscal responsibility as an essential partner to artistic excellence. The “mediocrity” feared in the 1988 study has not come to pass, and the arts continue to thrive under strong local leadership.

3.B. URBAN LAND INSTITUTE RECOMMENDATIONS

In May 1997, Orlando Mayor Glenda E. Hood invited an Urban Land Institute (ULI) advisory panel to Orlando to identify opportunities and options for the development of Downtown Orlando as a cultural, educational and entertainment destination.

During that time period, the Advisory Panel described Orlando as a world-renowned entertainment destination, as the third largest market in the United States for entertainment industry jobs, and as a community of manageable size and scope that can be further developed. In arriving at its recommendations, the ULI addressed two themes: (1) Orlando is a metropolitan community in which creativity is the principal product and (2) the City needs to create, through its performing arts, cultural programs and physical surroundings, a very real sense of place.

From the ULI recommendations, two documents were created to address the potential for a performing arts center in Downtown Orlando. The Orlando Performing Arts Center Feasibility Study was conducted by AMS Planning and Research Corporation in 1996. This study found that the need for new facilities is driven largely by the absence of high quality performing arts spaces in the City to support the development of local performing arts organizations. The study stated that a new Downtown performing arts center is a strong concept with broad community support. The study also found that the primary concerns with the proposed center are the need for substantial funding for construction, operation of the facilities and organizational support. The next study, Feasibility Study to Build a Performing Arts Center in Orlando conducted by Milano, Ruff & Associates in 1996, studied the depth of support for a performing arts center, size of the potential donor constituency, confidence in the project’s management, and volunteer leadership strength.

3.C. CENTRAL FLORIDA THEATER ALLIANCE

In 1998, the Central Florida Theatre Alliance was formed by theater groups and producing organizations, non-producing organizations, corporations and individual in the Central Florida area. Producing organizations were defined as those organizations that produce theatrical productions within a 30 mile radius of Downtown Orlando.

The members of the Alliance believed that everyone must come together to share knowledge and ideas, and determine priorities. Specifically, the Alliance's goals included: increased quality of production, increase variety of production, increased performance opportunities, increased profile of Orlando and its theaters, increased audience, and increased funding.

One of the primary objectives of the Alliance was to encourage more of the area's cultural facilities to be located in a centralized area in Downtown Orlando.

3.D. THE CULTURAL CORRIDOR AND DOWNTOWN ARTS DISTRICT

The centerpieces of the City of Orlando's efforts to enhance the cultural arts are the Cultural Corridor and the Downtown Arts District.

The Cultural Corridor is a defined geographic area emphasizing arts, cultural and educational facilities and programs for the purpose of creating a unique Downtown destination. Orange Avenue and Magnolia Avenue are the main spines of the Cultural Corridor, linking Loch Haven Park to downtown venues. Within Downtown Orlando, the Cultural Corridor follows the LYMMO bus route to capitalize on the free transit opportunity and connections to existing cultural facilities as the Bob Carr Performing Arts Center and the Orlando Public Library.

In 2000, the Downtown Arts District, Inc. was created to promote art, local artists and the economic development of the downtown area in the City of Orlando. The mission of Downtown Arts District, Inc. is to create a healthy, vibrant, sustainable world-class arts district. In accomplishing this mission, the Downtown Arts District helps cultural organizations move into Downtown by providing grants for rent subsidies or facility improvements, and to create cultural awareness by sponsoring cultural arts events. The Downtown Arts District follows the same geographical boundaries as the City of Orlando's Community Redevelopment Area and includes the Cultural Corridor.

4. CURRENT CULTURAL ARTS PROGRAMS

4.A. THE CITY OF ORLANDO'S PUBLIC ART PROGRAM

Public art is an essential element of the City's image and enhances quality of life. It can teach, entertain, and heighten the viewer's awareness of the urban environment. A successful public art program acts as a link to the past, while offering a vision for the future. The City of Orlando has developed an extensive and comprehensive public art program.

The Public Art Program has an advisory committee known as the Public Art Advisory Board (PAAB) and is directed by a Public Art Coordinator. The Public Art Advisory Board was created to ensure community representation in the direction of the program. The PAAB consists of diverse citizens with various art backgrounds. The board members must have one or more of the following classifications: architect, interior designer, landscape architect, land use planner, professional in the art field, art or architectural historian, art educator, or artist. The PAAB responsibilities are to assist the Public Art Coordinator in the decision-making process of artist

and project selection, recommend artwork purchases for the Public Art Permanent Collection, and to create and support the application of long-term projects and goals of the Public Art Program.

The PAAB strives to disperse art works throughout the City in an effort to provide these amenities to the greatest number of people possible. They are also committed to developing a Florida Art collection for several reasons: to reflect the current cultural style of visual expression in Florida with a concentration on Central Florida; to support the local art community in a positive manner; and to allow local artists the opportunity for recognition.

Public Art Selection Process

There are several types of art and artist selection processes: open competitions, limited competitions, an invitational, direct selection, mixed process and direct purchase.

- In open competitions, following public announcement of a project any artist or organization may submit proposals, as indicated by the notification. The open competition is a two step process in which initial proposals are submitted and narrowed, then followed by a second request to submit a more developed proposal.
- The limited competition is defined by certain parameters. For example, the guidelines may define that the artist or organization must reside within 150 miles of the City of Orlando or work only in a specific medium.
- The invitational process is where one or more artists may be invited to submit proposal for a specific project.
- The direct selection is when an artist or design team is selected directly for a Public Art project. This process is enacted only during certain circumstances, which deem other processes impractical such as time constraints or very particular project requirements.
- The mixed selection is a two-fold process that combines any two of the previously mentioned processes.
- The process of direct purchase is when a completed piece of work is purchased for a specific site or project.

Funding

Adequate funding is a vital part of any public art program. The final cost of each individual work of art varies greatly depending on project specifics. Factors which affect the total cost of a project include transportation to the site, site preparation, installation, lighting, and landscape treatment. These add-on expenses can increase the cost as much as twenty percent.

The Public Art Program is funded through capital projects. The construction or renovation of these projects includes an amount for a Public Art Fund which equal to one percent (1%) of the total cost of the project. Funds may be used for works of art, architectural enhancement or special landscape treatment. These elements may be integral parts of the buildings situated within or outside the building, may be located in or near government facilities which have already been constructed, or may be located in other public places where numbers of people

may experience them. The Public Art Fund does not roll over at the end of the fiscal year. Instead it is renewed at the beginning of each fiscal year depending upon the annual construction and renovation projections.

If art work is deemed inappropriate for the site, the 1% may be used for other needs, purchases and projects for the Public Art Program subject to approval by City Council. Alternative projects should serve a municipal purpose and demonstrate that it is an appropriate use of those particular funds.

Downtown Development and Public Art

The City also placed requirements in its Land Development Code to promote inclusion of public art on private development sites. Wherever an intensity bonus is used in connection with a development in the Downtown Activity Center, prior to issuance of any building permit, a set-aside is required of a least 1% of the total construction costs for the development. Money collected through this mechanism can be used for works of art, architectural enhancement or special landscape treatments. The works of art, architectural enhancements or special landscape treatments may be integral parts of the building, situated within or outside the building, or located in other public places where a substantial number of people may experience them, as reviewed, selected and approved by the Public Art Advisory Board.

City of Orlando Permanent Art Collection

The City's public art program encompasses exterior and interior art of varied media throughout the City of Orlando. The first piece of public art for the City of Orlando was commissioned in 1986. The most significant exterior pieces are Rocket Thrower by Donald DeLue, which is sited in Loch Haven Park; Family of Acrobats by Stanley Bleifeld, sited at the Bob Carr Performing Arts Center; and Citrus Workers, created by William Kilpatrick, sited in Leu Gardens.

The interior collection at City Hall is comprised of smaller two and three-dimensional works featuring a major concentration of Florida artists. Public and private areas within City Hall have been adorned with prints, paintings, and small sculptures, in keeping with a "Florida" theme. There are over 600 total works in the collection.

The public showplace for the City's Public Art Program is the Terrace Gallery, located on the first floor of the Orlando City Hall. The Gallery hosts on-going art exhibits year-round. Past exhibits have featured Orlando artists, native Florida artists, and artists with regional and national reputations. In addition, the Public Arts Program, in partnership with the National Arts Program Foundation, hosts the Orlando City Artworks an annual multi-media exhibit and art competition for City of Orlando employees and their families.

4.B. COMMUNITY VENUES

Serving as the economic, social and physical hub of the central Florida region, Downtown Orlando has been undergoing an unprecedented transformation. In just the two square mile Central Business District there are more than 30 ongoing or planned development projects with approximately 7,000 residential units and 1.1 million square feet of office space as of 2007. Fueling this development has been widespread population growth in the Central Florida region which is currently twice the national average and is expected to double from 3.5 million residents in 2006 to 7.2 million in 2050.

With this revitalization has come a renewed demand by Central Floridians for world class entertainment, arts and sports venues. On an annual basis, countless entertainment events and small business conferences bypass Downtown Orlando due to antiquated facilities. Recognizing these issues, the City of Orlando and Orange County have discussed at length the need to upgrade and expand the area's venues. Public input has stressed that new venues should not only benefit the growing Downtown Orlando neighborhoods, but also directly contribute to the area's economic vitality and quality of life.

First Steps

The first formal step toward exploring venue development was the establishment, in 2003, of the City of Orlando Downtown Strategic Transition Team. By spring 2004, Mayor Buddy Dyer, in partnership with Orange County Mayor Richard Crotty, had created committees to study the Orlando Performing Arts Center, Events Center and the Citrus Bowl. These efforts were soon followed by a Community Venues' Economic Impact Study.

In November 2005, the Orlando City Council approved a contract with Glattig Jackson, a national urban planning firm headquartered in Orlando, to develop a comprehensive master plan which would establish development criteria for the venues and structure their relationship to Downtown development.

During the early part of 2006, grassroots support for the venues continued to grow as shown by the Orange County Commission's approval of a one cent increase of the Tourist Development Tax from 5 to 6 cents for each dollar spent on hotel rooms in Orange County. Endorsed by regional Chambers of Commerce and the tourism industry, the County's approval called for the proceeds from the tax increase to be equally shared between the community venues and the tourism industry. This shared one cent increase and a portion of the 1 to 5 cent revenue is envisioned to have an enormous impact in defraying venue development costs since the previous five cent tax raised, in 2006 alone, approximately \$97 million. To further lend support for venue development, the City proposed an investment of land, infrastructure and construction funding along with state private financing.

Throughout 2006, the City, County and venue partners participated in meetings hosted by community and business organizations such as the Metro Orlando Economic Development Commission, League of Women Voters and the Orlando Regional Chamber of Commerce.

Mayor Dyer, in August and September 2006, held neighborhood meetings in each City district for residents to discuss how new and updated community venues would enhance neighborhoods. In a culmination of these efforts, on September 29, 2006, Mayor Dyer and Mayor Crotty signed a letter of understanding which outlined a proposed funding plan for all three venues.

Downtown Orlando Community Venues Master Plan

The Downtown Orlando Community Venues Master Plan was presented to the City Council in the fall of 2006. The Master Plan is a vision document which serves a two-fold purpose: first, to identify the potential benefit of each facility; and second, to outline their synergistic stimulus on the metro-Orlando area.

Accordingly, the Plan provides a comprehensive analysis of the area's present conditions and coordinates the conceptual design and development of a new Events Center (arena), Performing Arts Center (PAC) and improvements to the Citrus Bowl (football stadium). Included in this analysis are Church Street Corridor and Creative Village Sub-area Master Plans.

The master plan study area is bounded by Colonial Drive on the north, Rosalind Avenue on the east, Tampa Avenue on the west, and the East-West Expressway (SR 408) on the south. The study area includes the Downtown Business District and the established Parramore Heritage Neighborhood to the west.

As a result of feedback from stakeholders and a study of the physical area, a set of guiding principles was developed for the master plan. These principles were not only used in the selection of the present venue sites but also to evaluate future public investment and site development. These principles are as follows:

- Connect and strengthen neighborhoods
- Leverage community assets to build vibrant activity centers
- Celebrate and strengthen arts and cultural amenities
- Build great streets
- Improve walkability in core areas
- Realize a good return on public investment
- Maximize use of existing parking
- Accommodate alternative modes of transportation
- Design regional facilities as good neighbors

Performing Arts Center Master Plan

The proposed Orlando Performing Art Center (now known as the Dr. P. Phillips Orlando Performing Arts Center) is probably one of the most studied and discussed community venues. As stated on the Project Hometown website:

“(the) Bob Carr Performing Arts Center was built in 1926 and hasn’t been significantly renovated since 1977...Orlando is the only Florida city with a professional ballet, opera, philharmonic orchestra and touring Broadway series, yet the only major Florida City without a state of the art performing arts center to house them...it is hoped that the Orlando Performing Arts Center will be Central Florida’s destination of choice for the arts, cultural and entertainment programming. The Orlando Performing Arts Center non-profit Corporation which will develop, build, and operate the new center hopes that it will serve (Orlando’s) diverse community by educating and nurturing artists, arts organizations, students, and audiences through the region and the State of Florida...”

The approximately eight acre site is centrally and strategically located in the southern part of Downtown, just north of Lake Lucerne. To the north of the site is the Grand Bohemian Hotel and a church, to the south is the East-West Expressway, to the west is City Commons, including the Orlando City Hall and office buildings, while to the east is a multi-family development.

Public feedback has stressed that the Performing Arts Center’s urban design benefits not be internalized within a single complex but instead be functionally and physically linked with Downtown, Lake Lucerne and its surroundings to the south. The Performing Arts Center will serve as a southern anchor for the City of Orlando’s cultural corridor which proceeds north, along Orange Avenue, through Downtown Orlando.

The Dr. Phillips Orlando Performing Arts Center is envisioned to be an exceptional entertainment destination to showcase the region’s performance groups, including the Orlando Philharmonic, Orlando Ballet, Orlando Opera, Festival of Orchestras and other regional groups and touring shows.

The Performing Arts Center will include a 2,800 seat amplified hall for large productions; a 1,800 seat acoustical hall for concerts, operas, dance, and drama productions; a rehearsal hall; education space; administrative offices and service areas; and common areas including a plaza, lobby, box office, catering and food service.

As discussed in the Community Venues Master Plan, the Performing Arts Center project calls for the performing arts facility to be surrounded by mixed-use development involving 2 million square feet of commercial space including an office building, a 200 room boutique hotel, residential condominiums, and restaurants and entertainment businesses.

The design and construction cost for the Performing Art Center is estimated to be \$354 million with an additional \$71 million for land contribution and acquisition and road and site improvements. The Orlando Performing Arts Center, Inc., which is a non-profit corporation, will manage the design, construction and operation of the facility with supervision from the City. The design process is expected to take 22 months with the construction being approximately 34 months. The new Performing Arts Center is expected to open in 2012.

Events Center Master Plan

As Orlando and the Central Florida region continue to grow, developing a community Events Center has become paramount. The Amway Arena, once a premier destination, is now reaching the end of its functional life in terms of its size, capabilities and mechanical infrastructure.

The existing arena, situated on the 60-acre Centroplex site, was originally built in 1989. Recent research has indicated that in less than twenty years it has become the oldest and smallest arena among its peer markets. Due to the growth of competing events, countless venues have bypassed the Orlando market leading to the loss of hundreds of millions of dollars of revenue.

The proposed Events Center site is to be located in the southwest corner of the Parramore Heritage Neighborhood in Downtown. Situated south of West Church Street and west of South Division Avenue, the proposed site is within an area undergoing wide-spread and intensive revitalization. To the north and west of the site is commercial and residential development, to the east is I-4 and the Bridge District and to the south is Anderson Street and SR 408. CityView, a relatively new federally-funded mixed use, mixed income project is located immediately northwest of the site.

The Events Center project includes a multi-purpose facility to host concerts, various sports and other entertainment and community events. It will be comparable in size, scope and quality to events centers recently constructed in Charlotte, Indianapolis, Memphis, and San Antonio. The Events Center facility will include approximately 750,000 square feet of space with 18,500 seats and 40 suites. Other amenities include restaurants, concessions, locker rooms, dressing rooms, ticket facilities and retail spaces. The Events Center will be able to accommodate basketball, arena football, indoor soccer, ice hockey, concerts and conventions. It will be the new home of the NBA Orlando Magic, arena football Orlando Predators and potentially, a hockey team.

The design and construction for the Events Center is estimated to be \$380 million with an additional \$60 million for parking, roads and site improvements. The Orlando Magic is responsible for leading the design and construction effort for this facility. The City is responsible for land acquisition, site preparation, parking, road and utility improvements. The design process is expected to take 12 months with construction being approximately 25 months. The new Events Center is expected to open in September 2010.

Citrus Bowl Stadium

Situated on approximately 29 acres, the Florida Citrus Bowl Stadium is nearly two miles from the entertainment intersection of Church Street and Orange Avenue in Downtown Orlando. Located at the corner of Rio Grande Avenue and West Church Street, the Stadium is in the older established Lake Lorna Doone neighborhood. Once a vital part of Orlando's west-side, the neighborhood slid into decline after the construction of I-4 and the East-West Expressway.

The Citrus Bowl is surrounded by a mix of industrial, commercial and single family residential uses interspersed with vacant parcels. Dominant physical features in the area are Tinker Field to the immediate west, Lorna Doone Park to the north and the elevated East-West Expressway to the south.

A familiar City landmark, the seventy year old Citrus Bowl Stadium currently serves a regional population base of almost 2 million, up over a million people from twenty years ago. Providing approximately 65,438 fixed seats, the existing stadium is dilapidated and non code compliant, lacking modern restrooms, concessions, and club amenities.

As the Downtown core expands west of I-4, the long term vision for the Citrus Bowl area will be its redevelopment as a mixed-use activity hub along West Church Street. Land uses located in a quarter-mile transition area around the Citrus Bowl are primarily mixed-use neighborhood development and industrial areas. The stadium and its required parking will continue to dominate the immediate area, however, a number of parcels are underutilized and could be redeveloped to higher intensity mixed uses. Supporting this potential transformation is an existing system of upgraded roadway and utility infrastructure.

The renovation plans for the Florida Citrus Bowl Stadium includes the demolition and reconstruction of the existing lower bowl; about 70,000 seats with 4,000 club seats and 10 new suites; a 40,000 square foot Stadium Club/Banquet space; and new and improved concessions, locker rooms, restrooms, press facilities and associated utilities.

The Florida Citrus Bowl Stadium is currently home to the annual Capital One and Champs Sports Bowls, the annual Florida Classic football game between Bethune-Cookman University and Florida A&M University, and many other events. The renovated stadium will serve as the western anchor of a revitalized Church Street corridor. With the assistance of a \$17 million federal grant, the City will construct streetscape and transit improvements along West Church Street from the stadium, east to Terry Avenue, 1 block west of the planned Events Center site.

The construction for the Citrus Bowl is estimated to be \$175 million with an additional \$2.5 million for adjoining park improvements and parking modifications. The design process is expected to take 16 months with construction being approximately 30 months. The improved Citrus Bowl is expected to be completed by 2011.

Creative Village Sub-Area Master Plan

Major metropolitan areas are reinventing their downtowns by creating central cities where citizens can live, work, learn and play. The growing interest in living in multi-use urban districts is also being driven by the increasing number of knowledge workers in the labor force. Today's economy relies more on ideas created by people rather than physical resources. This new workforce seeks out a downtown urban lifestyle.

Orlando is one of the top 12 digital media clusters in the country. A recent study by the research firm Catalytix validates that Orlando is poised to become a top destination for “creative types”. According to the study, there are 317 local film and entertainment technology businesses in the area that employ more than 8,000 workers, host \$1.4 billion in annual sales and pay \$280 million in salaries. Another 822 “arts” businesses employ 6,000 people. The average wage for Orlando high tech workers is \$70,000 as of 2007.

Digital media in Orlando has emerged as a union of the City’s modeling, simulation and training (MS&T) cluster and film and video production industries. Digital media firms have worked on government projects and have been afforded opportunities in theme park ride development and film production through the presence of local theme parks. Orlando has also become a home for education programs that focus on the digital media industry thereby creating home grown talent and ensuring a steady and qualified employee base. Local institutions that focus on digital media and related creative industries include the Florida Interactive Entertainment Academy, the University of Central Florida School of Film and Digital Media, local community colleges, Full Sail Real World Education and Digital Animation and Effects School.

In August 2006, Mayor Dyer appointed the Downtown Orlando Creative Village Concept Team and tasked them with crafting a vision for a Downtown Creative Village. The proposed site for the Creative Village is north of the proposed venues with a corridor running along Division Street. It will be situated at the Orlando Centroplex where the existing Orlando Arena and Bob Carr Performing Arts Center are located. The boundaries of this area are Hughey Avenue to the east, West Livingston to the south, Parramore Avenue to the west and Concord Street to the north.

The planned development of a new Events Center and Performing Arts Center at other Downtown locations raised the possibility of redeveloping the City’s Centroplex site. The Creative Village will build upon the presence of the University of Central Florida’s School of Film and Digital Media and the Florida Interactive Entertainment Academy (FIEA), a division of the school which opened at the former Expo Center in August 2005.

The elements of a Creative Village, as cited in the Concept Team Report, include:

- Balance of business, residences, education, retailing, entertainment and green space
- Economic engine attracting companies of various sizes
- Larger tech companies
- Spin-off and start-up companies
- Freelance, contract and complementary companies
- Caters to knowledge workers
- 24 hour environment
- Affordable
- Diverse cultures and lifestyles
- Street life and urban amenities
- Innovative, appealing and functional architecture

- Urban density

The Concept Team stated that the City likely will issue a Request for Proposals (RFP) to redevelop the Centroplex site. The overall recommendation of the Team is for any Creative Village RFP to require, at minimum, the following:

- Approximately 35% office space
- Approximately 45% residential space of which 20% is affordable
- Supporting land uses should constitute 20% of the site, including education, hotel, retail and entertainment.

In particular there should be:

- 800,000 square feet of large floor plate office space to attract technology and media companies within 1 to 3 years;
- 100,000 square feet of small floor plate office space to attract spin-off, start-up and complimentary companies within 4 to 6 years;
- 50,000 square feet of small floor plate office space to be built in Phase 1;
- 1,200 for sale and rental housing units that incorporate a mix of market rate, workforce and affordable housing;
- A minimum of 20% housing units should be affordable (80-120% of the area median income);
- 500,000 square feet of support land use that includes:
 - 200,000 square feet of education space
 - 200,000 square feet of hotel
 - 100,000 square feet of retail and entertainment
 - Significant green space and streetscaping that contribute to the overall development
 - An awareness of and connection and benefit to the surrounding community and the City of Orlando.

5. INVENTORY OF ARTS PROGRAMS, EVENTS, VENUES & ORGANIZATIONS

Orlando is home to a wide range of cultural arts venues, organizations, and events. The following section describes various iconic cultural venues within the City.

5.A. VENUES AND FACILITIES

Orlando Venues

Amway Arena

The Amway Arena is a 367,000 square foot entertainment complex that accommodates major sporting events and music concerts. It serves as home to the NBA's Orlando Magic, the AFL's

Orlando Predators and various world class sporting and entertainment events. Originally named the Orlando Arena, the arena opened in January of 1989 and since been outpaced by more modern facilities in other parts of Florida. As discussed in the previous section, plans are underway to replace this venue. The Arena is one of several facilities owned and operated by the City of Orlando all under the name of "The Orlando Venues." The other facilities include the Bob Carr Performing Arts Centre, Tinker Field, the Florida Citrus Bowl, Harry P. Leu Gardens and Mennello Museum.

Bob Carr Performing Arts Centre

The Bob Carr Performing Arts Centre serves as a major performance facility in Orlando for many arts groups. This facility is a functional theatre and concert hall with seating for 2,518. Its acoustics and sound capabilities accommodate concerts, Broadway presentations, symphonies, and ballet and opera performances.

The Florida Citrus Bowl

The Florida Citrus Bowl Stadium and Tinker Field represent Orlando's commitment to sporting events. The stadium was originally constructed in 1936, with seating for 8,900. The first annual bowl game, the Tangerine Bowl Game, was held in 1947. The Florida Citrus Bowl Stadium is currently home to the annual Capital One and Champs Sports Bowls, the annual Florida Classic football game between Bethune-Cookman University and Florida A&M University, and many other events. Not only is the Florida Citrus Bowl Stadium a sporting venue, it also hosts musical events. Today, it has a seating capacity of 70,000 and 30 sky boxes. Tinker Field, which is adjacent to the Florida Citrus Bowl Stadium, is a 5,000 seat baseball stadium. As discussed in the previous section, the stadium needs substantial upgrades to provide a quality environment for patrons.

Harry P. Leu Gardens

Harry P. Leu Gardens consist of nearly 50 acres of botanical gardens including tropical plants, native plants, and a formal rose garden. It also includes the largest camellia collection in the Southeast United States. The Leu House Museum, which dates back to the 1880's and is a national landmark, is another important feature of the site. Leu Gardens hosts numerous events including evening concerts by local musical groups and outdoor movies.

Loch Haven Park

Loch Haven Park forms the northern anchor for the City's Cultural Corridor, which proceeds south to Downtown Orlando. Loch Haven Park is made up of the Orlando Science Center, the Orlando Museum of Art, and the Mennello Museum of American Art. The 45-acre park features large open areas for staging festivals and other outdoor events.

Orlando Science Center

The Orlando Science Center, which was founded in 1955, is dedicated to increasing the awareness and understanding of science and technology among the Central Florida residents. The 207,000 square foot facility offers hundreds of interactive exhibits for visitors of all ages.

The facility features an eight-story screen in the Dr. Phillips CineDome, the world's largest combined domed theater and planetarium.

The programs at the Orlando Science Center (OSC) are designed to promote lifelong learning. OSC offers youth, family, and adult programs that offer stimulating, in depth learning in science, math, and technology. It creates dynamic learning environments where visitors can explore and experience this by using a "hands on" approach. The planetarium features daily presentations on astronomy.

Orlando Museum of Art

The Orlando Museum of Art is a private, non-profit institution founded in 1924. The Orlando Museum of Art was among the first museums in the nation accredited by the American Association of Museums. Since its inception, the Orlando Museum of Art's purpose has been to enrich the cultural life of Florida by providing excellence in the visual arts. The museum's permanent collection consists of 19th and 20th century American, pre-Columbian, and African art. In addition to its collection, the museum presents a number of special exhibitions each year.

Mennello Museum of American Art

The Mennello Museum of American Art is located in Orlando's Loch Haven Park. It is one of Florida's most well-known folk art museums and features the paintings of Earl Cunningham, changing exhibits, museum store, and outdoor sculptures. The museum also is a part of the City's Public Art Collection.

Other Facilities

Orange County Regional History Center

The Orange County Regional History Center, located in Downtown Orlando, is a 65,000 square foot facility which showcases the collections of the Historical Society of Central Florida. Once the 1927 Orange County Courthouse, the History Center displays exhibits which represent the growth and development of Central Florida, Orlando and Orange County. It traces Orange County's development from the time it was known as Mosquito County through the Seminole Wars, the Citrus Bonanza, the Big Freeze of 1894, the Land Boom of the 1920's, and on to the present. The History Center's collection of over 40,000 objects is the largest collection of historical materials in Central Florida.

Lake Eola Park

Lake Eola Park is a metropolitan special facility that hosts numerous musical, literary, visual art, and ethnic festivals. The amphitheater at Lake Eola was developed by Walt Disney World, and contains state of the art staging technology.

Theme Parks

The Orlando area theme parks also offer performance venues for popular artists, including the Hard Rock Café (Universal Studios City Walk), Pleasure Island, Planet Hollywood and the House

of Blues (Downtown Disney). Because of the size of the theme parks, they are also able to host large musical events/festivals, with multiple artists.

UCF Arena

The UCF Arena, located on the campus of the University of Central Florida, hosts a variety of sporting and entertainment events for students and residents of Central Florida. The arena has a seating capacity of over 10,000 and includes 16 luxury suites, a club lounge and approximately 100,000 square feet of retail and restaurant space. The UCF Arena has featured musicians such as Elton John and Fall Out Boy and comedians such as Larry the Cable Guy and Dave Chappelle. It has also hosted sporting events which featured the Harlem Globetrotters and the And 1 Streetballers.

5.B. ORGANIZATIONS

Opera, Ballet and Dance

Orlando Ballet

Orlando Ballet is Central Florida's only professional resident ballet company. Its mission is to entertain, educate, and enhance the arts through the highest quality of dance. The Orlando Ballet has an annual season spanning eight months from September through May. Established in 1974, the organization employs more than 30 national and international dancers, performing both full-length classical ballets and repertory programs.

Russian Academy of Ballet

The Russian Academy of Ballet (formerly the Orlando City Ballet) is a pre-professional youth organization dedicated to providing training in dance and to promoting dance as an art form for the community. Company members are groomed for professional dance careers by studying a wide range of choreography from ballet to modern pieces.

Orlando Opera Company

The Orlando Opera Company has evolved into Florida's second largest professional opera organization during its 50-year history. Within its history, the Company has built a prominent reputation for presenting excellent singers and dramatic theatrical productions. The Company served Central Florida under the auspices of the Florida Symphony Orchestra from 1958 to 1979 before incorporating as an independent organization. Orlando Opera has outreach programs for Central Florida residents and its artists go on tour around the country. The Opera's alumni roster includes many of the finest operatic voices in the world, including Beverly Sills, Placido Domingo, Cecilia Bartoli, Carol Vaness and Luciano Pavarotti. The Opera also makes a special effort to train and cast young, emerging American and international artists through its Orlando Opera Resident Artist Program.

Orlando School of Cultural Dance

Established in 1989, the Orlando School of Cultural Dance teaches various cultural dance styles to various age groups. The School of Cultural Dance offers a number of dance forms including

African and Caribbean dance, ballet, tap, jazz, modern, and hip hop. The Orlando School of Cultural Dance believes that cultivating positive self-image is vital for the total development of children.

Music

Bach Festival Society

With a repertoire built primarily around the works of Johann Sebastian Bach, the Bach Festival Society has been delighting Orlando audiences with choral masterpieces since its founding in March 1935 (The 250th birthday of Johann Sebastian Bach). A professionally trained choir with over 120 voices, the Bach Festival Society produces a renowned annual concert series at Rollins College in Winter Park. In addition to bringing substantial national recognition to the Central Florida region, the Bach Festival has toured Great Britain, where it appeared both individually and with the London Bach Choir. The Bach Festival Society of Winter Park is one of the oldest running Bach Festivals in the United States.

Festival of Orchestras

The Festival of Orchestras is a presenting organization that features five or more internationally acclaimed symphony orchestras each season. The Festival of Orchestras has presented internationally acclaimed orchestras including the New York Philharmonic, The Jerusalem Symphony Orchestra, Cleveland Orchestra, The Philadelphia Orchestra, The Boston Pops, The Vienna Symphony Orchestra and the Moscow Philharmonic. These concerts are held at the Bob Carr Performing Arts Centre. The Festival of Orchestras offers classical music education programs in area elementary schools and a concert program for elementary students.

Florida Symphony Youth Orchestra

The Florida Symphony Youth Orchestra provides an educationally sound musical experience that will motivate students to fulfill their potential and to strive for excellence. They also promote the appreciation of the performing arts in the community and further the tradition of orchestral music.

Florida Young Artists Orchestra

The Florida Young Artists Orchestra is a non-profit organization established in 1997. It is committed to providing a positive, enriching, and high-quality orchestral experience for young musicians in Central Florida. The various orchestras under the umbrella of the Florida Young Artists Orchestra are the Young Artists Sinfonia, the Young Artists Philharmonic, the Young Artists Philharmonic Chamber, and the Young Artists Symphony Orchestra.

Orlando Gay Chorus

Founded in 1990, the purpose of this organization is to provide leadership and inspiration through the choral arts. The Chorus presents several recitals each year including a pride concert, holiday concerts and two community concerts.

Orlando Philharmonic Orchestra

The Orlando Philharmonic Orchestra is Central Florida's resident professional orchestra. Formed in 1991, as Music Orlando, Inc., the Orlando Philharmonic Orchestra was originally a chamber music organization. By 1993, Music Orlando, Inc. began conducting business, as the Orlando Philharmonic Orchestra, to fill the void created by the demise of the Florida Symphony Orchestra. As a result of this, they are the official orchestra of the Orlando Opera Company and the Orlando Ballet. In 1995, the OPO began their own concert series, the MasterWorks Series; the Coffee Classics Series; and the Philharmonic Pops Series. Its goal is to cultivate and promote symphonic music through excellence in performance, education and leadership.

The Orlando Chorale

The Orlando Chorale is a 70-voice community chorus of professional and experienced singers committed to the quality presentation of superior new and classical choral pieces. The Orlando Chorale's mission is to enhance the Central Florida community through music performances, educational outreach, and interdisciplinary collaborations with local, state and national art organizations.

Messiah Choral Society

Established in 1973, the mission of the Messiah Choral Society is to perform Handel's "Messiah" with a professional orchestra and soloists. The Messiah Choral Society is open to all singers that appreciate the masterful work of George Frideric Handel. The main performance, usually scheduled for the first Sunday after Thanksgiving, is presented at the Bob Carr Performing Arts Centre and is free to the public.

Florida Music Festival

The Florida Music Festival is a four day event held in Downtown Orlando every spring that combines live music, film, and the visual arts. More than 250 musicians perform various musical styles such as alternative, pop, country, urban, and hip hop. The festival also offers screenings of music videos and short films, and visual artwork featuring music inspired pieces which include photography, paintings, poster and CD design, and live art. This festival educates aspiring artist, promotes local independent artist, and exposes the community to new and diverse musical genres.

Blues-B-Q

The Blues-B-Q is a free musical event sponsored by the City of Orlando each February. The one day event highlights various world renowned and local Blues artists and Barbeque cuisine. The event has featured Blues legends such as Buddy Guy, Koko Taylor, and the Robert Cray Band.

Theater

Annie Russell Theatre

The Annie Russell Theatre is located on the Rollins College Campus in Winter Park. It hosts many community-based musical and theatrical performances. It is equipped with an orchestra pit and projection booth and is one of the finest small theaters in the Orlando area.

Civic Theatres of Central Florida

Established in 1926 as the Little Theatre of Orlando, the Civic is the oldest theater in Central Florida. The Civic is located in Loch Haven Park and houses three separate theaters; the Edyth Bush Theatre, the Tupperware Theatre, and the Ann Giles Densch Theatre for Young People. The education department, The Civic School of Theatre Arts, offers classes for children, teens, and adults; coordinates over 100,000 school children for theater field trips; and offers school tours for middle and high school students. The school was created to combine theater with education and to entertain at the same time. Their goal is to instill an appreciation of the art of theater and a joy of participation.

Florida Children's Repertory Theatre

The Florida Children's Repertory Theatre is a company of adult actors, directors, and technical support crew dedicated to bringing live theater to children in Central Florida. It is primarily a touring company, performing at schools, festivals, libraries, and other gatherings.

Mad Cow Theatre

Mad Cow Theatre is a professional theatre company that presents compelling works of theatre for a wide range of audiences. Located in the heart of the Downtown Arts District, Mad Cow Theatre displays classic and contemporary plays that represent the best in American and World literature.

MicheLee Puppets

MicheLee Puppets, founded in 1985, promotes understanding and acceptance between people without regard to their abilities, disabilities, races and cultures, and helps children and families meet the challenges of modern life.

Orlando International Fringe Festival

The Orlando International Fringe Festival, Inc. is a not-for-profit organization dedicated to producing a ten day theater festival that allows artists and audiences an easily accessible forum for producing and seeing creative expressions of arts from around the world. The Fringe is held annually, in Loch Haven Park. The mission of the Fringe is to create a better world by producing a festival that provides an easily accessible opportunity for producing and experiencing creative expressions of the arts from around the world, drawing the diverse elements of our community together to share creative experiences and to express their viewpoints to each other.

Orlando Repertory Theatre

The Orlando Repertory Theatre is a professional theatre for young participants located in Central Florida. Their mission is to enlighten, entertain and enrich children and adults by producing excellent quality theatre. Their Youth Academy provides classes, camps, and specialized training to children ages 4 to 18 and local classroom teachers.

Orlando-UCF Shakespeare Festival

The Orlando-UCF Shakespeare Festival is Central Florida's premiere classical theater, presenting professional artists in a variety of world-class plays. The Shakespeare Theater was established in 1989 as a non-profit, professional theater affiliated with the University of Central Florida which presents Shakespearean and contemporary works. The Festival's year round calendar of entertainment and educational events culminates in a dynamic spring season at the Walter Disney Amphitheatre in Orlando's Lake Eola Park.

Osceola Center for the Arts

The Osceola Center for the Arts is the only non-profit Art Center in Osceola County. The Center offers community theatre; classes in art, music, drama and dance; and has monthly exhibits.

SAK Comedy Lab

SAK Comedy Lab is a 200 seat improv comedy theater in downtown Orlando. Located near the Amway Arena, SAK performs improv comedy shows and offer comedy classes to the public.

SunTrust Broadway Series

SunTrust Broadway in Orlando is the local presenter of the national touring Broadway productions at the Bob Carr Performing Arts Centre.

Theatre Downtown

The mission of Theatre Downtown, Inc. is to create a broader base of aesthetic possibilities in Central Florida by producing and spotlighting unique plays and artists. They accomplish this by producing stimulating, entertaining and thought provoking productions and events. Theatre Downtown provides a supportive environment in which local artists can experiment, develop and share their talents, and also maximize the potential of their theater space to provide creative possibilities for actors. This company features a supportive environment for local artists and showcases new, local theatrical productions.

Wekiva River Players

Wekiva River Players is a non-profit, semi-professional community theater group which draws its membership from various cities throughout the Orlando area. The group provides a forum for men, women and children of all ages, all talents, and all levels of acting experience to perform in and produce semi-professional theatrical productions. Wekiva River Players strives to perform each one of its shows in conjunction with a non-profit/charitable organization. Wekiva River Players provide an opportunity to become a part of and enjoy quality theatre for anyone in the community.

Zora Neale Hurston Festival

The Festival is organized by the Association to Preserve the Eatonville Community (PEC). The purpose of this Festival is to celebrate the life and works of Zora Neale Hurston, to celebrate Eatonville, her hometown, and to celebrate the cultural contributions Africa-descended people have made to the United States and to world culture. This is a four-day, annual event featuring

a combination of the finest arts and humanities programming, including public talks, music, dance, drama, visual arts, and folk arts.

Art Galleries

Albertson Peterson Art Consultants

The gallery is located in the City of Winter Park. It has featured the photography of Marjorie Greathouse, Jeff Knowlton, Ed Lambert, Robert Polzer, Peter Schreyer, and David Zimand. It is a privately owned and operated gallery.

Crealde School of Art

Crealde Arts, Inc. was founded in 1975 and has become a vital force for hands-on-arts education. The mission of Crealde Arts, Inc., is to stimulate the creative process through hands on education in the visual arts. This mission is realized through comprehensive studio art instruction and the presentation of exhibitions and related art activities.

CityArts Factory

Located in the Downtown Arts District, the CityArts Factory is a place where visual and performing arts can come together. Supporters of the CityArts Factory realize that the arts encompass a wide range of forms. This is a place where painters, sculptors, glass blowers, mosaic and folk artists, musicians, singers, dancers, deejays, actors and poets can display their works and perform. CityArts Factory has five galleries on display which include the Zulu Exclusive Gallery, Keila Glassworks Gallery, the Q Gallery, Pound Gallery, and Kiene/Quigley Community Gallery.

Grand Bohemian Gallery

Located in the Grand Bohemian Hotel in Downtown Orlando, the mission of this gallery is to enhance the environment with inspiring art for collectors by featuring artwork from national and international artists specializing in contemporary painting, art glass, jewelry and sculpture. The services of the gallery include art consulting, corporate gift programs, wedding registry, art installations and framing.

Gallery at Avalon Island

The Gallery at Avalon Island is located in Downtown Orlando on Magnolia Avenue. The gallery features a new exhibition each month with an artist opening reception each third Thursday. The gallery also has a café and an 80 seat theater that accommodates films and performances.

Museums

Albin Polasek Museum and Sculpture Gardens

The former home of internationally known realistic painter and sculptor Albin Polasek has been made into a museum/studio, in Winter Park. The museum features a collection of the artist's most prized pieces, along with a three-acre sculpture garden.

Cornell Fine Arts Museum

The purpose of the Cornell Fine Arts Museum is to support and enrich the educational mission of Rollins College. The Fine Art Museum is also open local residents and visitors. The Museum's programs seek to expand knowledge and appreciation of the finest paintings, sculptures, prints, drawings, and photographs. The Cornell Museum enhances the College's curricular offerings in the arts and humanities, reaches out to the local community, and supports development efforts. Programming at the Cornell Fine Arts Museum includes free exhibitions, from the old masters to contemporary art; the publication and of exhibition catalogs, schedules, handbooks, posters, and postcards; and public lectures.

Maitland Art Center

The Maitland Art Center was created by artist/architect Jules André Smith in 1938, and is listed on the National Register of Historic Places. There are 22 stucco buildings, highly decorated with murals, bas-reliefs, and cement carvings resembling art from the Mayan and Aztec culture. In addition, there are walkways, hidden courtyards, and gardens, which create a tranquil setting for innovative exhibitions. The complex houses studios for emerging artists. The design and construction of these features was supervised by Smith. Exhibits in the galleries reflect the philosophy of André Smith. He believed an artist should always seek new possibilities for creative expression in the field of art. The Art Center appeals to enthusiasts of the visual arts who are interested in art classes and the changing exhibitions in the gallery.

The Morse Museum of American Art

Located in Winter Park, the Morse Museum was founded in 1942 and draws its exhibits from a collection of over 4,000 Art Nouveau works including leaded windows, blown glass, lamps, paintings, pottery, metalwork and furniture. The museum houses a truly singular treasure - the largest and most comprehensive collection of work personally executed by artist/designer Louis Comfort Tiffany. Other period artists such as Emile Galle, John LaFarge, Frank Lloyd Wright, Maxfield Parrish, George Innes and Rene Lalique are also represented.

Wells' Built Museum of African-American History

Located in the Parramore Heritage area of Downtown Orlando, the Wells' Built was originally constructed as a hotel in 1929. It provided lodging for some of the top names in jazz and sports and was one of the most popular venues for African Americans in the South. The hotel was located next to the South Street Casino, a performance hall that featured the likes of Ella Fitzgerald, Count Basie, Ray Charles, Cab Calloway and many more. At its peak in popularity, the Well's Built also hosted sports legends such as Joe Louis, Roy Campanella and Jackie Robinson. Today, the Wells' Built Museum of African American History showcases artifacts, turn-of-the-century décor, and memorabilia.

Film

Enzian Theater, Inc.

The Enzian Theatre was founded in 1985. It is Central Florida's only non-profit, full-time alternative cinema. The Enzian is committed to offering adventurous film programming to

accent Orlando's cultural landscape. The theater is supported by the Enzian Film Society. The Enzian is host to several special events each year including panel discussions, Meet the Film Maker, Brouhaha Film and Video Showcase, and is the principal host of the Florida Film Festival.

Florida Film Festival

Started in 1992 as a small, local event for film lovers, the Florida Film Festival has become the most important festival for independent filmmakers in the Southeast United States. The festival is a ten-day multifaceted event that celebrates film as art. The festival features presentations of 100 or so movies each May, with feature, documentary and short form entries from over 20 countries. Attendance typically exceeds 15,000, which is comparable to Utah's Sundance Film Festival.

Orlando Film Festival

Started in 2006, the Orlando Film Festival is a weeklong event which promotes culture and the arts through film. The mission of the Orlando Film Festival is to inspire future and current filmmakers in the art of filmmaking and to enhance the movie viewing experience in Downtown Orlando through creative and entertaining events. Many of the festival events occur at the CityArts Factory and the Gallery at Avalon Island.

The Third Place

The "Third Place" concept is a place other than home or work where a person can go to relax, socialize, and feel part of the community. The third place is usually an informal setting that may offer food and drink and even provide creative mediums and entertainment such as art space, movies, live music, and poetry readings. Although some "third places" change quickly, others become neighborhood institutions and offer a barometer of support for community-generated art activities.

Supporting and Fundraising Organizations

United Arts of Central Florida

United Arts of Central Florida is a collaboration of businesses, governments, foundations, arts and cultural organizations, school districts, artists and individuals which works to enhance the quality and variety of cultural experiences throughout Central Florida. United Arts provides funding to non-profit arts and cultural organizations and individuals through three grant programs each year. In 2008, more than 50 organizations and 34 individuals were awarded grant funding totaling \$2.68 million for operating and project support. United Arts also has a fundraising campaign that helps with its mission. The campaign, which brings together several members of the cultural community for collaborative fundraising and awareness, is conducted each year for 14 weeks from February through May.

Arts & Cultural Alliance of Central Florida

The Arts & Cultural Alliance of Central Florida is a membership-based organization that consists of individual artists, administrators, production crews, and art organizations. Its mission is to

increase cultural awareness and participation. The Arts & Cultural Alliance has led collaborative efforts to assist arts organizations by leveraging buying power. The Arts & Cultural Alliance also encourages individuals to participate in the arts through monetary donations.

The Red Chair Project

In 2003, United Arts of Central Florida, the Central Florida Performing Arts Alliance, and the Orlando/Orange County Conventions & Visitors Bureau partnered to develop the Red Chair Project. The Red Chair Project is an awareness campaign to increase participation in cultural arts in Central Florida. The Red Chair Project strives to increase participation by providing methods to increase ticket sales, increase arts education opportunities and promote arts and cultural philanthropy. The Red Chair Project provides a directory of cultural organizations, events, and venues within Orange, Osceola, Seminole, Lake, Brevard and Volusia counties.

Florida Artists Registry

The Florida Artists Registry is a virtual medium in which a community of visual artist can connect with galleries, museums and arts organizations. The website provides portfolios of artwork along with listings of artists, galleries, museums, art organizations, and events.

Orlando Performing Arts Center (OPAC)

The Orlando Performing Arts Center Corporation is an independent non-profit organization dedicated to developing, building and operating the new performing arts center in Downtown Orlando.

Orange County Arts & Cultural Affairs Department

Orange County Arts & Cultural Affairs is responsible for managing the investment in the arts in the County. This department studies ways to support artistic excellence; reviews funding requests for cultural arts facilities; and recommends allocation of funding for arts and cultural events, activities and facilities from tourist development tax funds and general fund revenue.

Vision TV

Vision TV, which is sponsored by Orange County Government, provides County residents with programming geared toward cultural arts and educational information. It airs locally produced programs that promote and highlight events, performances, education, senior living, diversity and culture, the arts, safety and regional economic development. Vision TV can be viewed on Channel 198 for Brighthouse Network customers and Channel 98 for Comcast customers.

WMFE

WMFE is the public broadcasting station for Central Florida which airs programming via radio and television. The radio broadcasts on 90.7 FM with a lineup of news, information, and classical music 24 hours a day. The television station broadcasts on Channel 24 with programming that features drama, science, culture, history, and children's programs.

Other Organizations, Events and Venues in Central Florida

The following cultural arts organizations contribute to the Central Florida community. The list of organizations was derived from the Red Chair Project directory. The complete listing can be found on its website at www.redchairproject.com.

American Guild of Organists, Central Florida Chapter
Arts Fest
Asian Cultural Association
Association to Preserve the Eatonville Community
Bay Street Players
Boom Art Gallery
Center for Contemporary Dance
Central Florida Ballet
Central Florida Film Festival
Central Florida Jazz Society
Cirque du Soleil
The Dying to Perform Players
Emotions Dance Company
Florida Photographers' Gallery
Gallery 17-92
Garden Theatre
Global Peace Film Festival
Greater Orlando Actor's Theatre
Guinevere's Coffee House
Holocaust Memorial Resource and Education Center of Central Florida
International Harp Museum
Jeanine Taylor Folk Art
Lake Eustis Institute
Lake Eustis Museum of Art
Leesburg Center for the Arts
Leslie Boyd Gallery
Maitland Historical Society, Inc.
Mark Two Dinner Theatre
Melon Patch Players, Inc.
Millenia Fine Art Collection
Mother J. Productions
Mount Dora Center for the Arts
Mount Dora Music Festival
Mount Dora Theatre Company
MurderWatch Mystery Theatre
Museum Artist's Studio Gallery
N.Y. Acting Ensemble
Orlando Concert Band
Orlando Hauntings

Orlando Salsa Congress
Orlando Theatre Project
Orlando Visual Artists' League
Orlando Youth Theatre
People's Theatre
Pinocchio's Marionette Theater
Playwright's Roundtable
The Plaza Theatre
Prima Gallery
Puppet Celebration
Rush to the Arts
Russian Ballet of Orlando
Sleuths Mystery Dinner Theatre
Southeast Museum of Photography
Studio Theatre
Target Family Theatre Festival
Theatreworks!
THEM
Timothy's Gallery
Voci Dance
Wayne Densch Performing Arts Center
Wentworth Gallery
Wilfon-Remieres Gallery
Winter Garden Heritage Foundation
Winter Park Historical Association
The Winter Park Playhouse
Winter Park Sidewalk Art Festival
Women's Playwright's Initiative

6. CONCLUSION

The expression of art and culture makes a great contribution to cities being exciting, vibrant places to live. Investment in the arts and culture impacts the economic and social welfare of a community. Cultural amenities make a community livable, stimulating, and give it a distinct identity.

The City of Orlando realizes the importance of the arts to the growth and well-being of this community. As the community continues to grow, more arts and cultural organizations are being established. Through numerous planning efforts, the City recognizes the need for more cultural facilities of various forms. At the forefront of the vision is the construction of a new performing arts center and an events center. These facilities, along with the organizations that will utilize them, will enhance life for Orlando residents and help attract tourists and businesses.

The City of Orlando is dedicated to maintaining, improving, and enhancing the arts in Central Florida. The vast number of cultural amenities available to the community must be supported in every possible way to sustain an excellent quality of life for residents. The City of Orlando is committed to promoting community involvement and awareness in the arts by supporting a wide range of programs, services and cultural education to people of all ages.