

## Increasing awareness and utilization of arts and culture assets

### Community Context:

The 1999 study of the economic impact of arts and cultural activities in Broward County<sup>3</sup> demonstrates the tremendous contribution that arts and culture make to visitor spending in the County. Based on 1998 data, an estimated \$187 million is directly and indirectly generated in Broward County due to cultural organizations. Of the total economic impact, \$89 million is in the form of regional business sales, and \$98 million is in the form of earnings to Broward County households. Cultural organizations and events directly and indirectly support 3, 619 jobs throughout a number of Broward County industries.

Of the total \$187 million of annual economic impact that the operation of arts and culture organizations achieves through local employment and spending, \$55 million is generated annually by the contribution that arts and culture make to attracting visitors to the County. This level of economic impact -- over \$512,328 a day -- is higher, both per visitor and overall, than most anywhere else in the country. This statistic reflects the current accomplishments of the cultural sector, and a strong working relationship between the Cultural Affairs Division and the Convention and Visitors Bureau.<sup>4</sup>

The County has been on the forefront nationally in establishing a dedicated, full-time Cultural Tourism Director position, now hosted at the CVB. Among the accomplishments in Broward County have been cooperative marketing of programs, cultural familiarization tours for the hospitality industry, and image enhancement of the region's cultural offerings. BCA's Tourist Related Program (14% of total grants budget in 1998) already supports projects of significant artistic merit that enhance Broward County as a tourist destination. These efforts have been recognized nationally by the National Association of Counties award for cultural tourism.

However, an image campaign, directed at local citizens, that acknowledges both the social and economic impacts of the culture sector needs to be undertaken. As one member of the Broward Alliance said during the planning process: "Arts and culture are part of what sells this County... but in the main I am unaware of most of the arts and cultural activities -- this could be improved substantially." Arts and culture organizations have begun to undertake cooperative marketing of programs, and there is great potential for this to be expanded into a comprehensive image or "branding" campaign. This would benefit the hospitality industry as well, greatly enhancing the ability of the culture sector to draw visitors 365 days a year. Tourist tax revenues are a logical way to fund such expenditures; neighboring counties allocate much higher tourist tax revenues to support their culture community than does Broward County.

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<sup>3</sup> Appendix B: *The Economic Impact of Cultural Organizations on the Broward County Economy*, prepared by Economics Research Group, Center for Economic Education, University of Cincinnati, October, 1999.

<sup>4</sup> Total attendance in 1998 to events was 2,183,580; events numbered 21,342.

To maximize recognition of its cultural assets, Broward County also needs to develop a unifying visual identity that articulates its artistic and cultural character. In addition, the highway gateways to its cultural districts need to be more attractive and inviting. Seeking to provide the County with a stronger visual identity, and a livelier cultural image, the Vision & Identity Committee for the Cultural Plan urged that the County government adopt Guidelines for image and vision design, and an Identity/Design policy, that could together be used as a vehicle for the selection of artists, architects, planners and designers to revitalize the way the County projects itself using arts and culture as a vital component.

The *Cultural Facilities Report* (Appendix C) noted that “The physical condition of public thoroughfares serving the west of the County through the I-95 corridor, and the primary exit routes into downtown from the Interstate, are discomfiting to many.” Community interviews during the planning process confirm that local citizens are concerned about signage and multilingual directions, and interested in how public art might be connected to improvements in these areas. The facility study reinforced this concern: “Despite the development of Riverwalk, the Cultural District and Las Olas retail center, wayfinding in the downtown area is poor... Gateways to Fort Lauderdale are a problem as well. Improved and unified signage programs, along with a managed approach to the arts and retail, would make for a more visitor-friendly environment.”

The absence of good transportation from east to west in Broward County means that residents in the western part of the County currently have severely reduced access to cultural activities. This situation is particularly acute for the older population, which relies more heavily on the provision of adequate transportation for attendance at cultural events. The growth of community-based cultural activities will, in part, address these concerns, but it is also necessary to develop transportation policies and packages that adequately acknowledge the location of many of the County’s leading cultural attractions. To this end, the cultural community and its funders need to work with local planning and transportation authorities, as well as the hospitality industry, to develop transportation services throughout the County that provide the mobility for potential audiences that is currently lacking.

## **GOAL: Increase community awareness of arts and culture assets to encourage participation and support**

### **Aims:**

- ☞ Strengthen pride in community through recognition of arts and culture assets
- ☞ Create a shared identity among citizens using visual design elements
- ☞ Achieve greater access and means to participate for County citizens and visitors
- ☞ Create a wider community understanding of the positive social impacts of the arts and culture
- ☞ Link the community together and with audiences through technology

## **Actions:**

### **4.1 Create an image campaign for the arts and culture that focuses on social and economic impacts of the culture sector**

- Develop mechanisms to measure the social and economic impact of arts and culture activities in the County
- Achieve wider participation and greater support for arts and culture by focusing public attention on their positive social and economic impacts

What needs to be better understood and highlighted is the social impact of the arts in the County. This will result in greater appreciation and support for culture, and more fundamentally, in greater participation.

According to the Greater Philadelphia Tourism Marketing Corporation: “Image enhancement -- branding of the region -- is a necessity regardless of market segment. Convention business, transient business, business attraction and the leisure market all require a strongly-branded destination in order to compete successfully for market share.”

**Implementers/strategic partners:** *BCA, CVB, FAU, NSU*

### **4.2 Create an authentic visual identity for the County**

- Enhance gateways to neighborhoods, cultural districts and historic sites, and encourage a County-wide signage program with high design standards
- Support this identity through a BCA design arts grant program for municipalities

The Identity/Vision Committee Report states that “county-wide excellence in signage is a basic step in improving the county’s overall identity as a user-friendly region.” It recommends the frequent use of thematic banners to identify districts and promote events as well as permanent signage and banners to identify local communities.

**Implementers/strategic partners:** *Public Art Program, FAU Design Department, appropriate County Divisions, Design Arts Committee, BCA*

### **4.3 Develop an annual signature event to attract participation in the arts by residents and visitors alike**

- Build on the “Beethoven by the Beach” festival as the nucleus for an extensive community-wide arts celebration

Large signature cultural events, such as the Spoleto Festival in Charleston SC or the Aspen Music Festival in Colorado, make significant contributions to community pride, artistic growth, and economic development. They generally result from either an irresistible artistic vision, such as Gian Carlo Menotti’s at Spoleto, or they grow around a “nucleus” event into a community-wide undertaking. Since 1997, the Florida Philharmonic has presented a summer festival of the music of Beethoven. “Beethoven by the Beach” has built a loyal audience, created interesting collaborations among Arts District cultural institutions, and grown as a tourist incentive during “off season.” It should be the nucleus for the orderly development of a large arts festival that reaches out to both residents and tourists. Increased funding will be necessary to protect the investment made in the festival so far, and to expand offerings, market, and impact.

**Implementers/strategic partners:** *CVB, Cultural Consortium, BCA, Cultural Foundation of Broward*

#### **4.4 Celebrate local and indigenous arts and culture traditions**

- Encourage municipal and corporate support for local festivals, neighborhood activities, ethnic celebrations, and historic anniversaries

Broward County hosts a wide range of community festivals and celebrations. Many, however, either cannot be maintained or fail to fully meet their potential in creating a sense of community pride and oneness. Local municipalities and the corporate sector should be encouraged to support these events through a BCA matching grant program. Technical services for festival presenters should be offered as part of BCA programs, with a particular focus on fund raising, marketing, and corporate partnerships.

**Implementers/strategic partners:** *BCA, CVB, Cultural Consortium, League of Cities*

#### **4.5 Establish an arts and culture information center with Internet access in the Riverwalk district**

- Provide information about and access to arts and culture assets and activities throughout the County

The lobby of the main library offers an ideal location to house a centralized cultural information center for tourists and residents. It would be headquarters for the proposed Riverwalk arts and entertainment district and could be conveniently 'programmed' by BCA staff. Technology will allow satellite access to information from branch libraries or other locations.

A marketing function for ticket sales could be introduced in the information center as well. In Portland, Oregon, whose cultural tourism program began in 1997, among the programs in place is a "One Stop Shop" ticketing booth at the visitors center, providing tickets to major events as well as to smaller venues. Smaller, unaffiliated organizations are not charged for the service, and no service fee is added to ticket prices for their events. Discounted day-of-show tickets are also offered.

**Implementers/strategic partners:** *Cultural Consortium, CVB, BCA, library system*

#### **4.6 Involve the cultural sector in solving transportation problems that impact the delivery of artistic and cultural services to the community**

- Advocate a mass transit system that provides access to arts and culture activities for residents and visitors alike
- Create collaborations among cultural organizations to provide transportation services for audience development

Transportation was rated the number one barrier by culture leaders in serving the public. Through the work of the County Cultural Forum (see 5.1), find ways to provide transportation for audiences.

A variety of existing models are available for study. For instance, in Dallas, ArtReach is a private non-profit organization that distributes excess tickets to social service agencies. Its community partner, the Junior League, provides docents and assists the agencies with transportation needs. In Portland, Oregon, “Art,” the Cultural Bus, stops at key sites and community events across the region. Its partners include the Transit Authority, the Business Committee for the Arts and the Regional Arts and Culture Council. As the Auerbach study in Broward noted: “Weekly programming and matinee events can be marketed with jitney-transportation packages to west County residents, especially seniors. The goal is to provide a simple, safe and user-friendly door-to-door package.”

**Implementers/strategic partners:** *Mass Transit Division, Tri-Rail, County Cultural Forum, Broward Alliance, BCA*

## Increasing awareness and utilization of arts and culture assets

### Implementation of actions

#### 4.1 Create an image campaign for arts and culture

Implemented by: BCA		Partners/collaborators: Cultural Foundation of Broward, Cultural Consortium, FAU, NSU
Start in: 2003	Cost: \$100,000 for 3 years	Source of funds: BCA, CVB

#### 4.2 Create an authentic visual identity for the County and gateways to cultural districts

Implemented by: BCA Identity/Vision Committee (see 5.4)		Partners/collaborators: FAU, BCA Public Art and Design Program, appropriate County Divisions, municipalities, architecture and design community, visual arts and design community
Start in: 2001	Cost: In-kind	Source of funds: Broward County, municipalities, neighborhood associations, private sector

#### 4.3 Develop an annual signature event to attract participation in the arts

Implemented by: Cultural organizations, CVB		Partners/collaborators: BCA, Cultural Foundation of Broward, Chamber of Commerce, municipalities, private sector
Start in: 2001	Cost: \$1 million plus 10% annual increase	Source of funds: Tourist tax revenues, Broward County and municipal funds, private sector support, program revenues and sponsorships

#### 4.4 Celebrate local and indigenous arts and culture traditions

Implemented by: CVB, cultural organizations		Partners/collaborators: BCA, Cultural Foundation of Broward, Chamber of Commerce, municipalities, private sector
Start in: 2002	Cost: \$500,000 plus 10% annual increase	Source of funds: Tourist tax revenues, Broward County and municipal funds, private sector support, program revenues and sponsorships

#### 4.5 Establish an arts and culture information center with Internet access in the Riverwalk district

Implemented by: BCA		Partners/collaborators: Cultural Foundation of Broward, Broward County Library System, NEA, FAC
Start in: 2002	Cost: \$160,000 development cost, plus \$50,000 annual operating costs	Source of funds: NEA and FAC grants for development, Library in-kind, BCA development and operating grants, private sector support and sponsorships, fees as appropriate

#### 4.6 Involve the cultural sector in solving transportation problems that impede access

Implemented by: Cultural Foundation of	Partners/collaborators: Broward Alliance, Tri Rail,
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Broward (see 5.1), Mass Transit Division		other appropriate County divisions, cultural organizations, social service and educational agencies
Start in: 2002	Cost: \$50,000 per year to provide transportation 'pool' funds for audience development	Source of funds: BCA, Broward County Transit, private sector support