

CANVAS

Cultural Plan
for the City of Orlando
and Orange County





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Letters of Introduction



Dear Orange County:

It is my great pleasure to welcome you to CANVAS, Orange County's comprehensive cultural plan that charts an exciting course for our community's creative future.

CANVAS embodies our shared vision for a future where arts and culture are available and accessible to all residents across the county. Through extensive community engagement involving over 1,500 voices from across our county, this plan reflects what you, our residents, have told us matters most, ensuring that the arts belong to everyone. Orange County is positioned as a creative epicenter, and we are proud to invest in the remarkable cultural assets within our community.

The collaboration between Orange County and the City of Orlando that produced this plan exemplifies the spirit of partnership that makes our region strong. Together with our municipalities, cultural organizations, artists, and community members, we have the opportunity to transform Orange County into a destination known not only for our unique attractions but also for our thriving arts and cultural life.

The goals outlined in this plan are ambitious but achievable. By supporting our artists and creative workforce, expanding public art and creative placemaking, building resilience in the cultural sector, and leveraging our status as a global tourism destination, we aim to create opportunities for meaningful cultural experiences. These experiences will celebrate our diverse communities and foster genuine human connections.

Orange County's journey is marked by growth, innovation, and opportunity. CANVAS is dedicated to ensuring that creativity and culture will play a central role in the next chapter of this journey. Together, we will create a community where arts and culture not only survive but thrive, allowing every resident to engage in and benefit from the transformative power of creative expression.

On behalf of the 1.5 million people who call Orange County home, thank you for your interest in our cultural plan.

Sincerely,

Jerry L. Demings
Orange County Mayor



In Orlando, we recognize that the arts don't just enrich our lives - they shape who we are as a community. Since I became Mayor almost 23 years ago, one of our city's priorities has been to create meaningful arts and cultural amenities for our residents and visitors.

We do this because we know that arts and culture are not a luxury. They're an essential part of building a strong, connected, and vibrant city. Plus, Orlando's creative sector generates hundreds of millions of dollars in economic impact and supports thousands of jobs. Even more importantly... the arts inspire us, educate, us and unite us.

That's why we partnered with Orange County to create the CANVAS Cultural Plan.

A collaborative planning effort between the City of Orlando, its Community Redevelopment Agency and Orange County, CANVAS began in the spring of 2024 and was led by a 27-member steering committee made up of individuals representing research focus areas including arts and culture, education, tourism and hospitality, business and economic development, philanthropy, community development, and municipal governments as well as faith and social services. The planning effort also engaged more than 1,500 residents, many from our City neighborhoods, for valuable input.

As a result, we've drafted the CANVAS Cultural Plan - a ten-year roadmap with goals, strategies, and actions for implementing future arts and cultural opportunities, prioritizing projects that engage the community, are accessible, diverse, and create genuine human connections.

I invite you to explore CANVAS and discover the big and small ways in which you can easily get involved, have fun, and above all -- get creative!

Sincerely,

Buddy Dyer
City of Orlando Mayor

Acknowledgements



City of Orlando

Orlando City Council

Mayor Buddy Dyer
 Commissioner Jim Gray, District 1
 Commissioner Tony Ortiz, District 2
 Commissioner Robert Stuart, District 3
 Commissioner Patty Sheehan, District 4
 Commissioner Shaniqua Rose, District 5
 Commissioner Bakari Burns, District 6

City of Orlando Executive Leadership and Project Team

F.J. Flynn, Chief Administrative Officer
 Deborah Girard, Deputy Chief Administrative Officer
 Brooke Devon M. Rimmer-Bonnett, Deputy Chief Administrative Officer
 Lillian Payne, Interim Director, Economic Development Department
 Marcia Hope Goodwin, Chief Service Officer and Director, Office of Community Affairs and Office of the Mayor
 Shannon Fitzgerald, Executive Director at the Mennello Museum of American Art and Public Art Program, City Venues Department
 Sherry Gutch, Director of Placemaking, Economic Development Department
 David Barilla, Executive Director, Downtown Development Board/Community Redevelopment Agency of the City of Orlando (DDB/CRA)
 Mary-Stewart Droege, Project Manager, (DDB/CRA)

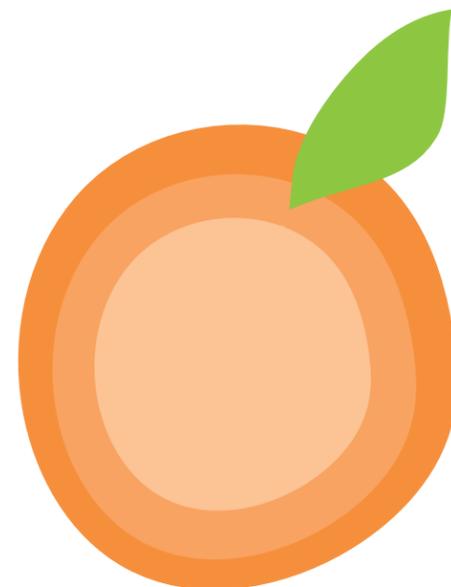
Orange County

Board of County Commissioners

Mayor Jerry L. Demings
 Commissioner Nicole Wison, District 1
 Commissioner Christine Moore, District 2
 Commissioner Mayra Uribe, District 3
 Commissioner Maribel Gomez Cordero, District 4
 Commissioner Kelly Martinez Semrad, District 5
 Commissioner Michael Scott, District 6

Orange County Executive Leadership and Project Team

Byron Brooks, County Administrator
 Carla Bell Johnson, Deputy County Administrator
 Vicki Landon, Administrator, Orange County Arts & Cultural Affairs
 Carter Gresham, Chief Planner, Orange County Planning Division
 Allison Rice, Planner III, Orange County Planning Division
 Jason Cheberenchick, Planner II, Orange County Planning Division
 Samia Solh, Planner II, Orange County Planning Division



Steering Committee

Chris Bahr	Student	University of Central Florida
Thamara Bejarano	Executive Director	OpenScene
Dr. JahKiya Bell	Senior Advisor to the President	United Way
Karina Bharne	Executive Director	Orlando Philharmonic Orchestra
Chris Brown	Executive Director	Orlando Family Stage
Jacques Coulon	Mobility Innovation Manager	City of Orlando Transportation Dept.
Lisa Cuatt	City of Orlando Main Street Administrator	City of Orlando Main Streets
Flynn Dobbs	Public Art Coordinator	City of Orlando Venues Dept.
Ericka Dunlap	Business Owner	Westlakes Partnership
Jennifer Evins	CEO	United Arts of Central Florida
Dr. Wendy Givoglu	Provost	Valencia College
Ena Heller	Executive Director	Rollins Museum of Art
Danielle Hollander	Chief Marketing Officer	Visit Orlando
Jason Locker	Senior Administrator of Arts	Orange County Public Schools
Greg Mason	Director, Corporate Engagement	Orlando Economic Partnership
NY Nathiri	Executive Director	Association to Preserve the Eatonville Community
Keidra Daniels Navaroli	Curator, McKnight Doctoral Fellow	University of Central Florida
Sara Osborne	Senior Director, Community Benefit	Orlando Health
Dr. Mary Palmer	Resident	Community Philanthropist
Kathy Ramsberger	CEO	Dr. Phillips Center for the Performing Arts
Jason Reynolds	Deputy Director, Planning, Environmental, and Development Services	Orange County
Thali Sugisawa	Director of Cultural Tourism	United Arts of Central Florida
Erin Sullivan	Chief Marketing and Public Relations Officer	Orange County Library Systems
Tracy Swanson	CEO	Foundation for a Healthy West Orange
Sandi Vidal	VP of Community Strategies and Initiatives	Central Florida Foundation
Erin Walsh	SVP, Membership and Industry Relations	Central Florida Hotel and Lodging Association
Shawn Welcome	City of Orlando Poet Laureate	Independent Artist



Preamble

As we envision the future of arts and culture in the City of Orlando and Orange County, we commit to fostering cultural experiences that are accessible to all, that celebrate the full spectrum of our community's heritage and identity, and that contribute to a sense of belonging and shared purpose. We believe that a thriving cultural sector strengthens our economy, enhances our quality of life, and creates opportunities for meaningful connection.

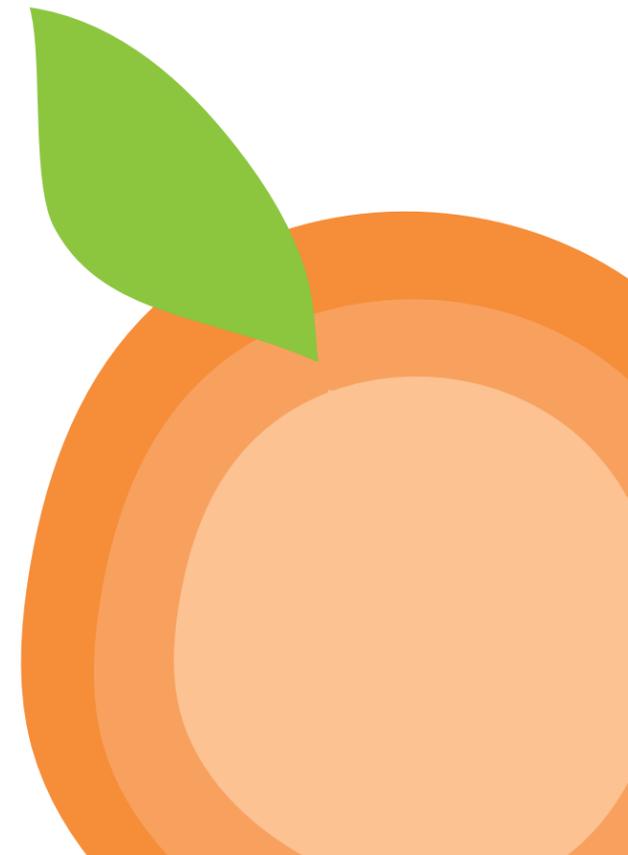
This cultural plan represents our collective vision and roadmap for elevating Central Florida's arts and culture to truly reflect our diverse, world-class community—a community that values creativity, embraces innovation, and celebrates the power of arts and culture to transform lives and spaces through genuine human connection.

(Inspired by Scott Ziegler, CANVAS Community Participant)

In the City of Orlando and Orange County, we believe that arts and culture flourish most vibrantly where hospitality, kindness, and genuine human connection are foundational values. Our community's cultural identity is shaped not only by our diverse creative expressions but by how we welcome, include, and care for one another.

The cultural landscape of the City of Orlando and Orange County reflects our unique blend of historical traditions, modern innovation, and the warm spirit of our communities. From downtown Orlando's performing arts venues to neighborhood cultural centers, from public art that animates our spaces to the grassroots creativity that emerges from our neighborhoods—our cultural vitality and variety are both an expression of who we are and an invitation to connect.

We recognize that culture is more than art on walls or performances on stages. It lives in our daily interactions, in how we welcome visitors and newcomers, in the stories we share across generations, and in the ways we come together to share our unique perspectives and discover our common ground. Our cultural expressions—whether through food, festivals, visual arts, music, dance, or literary traditions—simultaneously honor our varied backgrounds and create bridges between communities.



Layer by layer, we are adding depth and dimension to the Orange County arts experience — bold strokes of innovation alongside fine details of tradition.

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Executive Summary

The City of Orlando and Orange County Cultural Plan

Vision and Foundation

CANVAS represents a groundbreaking 10-year cultural master plan born from collaboration between the City of Orlando and Orange County. This comprehensive roadmap emerges from 18 months of intensive community engagement involving over 1,500 residents, artists, cultural organizations, and civic leaders across all six council districts and 13 municipalities within Orange County. It builds on previous and recent cultural and municipal plans and studies.

The plan's vision positions the City of Orlando and Orange County as places where arts and culture thrive through genuine human connection, hospitality, and inclusion. CANVAS recognizes that cultural identity stems not only from creative expression but from how communities embrace one another, creating experiences that welcome all while celebrating the full spectrum of local heritage and identity.

Three foundational principles guide this transformative initiative: **our arts belong to everyone**, ensuring equitable access across all neighborhoods; **we are a creative epicenter**, embracing the region's unique identity on the global stage; and **we invest in our own**, building upon existing cultural assets including artists, organizations, and venues throughout the City of Orlando and Orange County.

Engagement and Findings

The CANVAS planning process was informed by comprehensive stakeholder and public engagement. Through 58 in-depth interviews, 16 focused discussion groups, eight steering committee meetings, and a community survey reaching over 1,000 residents, the process captured community aspirations and opportunities. Residents from all City of Orlando districts and all Orange County municipalities participated in the planning process.

The engagement revealed the strength of the region's cultural foundation. The county boasts a significant creative economy employing over 67,500 people, and residents demonstrate strong cultural participation, with 90% attending events within Orange County and 95% participating in creative activities at least occasionally. Visual arts, literary arts, and music emerged as the most popular personal creative pursuits.

There is strong community support for arts and culture, with 88% of residents viewing creative learning as essential for families and communities, and 84% favoring increased government funding.

Affordable workspace emerged as the top priority for both professional and aspiring artists, followed by exhibition and performance opportunities. A focus on geographic equity of arts programming and arts resources across the county emerged as a priority. Cultural organizations reported funding limitations, space challenges, and administrative barriers, while also noting emerging opportunities for cross-sector collaboration in healthcare, education, and community development.

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Strategic Framework: Six Aspirational Goals

CANVAS establishes six interconnected goals designed to elevate the county's cultural landscape over the next decade:

Goal 1: Position The City of Orlando and Orange County as a Global Creative Leader focuses on strategic investment in artistic innovation and groundbreaking business models. This includes supporting research and development funding for artistic experiments, pioneering entrepreneurial approaches to sustainability, and building the region's creative brand through exceptional cultural products and expanded tourism partnerships.

Goal 2: Ensure Arts Access for All Communities addresses geographic and demographic disparities by developing community cultural centers in underserved areas, creating arts venues within libraries and recreation centers, and expanding culture pass programs. This goal prioritizes community-initiated arts activities and supports teaching artists working in diverse community settings.

Goal 3: Catalyze Artists and the Creative Workforce strengthens infrastructure for individual artists through expanded funding, professional development, and networking opportunities. The plan supports artists' collective action, provides small business assistance adapted to creative sector needs, and creates marketplaces and civic leadership opportunities for artists throughout the county.

Goal 4: Strengthen Creative Placemaking and Public Art enhances urban experiences through strategic regulatory-related incentives, updated public art programs, and vibrant walkable cultural spaces. The plan recommends that city and county public art programs are modernized, with comprehensive planning, updated ordinances, and enhanced coordination between jurisdictions.

Goal 5: Build Cultural Sector Resilience focuses on building organizational capacity, affordable creative spaces, and sustainable funding. This includes establishing capacity-building funds, cultivating corporate donors, improving transportation access, and supporting cultural tourism initiatives that benefit both residents and visitors.

Goal 6: Elevate the Arts as a Strategic Civic Partner positions arts and culture as catalysts for transformation across community health, education, and social services. The plan aims to establish the county as a national leader in arts in healthcare while expanding partnerships with faith communities, veterans' services, and other civic sectors.

Downtown Orlando: Four Strategic Recommendations

Recommendation 1: Meet the Need for Cultural Activity Space recommends strategic development of arts-focused districts and activation of underutilized spaces. The plan recommends exploring designated cultural zones that integrate mixed-use development in existing nodes like the Central Business District and Parramore, while converting downtown plazas into cultural commons for flexible programming. Key initiatives include establishing a network of festival streets on Church Street and Magnolia Avenue, and developing comprehensive coordination at Loch Haven Cultural Park to maximize its potential as a flagship cultural campus.

Recommendation 2: Enhance Connectivity for Cultural Access recommends exploration of the development of pathways between downtown's cultural assets through physical and programmatic connections. The plan recommends establishing an Urban Arts and Cultural Loop connecting transit stops with cultural facilities throughout downtown and surrounding neighborhoods, while transforming the Orlando Urban Trail into a cultural corridor extending from Loch Haven Cultural Park to the SoDo District. Strategic integration of public art throughout downtown infrastructure can create distinctive wayfinding experiences while expressing local culture and identity across the urban landscape.

Recommendation 3: Update Processes and Remove Barriers recommends updating regulatory frameworks to support cultural development and creative entrepreneurship. The plan recommends simplifying special events permitting with tiered requirements based on event size and impact, while developing coordinated approaches to support arts businesses through financial incentives and affordable workspace creation. Critical reforms include updating land use and zoning regulations to better accommodate cultural uses like live-work spaces and performance facilities, and parking recommendations.

Recommendation 4: Enhance City/County Coordination and Partnerships for Arts and Culture recommends strategies to strengthen collaborative governance to leverage the combined resources and expertise of both jurisdictions. The plan recommends forming a joint coordination task force with representatives from City of Orlando departments to improve communication and joint planning for cultural events and infrastructure.

Implementation and Governance

CANVAS implementation relies on strengthened governance structures and sustainable funding mechanisms. The plan recommends establishing a coordinating committee between the City and County, with United Arts of Central Florida as a key partner, to oversee implementation, identify opportunities, and coordinate policy responses. Leadership capacity building includes expanding Orange County Office of Arts and Cultural Affairs staffing and creating a dedicated City arts leadership position in the Mayor's Office to coordinate the various departments involved in municipal arts functions.

Funding and Investment Strategy

The plan outlines comprehensive funding strategies addressing both increased investment and revenue diversification. For Orange County, recommendations include enacting percent-for-art requirements for private development, expanding existing capital improvement project requirements, increasing general fund allocations, and creating a reserve fund for arts sector resilience.

City funding options include similar percent-for-art ordinances, continued CRA revenue allocations, and strategic general fund increases. The plan emphasizes that tourism dollars (Tourist Development Tax revenues) currently provide the largest public funding source, creating both opportunities and responsibilities for demonstrating cultural tourism value.

Total current public arts investments exceed \$37 million annually when combining City and County allocations with United Arts private fundraising, positioning the region competitively with major cultural centers while providing a foundation for strategic growth.

Cultural Tourism and Economic Impact

With over 75 million annual visitors, the Orlando Metropolitan Statistical Area (MSA) represents significant potential for expanded cultural tourism beyond traditional theme park attractions. The plan builds upon Visit Orlando's and The Orlando Economic Partnership's *Unbelievably REAL* and *America's Most Surprising Arts Scene*, branding initiatives to capture visitors seeking authentic, enriching experiences.

The nonprofit arts sector already generates \$264.9 million in economic activity annually, with 41% of attendees traveling from outside Orange County specifically for cultural activities. This demonstrates substantial untapped potential for arts-focused tourism that extends visitor stays and increases local spending.

Looking Forward

CANVAS provides a flexible, living framework designed to adapt to changing circumstances while maintaining focus on core community values of hospitality, inclusion, and creative excellence. Annual implementation plans will specify concrete action steps, allowing City and County staff to respond to new funding opportunities and realities, policy changes, and emerging community needs while tracking measurable progress toward long-term goals.

The plan's success depends on continued collaboration between government, cultural organizations, educational institutions, businesses, and community members. Through shared commitment and coordinated action, CANVAS positions the City of Orlando and Orange County to become recognized not just for attractions and climate, but for a creative, accessible, and inclusive cultural landscape that transforms lives and communities through the power of human connection and artistic expression.

By 2035, it is anticipated that this comprehensive vision may establish the City of Orlando and Orange County as a premier destination for cultural experiences while ensuring that all residents—regardless of background, geography, or economic status—have access to the transformative power of arts and culture in their daily lives.

The Genesis of CANVAS: From Assessment to Action



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Early Collaboration

In early 2020, during the depths of the Covid pandemic, the City of Orlando and Orange County joined together with a shared vision to plan for a stronger future through the power of arts and culture. This emerging partnership recognized that creative practices and expressions can dramatically strengthen communities even during challenging times—building economic vitality through jobs and spending, attracting visitors, and making places resilient, engaging, and welcoming for everyone.

The collaboration represented a significant step forward, as the City of Orlando and Orange County have historically approached arts leadership through different organizational structures and capacities. Orange County established its first cultural plan and Arts and Cultural Affairs Office in 2001, creating dedicated governmental leadership for cultural development. The Board of County Commissioners simultaneously established an annual allocation of Tourist Development Tax (TDT) revenues for arts funding, a comprehensive grantmaking program, and an Arts and Cultural Affairs Advisory Council to guide policy and funding decisions. This office continues to support the Advisory Council and administers various public art programs countywide.

The City of Orlando’s arts and culture leadership operates through a collaborative, multi-entity approach. Programs are administered through several departments including the City Public Art Program housed in the City Venues Department, the Office of Community Affairs, and the Community Redevelopment Agency (CRA) of the City of Orlando, with support from the Downtown Development Board (DDB). The Economic Development Department’s Director of Placemaking leads placemaking initiatives in downtown and city-wide, while other divisions and departments complement these efforts throughout the city. Orlando’s arts programs encompass cultural institution support (including the Mennello Museum of American Art), creative placemaking, grants administration, public art programming, the poet laureate program, and discretionary funding. Unlike Orange County’s centralized approach, the City coordinates these activities across multiple departments.

Following their initial collaboration, in December 2021, the City of Orlando, the Community Redevelopment Agency (CRA) of the City of Orlando, and Orange County executed a Memorandum of Understanding (MOU) to jointly develop and fund a comprehensive cultural plan. The plan was envisioned to encompass Orange County with its 3 towns and 10 municipalities—including the City of Orlando—and its 12 Main Street districts. Given recent downtown venue development and growth in arts offerings, this planning effort was anticipated to include specific recommendations for downtown Orlando and its main street environs.

Accordingly, a partnership approach was pursued to ensure that CANVAS addresses both countywide cultural development and the unique opportunities within Orlando’s urban core to create a unified vision that strengthens the entire county’s creative ecosystem.

The Arts Ecology Study

In early 2023, the Orange County Office of Arts and Cultural Affairs (in partnership with United Arts of Central Florida and with funding from the Dick and Betsy DeVos Family Foundation and the Edyth Bush Charitable Foundation) finalized a year-long Arts Ecology Study of Orange County. This research helped to jumpstart joint cultural planning efforts as the study identified significant opportunities and challenges within the regional arts landscape. While Orange County had experienced remarkable cultural growth over the past decade, the arts sector had not kept pace with the county’s population growth and increasing diversity. The DeVos Study highlighted several critical findings:

- **Organizational Capacity:** The study found that the region’s largest nonprofit arts organizations are smaller and younger than those in eight comparable metropolitan areas, suggesting significant opportunities for growth and development.
- **Resources:** Disparities were revealed in organizational resources, with an unusually high concentration of funding among the largest institutions, while culturally specific organizations operated with significantly smaller budgets.
- **Systematic Coordination:** Opportunities were identified for enhanced coordination and strategic alignment across the diverse arts ecosystem.
- **Capacity Building:** Support is needed for organizations across the spectrum in areas including strategic planning, arts management, board development, marketing, and other essential operational capacities.
- **Geographic Disparities:** Concentration of arts and cultural resources in Downtown Orlando was identified as a challenge due to inconsistent public transportation availability, thereby affecting public access.

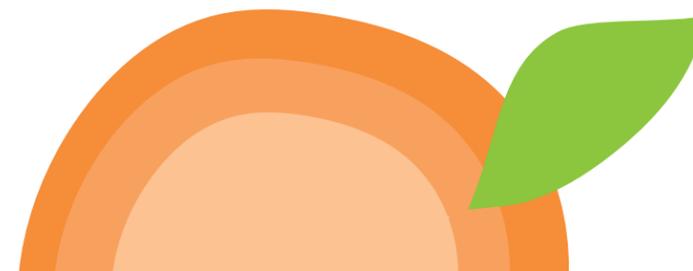


Action Steps

Encouraged by improved public health conditions and the DeVos Arts Ecology study findings, in the Fall of 2023, Orange County, with support from the City of Orlando and the Downtown CRA, developed a study scope and released a request for proposal (RFP) for a comprehensive Cultural Arts Master Plan.

Soon thereafter, Cultural Planning Group, a national cultural planning firm, was competitively selected to prepare the plan. An ambitious goal was set to have the Master Plan completed by the end of August 2025. The following discusses the selected planning approach including certain aspects of its multi-factorial research, which led to the ultimate plan development with its specific goals and strategies. The plan is as prescriptive as it is inspirational, and we hope that it will inspire our Orange County communities as they explore their own unique cultural arts development.

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Introduction to CANVAS

A CANVAS of Creative Possibility

As the City of Orlando and Orange County continue to evolve in population, diversity, and built environment, this 10-year horizon cultural master plan—CANVAS—represents a collective vision to elevate the region’s arts and culture to a level befitting its creative community. CANVAS provides an ambitious yet achievable roadmap for strengthening cultural life through 2035.

The City of Orlando and Orange County are home to rich cultures, creative traditions, and artistic expressions. From Orlando’s historic neighborhoods to diverse communities throughout the county, the region’s cultural assets hold extraordinary potential.

Our arts belong to everyone.

The City of Orlando and Orange County value inclusion, with our culture embodying hospitality and promoting a sense of belonging. For us, this means arts integrated into daily life, within walking distance in every neighborhood, and accessible in every community. Not all residents currently share equally in the region’s cultural richness. CANVAS commits to fulfilling the promise of equal participation for all, strengthening community bonds through culture that celebrates the breadth of cultures and ancestries.

We are a creative epicenter.

We are embracing our unique creative identity on the global stage with Visit Orlando’s and The Orlando Economic Partnership’s current branding initiatives, *Unbelievably REAL* and *America’s Most Surprising Arts Scene*. Our artists, creatives, and arts organizations hold unique potential to elevate the region nationally and internationally, extending our reputation beyond theme parks and drive-through tourist destinations. CANVAS directs resources toward innovation and experimentation that builds artistic recognition both locally and worldwide.

We invest in our own.

We are fortunate to have remarkably abundant cultural resources—nonprofits, venues, artists, creatives, and more. While we face real needs for funding, facilities, spaces, and work opportunities, fulfilling our creative potential requires investing in what we already have. CANVAS builds first on our existing assets, including our artist community, nonprofit arts organizations, and cultural venues and gathering places.

Our Collective Opportunity

The successful implementation of this plan requires coordinated efforts from the City of Orlando and Orange County, cultural organizations, educational institutions, businesses, philanthropists, and community members. By working together, we can transform the community into a true cultural destination for residents and visitors alike—a place where creativity thrives and benefits all.

As this planning process transitions to implementation, we invite everyone to participate in building our cultural future. The strategies and actions outlined in the following pages provide a flexible framework for growth and development over the next decade. Through shared commitment and collaborative action, we can ensure that the City of Orlando and Orange County becomes known not just for its attractions and sunshine, but for its creative, accessible, and inclusive cultural landscape.

Let’s
begin this
journey
together.

A History of Colorful Culture
In 1942 the Weavers of Orlando formed a guild still existing today, preserving the area’s strong tradition of fiber arts.

Our Creative Origins: Art, Culture and Imagination

Our Cultural History

Our first people were the Ais, the Timucua, and later the Seminole, who wove a cultural canvas of tradition loomed in land and legacy. Since the founding of Orange County in 1845 and the arrival of the railroad in the 1880s, industry, artistry, and tourism have remained the foundation for life here. Early challenges proved to promote resiliency as the area evolved into a regional center. A 1920s land boom, bringing Art Deco architecture to downtown Orlando, and the explosive growth to the county fifty years later with the 1971 opening of Walt Disney World, transformed our small agricultural center into a global tourism destination. But our character was, and continues to be, derived from the cultural contributions of our diverse communities.

CANVAS acknowledges the Historical Society of Central Florida and the Orange County Regional History Center's support in presenting historical information and photographs. These photos appear courtesy of the Orange County Regional History Center: Horse in citrus grove; 1880s Railroad arrival; 1887 Eatonville; 1927 Orlando Municipal Auditorium/Bob Carr Theater.

Cultural Timeline Highlights

Pre-1500s

Mayaca and Jororo people (Ais-affiliated tribes) create distinctive pottery and ceremonial art in the region



1880s

Railroad arrival spurs cultural development of the citrus industry



1887

Eatonville incorporates as one of the first self-governing all-Black towns in America



1920s-1950s

Florida Highwaymen artists develop their distinctive landscape painting style



1926

City of Orlando founds the Orlando Little Theatre



1927

The Orlando Municipal Auditorium/Bob Carr Theater opens, its interior adapted from the Roman Coliseum



1957

Opening of downtown Orlando Lake Eola Park



1960

Orlando Museum of Art (initially as the Loch Haven Art Center) opens



1971

Walt Disney World transforms the region's cultural landscape



1973

Loch Haven Park opens, establishing a cultural hub



1989

United Arts is founded and City of Orlando Public Art Plan was created



2000-2002

Downtown Orlando Arts District and Orange County Arts & Cultural Affairs Office Launch



2014

Opening of the Dr. Phillips Center for the Performing Arts



2016

FusionFest formed to celebrate the county's cultural diversity



2023

Orlando wins prestigious Bloomberg Philanthropies Public Art Challenge grant



Cultural Contributions of Historic Communities



Native American Influence

- The Ais and Timucua people created distinctive pottery, ceremonial objects, and rock art throughout the region. While their direct cultural legacy was disrupted by European arrival and colonization, archaeological sites preserve their artistic contributions.
- The Seminole people, who moved into the area in the 18th century, contributed vibrant textile traditions that continue today, particularly their distinctive patchwork designs and beadwork. These artistic traditions represent cultural resilience and adaptation.

Global Ancestry Community Contributions

- Eatonville, incorporated in 1887 just north of Orlando, holds the distinction of being one of the first self-governing all-Black municipalities in the United States. It represents a landmark of cultural independence and community building. Zora Neale Hurston, the celebrated author and anthropologist who grew up in Eatonville, immortalized the community in her writings. The annual ZORA! Festival celebrates her legacy and African American arts and humanities.
- The Wells' Built Museum of African American History and Culture in the historic Parramore district (formerly the Wells' Built Hotel) stands as a testament to Black entrepreneurship during segregation, when Dr. William Monroe Wells built a hotel for African Americans who weren't allowed to stay in whites-only establishments. On February 4, 2000, it was added to the U.S. National Register of Historic Places.



- Puerto Rican migration since the 1940s has significantly shaped Orange County's cultural landscape, bringing musical traditions like salsa, merengue, and reggaeton that now feature prominently in the region's cultural programming.
- The Hispanic influence is visible in Orlando's vibrant mural art scene, celebrating Latino heritage and contemporary Latino artists contributing to the visual identity of neighborhoods like Mills 50 and the Milk District.
- Annual events like FusionFest and the Puerto Rican Parade showcase the diversity within Latino communities and their artistic contributions to the region.



Artistic Milestones and Unique Cultural Expressions

Early Art to Present Day

- The region's early settler art was primarily functional, with quilting traditions, woodworking, and folk crafts reflecting the agricultural lifestyle. Some traditions continue through organizations like the Weavers of Orlando, established in 1942.
- The 1920s-30s saw the rise of the Florida Highwaymen, a group of African American landscape artists who sold their vibrant paintings along roadsides when galleries were closed to them. Their work captured Florida's natural beauty and represents an important chapter in American folk art.
- The Rollins Museum of Art (formerly the Cornell Fine Arts Museum) opened in 1941 as one of Florida's earliest art museums.

Theme Park and Entertainment Influence

- Walt Disney World's 1971 opening transformed not just the economy but the artistic landscape, bringing immersive environmental storytelling and themed design to unprecedented scale. This introduced "Imagineering" as a distinctive art form blending architecture, landscape design, visual art, and interactive elements.
- Universal Studios followed in 1990, furthering entertainment design innovation, including advances in animatronics, projection mapping, and virtual reality experiences.
- The Themed Entertainment Association (TEA) recognizes the artistic achievements of themed entertainment design through their annual Thea Awards.

Language and Multilingual Arts

- The county's linguistic diversity is reflected in literary events like the annual Hispanic Heritage Month Book Fair and poetry readings.

- Organizations like Descolonizarte Teatro create Spanish-language theatrical works that reflect the experiences of Latino communities in Central Florida.
- The Orange County Library System offers programming in multiple languages, including Spanish and Haitian Creole, supporting literary arts across linguistic communities.

High-Tech Arts Innovation

- Full Sail University, established in 1979, is a major educational hub for emerging digital arts, film production, and gaming design.
- The University of Central Florida's Center for Emerging Media and Florida Interactive Entertainment Academy (FIEA) have fostered innovation in digital storytelling, interactive experiences, and simulation technology.
- The Orlando Science Center's digital planetarium and interactive exhibits represent the intersection of science education and artistic presentation, while the Melrose Center at the Orlando Public Library provides community access to digital creation tools.

"Old Florida" Stories and Heritage

- Citrus heritage remains visible in local festivals, agricultural tourism, and historic markers throughout the county. The Orange Blossom Trail was once lined with citrus groves and roadside attractions.
- Lake Eola Park and its iconic fountain (installed in 1957) has been central to Orlando's identity for generations, hosting cultural events since the early 20th century.
- The Winter Park Scenic Boat Tour, operating since 1938, represents one of Florida's earliest tourism experiences, combining natural beauty with cultural heritage.

The Existing CANVAS

Introduction

This section provides an overview of the current arts and cultural ecosystem that informed the plan’s quantitative and qualitative research. The analysis examines the current landscape across two interconnected dimensions that together create the foundation for cultural planning in the region.

The first dimension explores the geographic and demographic characteristics of the planning areas, including the City of Orlando, downtown Orlando (encompassing the Downtown Development Board and Community Redevelopment Agency areas), and the City of Orlando Main Streets districts. This review extends throughout Orange County and its municipalities, towns, and unincorporated areas, while also examining tourism patterns and future growth projections including population and economic trends.

The second dimension examines the region’s arts and cultural ecosystem in detail, including the nonprofit arts and culture sector, the for-profit creative economy, cultural tourism infrastructure, the public art landscape, and the governance and funding structures that support arts and culture throughout the region.

City of Orlando

As the county seat and largest municipality, the City of Orlando sits within the Orlando Metropolitan Statistical Area, which ranks as the second-fastest growing MSA in the nation. Known as the City Beautiful for its semi-tropical environment and thoughtfully designed urban landscape, Orlando encompasses approximately 1137.6 square miles with a population of 320,753 residents (ACS 2023), projected to reach nearly 500,000 by 2050.

Recognized for its business-friendly environment, Orlando serves both its residents and the millions of annual visitors by offering exceptional economic, cultural, and educational opportunities. The city is distinguished by its outstanding cross-generational parks and recreation system, as well as comprehensive programs addressing livability, aging, and health. While many recognize the Orlando region for its world-renowned theme parks—including Universal Orlando Resort and Walt Disney World, which attracts over 75 million visitors annually in Orange, Osceola and Seminole counties—the city’s identity extends far beyond tourism.

Orlando serves as the region’s center of government, commerce, and culture, anchored by major downtown cultural and entertainment venues including the Dr. Phillips Center for the Performing Arts, Kia Center, and Camping World Stadium, along with the private Inter & Co. Stadium which host international sporting and entertainment events. The city also offers more intimate cultural venues such as the Loch Haven Cultural Park complex, Leu Gardens, and Bill Frederick Park. Connecting Orlando’s 126 distinct neighborhoods to these live, work, and play opportunities is an increasingly integrated multi-modal transportation system encompassing transit, rail, and trails—all contributing to an exceptional quality of life.

Downtown Development Board and Community Redevelopment Agency of the City of Orlando (DDB/CRA)

The Community Redevelopment Agency of the City of Orlando (CRA), also less formally referred to as the Downtown Orlando CRA, was established in 1980, and pursues redevelopment and revitalization activities within a 1,664-acre area. Implementing planned revitalization strategies under Florida Statutes Chapter 163, the CRA focuses on expanding housing and cultural opportunities, addressing long-term transportation needs, and encouraging retail development. These activities are guided by the Downtown Orlando Community Redevelopment Area Plan (DTCRA), a regulatory document detailing the agency’s multi-year strategies, programs, and projects.

The CRA collaborates closely with the Downtown Development Board (DDB), which oversees a smaller 1,000-acre geography within the CRA footprint. Created in 1970, by a special act of the Florida Legislature, the DDB’s mission is to strengthen downtown Orlando’s role as the economic, governmental, and cultural center of Central Florida. The DDB focuses on promoting planning, implementation, and administration of the city’s core area redevelopment programs.

In the fourth quarter of 2023, the CRA area was home to 21,350 residents, nearly 95,180 employees, and 4,990 businesses. As the county’s cultural hub, it houses major venues like the Dr. Phillips Center for the Performing Arts and Kia Center, alongside signature spaces including Lake Eola Park, the developing Canopy Urban Park, CityArts, and Creative Village’s Luminary Green—all providing diverse venues for cultural festivals and community events.

City of Orlando Main Streets Program

Orlando’s Main Streets Program has emerged as one of the city’s most successful cultural and economic development initiatives, creating distinctive commercial neighborhood identities within defined geographic boundaries. Following the Main Street America™ approach, the program focuses on historic preservation, economic development, and community identity through four key pillars: design, organization, promotion, and economic vitality.

The Orlando Main Street Districts, operating as separate nonprofits with dedicated leadership, include:

Audubon Park Garden District	Mills 50 District
City District	Parramore District
College Park	SoDo District
Curry Ford West	The Milk District
Gateway Orlando	Thornton Park District
Ivanhoe Village	West Lakes District

The success of Orlando’s Main Streets Program has positioned it as a model for arts and cultural development through creative placemaking for other municipalities throughout Orange County. The program demonstrates how strategic investment in community identity, historic preservation, and arts integration can create vibrant cultural neighborhood destinations that serve both residents and visitors. (For additional information, see the Orlando Main Street program in the opportunity and downtown plan sections of this plan.)

Orange County

Orange County encompasses approximately 1,000 square miles in Central Florida, serving as home to 1.5 million residents with projections reaching 2 million by 2050. The county includes both incorporated municipalities and extensive unincorporated areas, creating a diverse governance landscape that requires coordinated cultural planning. Alongside the City of Orlando, Orange County includes incorporated municipalities, each with distinct character and cultural assets:

- **Apopka:** Developing amphitheater and cultural facilities.
- **Eatonville:** The first US town to be organized, governed and incorporated by African Americans.
- **Maitland:** Home to art museums and cultural institutions.
- **Winter Garden:** Featuring successful downtown revitalization centered around the Garden Theatre.
- **Winter Park:** Known for its museums, galleries, and cultural tourism.
- **Ocoee, Windermere, Belle Isle, Oakland, Edgewood, Bay Lake, Lake Buena Vista:** Each contributing unique cultural assets and community character.

As Orange County grows from 1.5 million to nearly 2 million residents by 2050, CANVAS ensures our cultural infrastructure grows with us—creating the venues, programs, and opportunities that make communities thrive.

Regional Visitorship

Visitorship statistics by Visit Orlando are compiled at the Orlando Metropolitan Statistical Area (MSA) level comprised of Orange, Seminole, and Osceola Counties. The area is a major tourism destination, welcoming more than 75 million visitors annually, primarily drawn to world-renowned theme parks including Walt Disney World Resort, Universal Orlando Resort, and SeaWorld Orlando.

Currently, significant portions of Orange County remain unincorporated. This geographic and governmental complexity underscores the importance of the collaborative planning approach embodied in CANVAS—creating a unified cultural vision while respecting the distinct character and needs of each community within Orange County.

County Future Growth

Orange County is experiencing significant population growth. The County’s population growth, with nearly 1,000 new residents each week, is transforming the region’s demographic landscape. This growth pattern brings both opportunities and challenges for cultural development as the county becomes increasingly diverse and dynamic.

Orange County’s population is projected to grow from 1.5 million to nearly 2 million residents by 2050, with the Orlando Metropolitan Statistical Area ranking as the second-fastest growing MSA in the nation. This expansion is primarily driven by migration, with 46% coming from domestic relocation and 41% from international migration (ACS 2023).

The region is becoming increasingly diverse, with the Hispanic/Latin population projected to comprise over 41% of Orange County’s population by 2050, while Black/African Americans will remain about 20% of the population. Currently, 25% of residents were born outside the US, and nearly 40% speak a language other than English at home.

Age demographics reveal a relatively young population, with Orange County’s median age at 36.9 and City of Orlando’s at 35.3 (ACS 2023). However, the county’s 65+ population grew by 71 % between 2010 and 2022, representing the fastest-growing age segment. By 2050, approximately 18% of residents will be over age 65.

Economically, Orange County is relatively prosperous with a median income of \$79,053, though 12% of residents live in poverty. The City of Orlando, a highly urbanized area with a concentration of social services and public transit, has a median income of \$69,414 and a poverty rate of 15%. As it

concerns education, 91.9% of Orlando residents have a high school diploma or higher, while 41.2% have a bachelor’s degree or higher.

The growing and diversifying population will likely increase demand for arts and cultural programming that is affordable, accessible, and culturally relevant. As highlighted throughout this plan, the Orlando MSA’s substantial visitor population creates both opportunities and challenges in balancing offerings that serve both residents and visitors.

This plan provides the opportunity to adopt a framework responding to this future growth and ensure arts and cultural programming, facilities and venues, and personal participation activities remain accessible to all communities while reflecting the rich cultural variety of the region.

The Arts and Cultural Ecosystem

Nonprofit Arts and Culture Sector

The City of Orlando and Orange County boasts a vibrant and evolving arts and cultural ecosystem distinguished by its diverse creative expressions, significant public investment, and unique position within one of the world’s premier tourism destinations. The cultural landscape is characterized by anchor institutions like the Dr. Phillips Center for the Performing Arts, Orlando Museum of Art, and the cultural hub at Loch Haven Park, complemented by cultural asset offerings in Winter Park, Winter Garden, and many other communities.

The seven-county region of Central Florida has experienced significant cultural growth over the past decade. There has been increased public investment, reflecting the value policymakers place on the role of arts and culture in the community as well as their importance to the tourism economy. This evolution is reflected in the development of major venues, increased numbers of arts organizations, and an individual artist community that has expanded and diversified. Despite this, according to the Arts Ecology Study (2023) the region’s largest nonprofit arts organizations are smaller and younger than in eight comparison cities. Additionally, there is considerable inequity in the resources of cultural organizations of all sizes. There is an unusually high concentration of resources for the largest organizations, while culturally specific organizations have significantly smaller budgets, and a lack of long-term dedicated funding.

The arts and culture sector benefits from the leadership of the Orange County Office of Arts and Cultural Affairs, City of Orlando Office of Community Affairs, the City Economic Development Department’s Creative Placemaking Director and DDB/CRA, as well as United Arts of Central Florida and the Downtown Arts District (DAD). Building on and leveraging existing collaborations between City and County government and the larger and well-funded United Arts nonprofit, in particular, will benefit from successful implementation of this plan for the arts sector and residents.

For-Profit Creative Sector

While this plan has a government/nonprofit focus, it is important to highlight the unique contributions of the for-profit creative sector, higher education, and the overall creative economy of the county.

A creative economy generates value through imaginative qualities rather than traditional resources. Creative industries—including arts and crafts, advertising, design, entertainment, architecture, books, media and software—drive individual and community development through economic transformation, job creation, innovation and cultural inclusion.

The City of Orlando and Orange County’s creative workforce is substantial, supported by major entertainment companies and theme parks that employ significant numbers of artists, designers, and performers, plus respected educational institutions with strong arts programs including Rollins College, Full Sail University, University of Central Florida, Valencia College and Orlando Vo-Tech.

With over 75 million annual visitors, Orange County has an unprecedented opportunity to showcase authentic cultural experiences that extend stays, increase spending, and establish our region as a destination for more than attractions—for genuine artistic discovery.

Creative West’s Creative Vitality™ Suite (CVI) is a tool that measures the relative concentration of creative activity in a specific geographic area, compared to the national average. It uses data for creative industries, occupations, and cultural nonprofit revenues to provide a score reflecting a region’s creative economic health.

Orange County has a robust creative economy with over 67,500 jobs in the creative sector (2023 data), representing approximately 8.5% of all employment in the county; the county’s (CVI) value of 1.31 indicates a stronger creative economy than many other comparable regions.

The City of Orlando accounts for 62% of creative jobs in the county and 75% of creative industry earnings, and represents 22.4% of the county’s population, indicating a significant concentration of creative activity in the urban core.

Orange County CVI 1.31

Above National Average of 1.0

2019	2020	2021	2022	2023
1.28	1.30	1.24	1.29	1.31

City of Orlando CVI 1.72

Above National Average of 1.0

2019	2020	2021	2022	2023
1.83	1.78	1.66	1.69	1.72

Creative Sector Characteristics

Strong Earnings Growth

County creative industry earnings have grown significantly from approximately \$1.5B in 2020 to over \$2B in 2023, showing strong recovery from the COVID-19 pandemic.

Cultural Nonprofit Revenues

The county generates approximately \$146.5M in cultural nonprofit revenues, with the City of Orlando accounting for \$118.2M (79%).

Top County Creative Occupations

1. Software developers
2. Actors
3. Writers and authors
4. Musicians and singers
5. Marketing managers

Creative Workforce

67,500+

Creative jobs in Orange County

8.5% of all county employment

Leading Creative Industries (2023 Earnings)

1. Architectural services
2. Media streaming distribution
3. Advertising agencies
4. Independent artists, writers, performers
5. Interior design services

Orlando’s Share
62%
of County’s Creative Jobs

75% of creative industry earnings

Cultural Tourism

The Orlando MSA consistently ranks as one of America’s top tourism destinations. In 2023, the Orlando MSA welcomed over 75 million visitors, making it one of the most visited metro areas in the U.S. While Walt Disney World Resort (Orange/Osceola counties), Universal Orlando Resort (City of Orlando and Orange County) and SeaWorld Orlando (Orlando) are the primary drivers of domestic and international tourism, and the Orange County Convention Center is the second largest convention facility in the U.S., the nonprofit arts and culture industry contributes greatly to the region’s economy. While all forms of transportation have a role in this success, including the recent \$2.3 billion I-4 Ultimate Highway improvements, the Orlando International Airport (MCO) is reporting a large increase in travelers. In 2024, MCO brought in 57,211,628 passengers, ranking first in the State of Florida and ninth in the United States. According to Airport Council International (ACI World), even back in 2021, MCO was ranked as the 7th busiest airport in the world.

Americans for the Arts’ most recent Arts & Economic Prosperity 6 Study (AEP6) reported that the nonprofit arts sector generated \$264.9 million in economic activity in Orange County during 2022, with 41% nonlocal visitors traveling from outside of Orange County for arts and cultural activities. Close to 83% of these nonlocal attendees reported that the primary purpose of their visit was specifically to attend the performance event, exhibit, venue, or facility where they were surveyed. Of the nonlocal attendees, 11.1% reported overnight lodging expense resulting from their arts and cultural attendance. On average these attendees with lodging expenses spent more in Orange County than other nonlocal attendees on their visit - \$215.90 per person compared to \$57.30 per person.

As described in the Arts and Leadership section of this plan, tourism dollars—the Tourist Development Tax (TDT) revenues—are the largest source of public funding for the arts. While this is true for many Florida counties, this linkage is especially important in Orange County because of the magnitude of its tourism economy and TDT receipts.

In summary, major cities worldwide are accelerating their work in cultural tourism to compete for visitors seeking authentic, enriching experiences. Cultural tourism attracts higher-spending visitors who stay longer and spend more in local businesses as they venture out beyond traditional tourist zones. In today’s experience economies, The City of Orlando and Orange County can only benefit by investing strategically in its arts and cultural identity for competitive

Orlando’s recent Bloomberg Philanthropies Public Art Challenge victory demonstrates the capacity for world-class artistic innovation. CANVAS builds on this momentum to establish Orange County as a recognized creative capital.



advantage. The recently launched Cultural Tourism Initiative of United Arts of Central Florida is a bold and well-branded effort that will benefit the County and City as a catalyst for reimagining the region as an arts and culture destination and will fundamentally shift perceptions of the cultural landscape of the region.

The Public Art Landscape

Both the City of Orlando and Orange County have established longstanding public art programs, each positioned to reflect their organization’s and their community’s unique needs as well as demonstrating a commitment to enhancing public spaces through creativity. These programs have successfully integrated artwork into parks, plazas, streetscapes, and government facilities demonstrating that art is not a luxury but an essential element in livable communities. The County and City programs currently showcase a variety of forms and styles—from large-scale murals and sculptures to temporary interactive installations and functional artwork integrated into infrastructure.

The City of Orlando, already a recipient of numerous art and culture awards, was recently selected as one of only eight cities nationwide to receive the prestigious 2023 Bloomberg Philanthropies Public Art Challenge Grant. The successful proposal is an ambitious multi-year “Art Pollination” themed project, which focuses on community food access challenges as explored through social practice. This grant represents a significant milestone for the City’s public art landscape and cultural recognition. As one of the most prestigious awards in the global public art sector, it elevates the region’s profile on an international stage, demonstrating that the City and County can produce world-class artistic initiatives that

compete with major cultural capitals worldwide. Importantly, it strengthens the case for expanded public art funding, programming outlined in this plan, providing concrete evidence of the region’s artistic excellence and capacity for international recognition. There is also a need to modernize public art program structures for both the City of Orlando and Orange County, along with implementing comprehensive inventory management systems.

The planning process also identified interest in improving public art across Orange County. Municipalities express a desire for more public art and resources suitable for smaller municipalities to create their own programs. Orlando’s Main Street organizations would welcome arts programming and space activations that help connect neighborhoods. The importance of making the arts accessible throughout the county and reflecting the unique identity of local communities was clearly articulated during the engagement.

Arts Leadership and Funding

Introduction

An important part of the arts and cultural ecosystem is its leadership and funding. At the City of Orlando there are multiple entities involved in leadership, including the Office of Community Affairs, the Venues Department–Public Art Program, Downtown Development Board/Community Redevelopment Agency (DDB/CRA), as supported by the Economic Development city-wide Director of Placemaking. At Orange County there is only one entity, the Office of Arts and Cultural Affairs. The City, CRA and County typically partner independently with United Arts of Central Florida to establish pass-through funding and implement programs, while the CRA also annually partners with the Downtown

Arts District (DAD), a nonprofit that supports arts and culture activities from their downtown location, CityArts.

Accordingly, this structure is a source of strength and cooperation and demonstrates the successful practice of regional cooperation. It has been effective in overseeing cultural development in the region and provides an excellent foundation for continued cultural development. The CANVAS Cultural Plan benefitted from participation of each entity in the planning.

The following is a discussion of these groups, their leadership and respective funding.

Orange County Office of Arts and Cultural Affairs

The office of Arts and Cultural Affairs was founded in 2001 after a community planning process authorized by the Board of County Commissioners. The County also authorized an annual allocation of Tourist Development Tax (TDT) revenues and creation of an arts grantmaking program. At that time, the Commissioners established the Arts and Cultural Affairs Advisory Council to guide arts and cultural policy and funding decisions, along with a grants specific committee and a public art review board.

The functions of the Office have expanded and diversified since its founding. Currently, in addition to the Administrator’s specified job duties, the position plays the role of “representing the arts community to County government and vice versa,” and being a visible arts leader in the community. With a staff of four, the Office oversees the grants programs, most of which are administered by United Arts under a contract for services. The Office also manages the public art program, including four County-owned galleries and commissioned artworks and produces a cultural facilities map. A new staff position was recently created to address monitoring and evaluation, and to tell the story of the impact of County arts funding. Additionally, the Office provides financial support for FusionFest, an annual multi-cultural community festival originally produced by the County, and also financially supports an arts calendar administered by United Arts.

Total County arts investments in FY2025 are approximately \$31.4 million, funded through Tourist Development Tax revenues, general funds, and capital improvement project budgets.*

ARC capital grants in the arts	\$15,000,000
Grants (admin by United Arts)	\$14,538,665
United Arts admin fee	\$650,000
United Arts marketing	\$300,000
Arts & Cultural Affairs Operations	\$429,528
Fusion Fest	\$250,000
Public art	\$216,000
Total	\$31,384,193

*Note: figures are as of January 2025; some figures are rounded.

City of Orlando

The City of Orlando has a different arts management approach than Orange County. First formally conceptualized in the 1980’s, it has evolved over the decades, with a focus on nonprofit arts engagement including the United Arts of Central Florida, starting in 1989, followed by the Downtown Arts District (CityArts) in 2002.

The City of Orlando Public Art Program, now housed in the Venues Department, generally oversees the citywide public art program, albeit with limited staff and resources. The program was created to acquire, exhibit, and support visual arts and regional artists (see City Code Chapter 2, Article XXIII, Public Art Ordinance). Currently, the collection contains more than 900 pieces including paintings, sculptures, tapestries, and mixed media, which are displayed within City Hall, public buildings, and throughout the City’s parks, senior, and neighborhood centers, as well as venues.

The program’s three formal galleries include:

- The Terrace Gallery at City Hall, a 2,000 square foot space, featuring national and international arts and collections, along with renowned Florida artists;
- The Mayor’s 3rd Floor Gallery dedicated to Central Florida artists; and,
- The Leu Gardens Garden House Gallery, which frequently displays botanical themed art as well as permanent works owned by the city.

As described in the Public Art Ordinance, the program includes a Public Art Advisory Board (PAAB), which, with the Public Art Coordinator, assists and makes recommendations to the Mayor and City Commissioners for public art commissions for new City building facilities via the Percent for Art Program. Public Art staff oversee the permanent collection, acquisitions and deaccessioning, exhibitions, and programming from a separate operations budget.

As addressed in the Public Art Ordinance, the program has historically employed the City Growth Management Plan (GMP) Cultural Arts Element for public arts program guidance. This approach was implemented in 1990, when the 1989 City of Orlando Public Art Master Plan was incorporated into the new Cultural Arts Element. It was the first time since the 1926 City Plan to have a section devoted exclusively to public art. The purpose of the Plan is to include specific sites and criteria for the selection of works of art, special landscape treatments, and architectural enhancements. The 2025 GMP Refresh Cultural Arts Element, under Objective CA 1.3, addresses the new cultural arts master plan (CANVAS) and its recommendations, which will be implemented throughout the planning period, as appropriate.

Another important part of the Public Art Ordinance is (Sec.2.171), which addresses “Funds for Architectural Enhancement and Works of Art.” Under this section, capital projects are to include a contribution to a Public Art Fund. This funding is to acquire and maintain works of art, architectural enhancement, or special landscaping treatment equal to 1% of the total estimated cost of the civic construction project. This requirement is also included in the Cultural Arts Element under Objective CA-6.1. The CIP amount varies year to year and is not included in the funding summary below.

In addition, private development projects to be located within the city’s Downtown Activity Center future land use designation, per the GMP Policy CA 1.2, shall be required to pay a contribution to a trust fund established for public art and cultural facilities as a condition to any density or intensity bonus being awarded. This requirement is also detailed in the Land Development Code Sec. 58.1105-Special Regulations for Bonuses addressing the downtown AC-3A zoning district. Projects receiving a density or intensity bonus or both in this zoning district must provide public art that fairly and proportionally mitigates, with conditions, the project’s impact on the public realm. Payment in lieu of installation is also addressed.

Other entities involved in siting and funding public art as well as supporting diverse cultural activities are the Downtown Development Board and Community Redevelopment Agency (DDB/CRA). DDB and CRA funding varies year to year depending on annually planned activities. CRA activities are consistent with the regulatory DTOutlook’s plan and its amendments. Recognizing the

need for better arts and culture planning, the DTOutlook details that the CRA should support the creation of a downtown arts and cultural plan to ensure that future arts efforts are coordinated and provide a balanced array of artistic offerings. As well, the master plan should continue the promotion and activation of the Cultural Corridor. Complementing the CRA activities are the DDB initiatives, in particular, its sponsored events including United Arts’ DTO Live!, which regularly activates downtown public spaces with outstanding entertainment.

The Economic Development Department Director of Placemaking directs and supports many of the DDB/CRA art related activities in addition to city-wide endeavors. The Office of Community Affairs separately provides funding and support for various community-driven arts and culture initiatives, led by the Director and the City’s Chief Service Officer. Accordingly, the city’s arts funding includes:

- Support for cultural institutions (eg: CityArts)
- Economic Development Department Creative Placemaking
- Grants administration
- Public art programs
- Poet Laureate program
- Events programming
- Additional unassigned funding, as identified

Although the City in previous years had a director of cultural affairs position, it does not currently have a dedicated full-time leadership position for the arts.

Total City arts investments in FY2025 are approximately \$6.7 million.

CRA (various arts initiatives)	\$2,326,677
DDB/festival support/DTO Live!	\$1,923,334
Orlando Science Center	\$518,364
United Arts (regranting)	\$494,099
Mennello Museum of American Art	\$650,000
Friends 501c3 organization	\$661,961
Downtown Arts District (DAD)	\$161,632
Public art	\$150,000
CityArts facility	\$92,500
Poet Laureate	\$8,000
Total	\$6,730,014

It should be noted that other City divisions and departments also independently engage in arts and culture, from programs to installations, such as Families, Parks and Recreation Department.

United Arts of Central Florida

United Arts of Central Florida is a nonprofit organization founded in 1989 with a mission to enrich the community through investing in arts, science, and history. It supports cultural organizations in Lake, Orange, Osceola, and Seminole counties. In addition to its own programs and initiatives, the agency collaborates with the City of Orlando and Orange County on a range of arts services. Relative to this cultural plan, United Arts’ major programs and initiatives include grants programs, artist development programs, cultural tourism initiatives and campaigns, creative placemaking programs, advocacy, research, and cross-sector programs, and a marketing calendar.

The City and County each contract with United Arts to distribute public dollars through arts grantmaking, and to support the organization’s efforts in raising private funds—the Collaborative Campaign for the Arts—for grantmaking and other initiatives.

United Arts’ budget has been growing. Total FY2024 revenues were approximately \$7.5 million, an increase of about \$650,000 over FY2023. This includes \$6.8 million raised through its Collaborative Campaign for the Arts, which was an increase of about \$700,000 over the previous year. It is important to note that these revenue figures do not include significant amounts from Orange County provided to United Arts as regranteeing dollars. United Arts administers the County’s arts grants programs although these amounts are a pass-through and do not appear as income on the organization’s financial statements. County grant funds totaled \$7.7 million in FY2024, up from \$3 million in FY2023. This amount increased again in FY2025 to \$14.5 million. Additionally, the City of Orlando provides approximately \$500,000 for regranteeing.

Downtown Arts District (DAD) and CityArts

Established in 2002, the Downtown Orlando Arts District addresses the entire Downtown Orlando Community Redevelopment Plan Area, which also includes portions of the Cultural Corridor. As a nonprofit, with 23 years of experience, its successful mission has been to lead, stimulate, and guide the development of a vibrant, innovative arts and cultural district that enhances economic development in downtown Orlando. Some of its more popular activities include Third Thursdays, Orlando Story Club, and Art after Dark.

DAD is also the parent entity to CityArts, a well known cultural institution situated within the historic Rogers Kiene building. An Orlando landmark, the building is the City’s oldest historic structure, erected in 1886. CityArts is a popular locale for diverse artistic expression from performing to visual arts, and continues to embody downtown’s artistic spirit as a vibrant hub of cultural enrichment and creativity.

Arts Funding

The accounting of funding by the City, County, and United Arts reveals important observations about collective arts funding in the county. First, the scale of total public investments in the arts is substantial. In the current year, FY2025, total arts grants from the City of Orlando and Orange County, administered by United Arts, are approximately \$15 million. Exact comparisons are difficult but while this is less than cultural capitals like New York and San Francisco, it is more on a per capita basis than Los Angeles, Chicago, and San Diego. In Orange County, these grants are supplemented by the ARC capital grants, which total \$15 million annually through FY29.

Second, public investments are leveraged with United Arts private fundraising. United Arts’ Collaborative Campaign incentivizes private donors to contribute with matching public dollars. Combining public and private dollars, total FY2025 arts grants funded by the three agencies increases to more than \$37 million. There is some criticism of the Collaborative Campaign as disadvantaging individual arts organizations from raising larger amounts on their own, outside the campaign, but to date, campaign participation has increased and not diminished.

Third, public investments in the arts are largely funded by tourism dollars, including most of Orange County’s arts grants made through United Arts. Orange County charges a 6% tax on hotel stays and other short-term rentals of less than six months. The Tourist Development Council and Board of County Commissioners have allocated 5% of the first four cents (two-thirds) of this tax for the arts, plus an additional amount per the County’s tourism plan. This linkage closely ties the arts to tourism and the legal requirements of the state’s TDT statute, which limit arts expenditures to tourism promotion and not pure arts support. This places responsibility on the arts to show support for cultural tourism, generating TDT revenues, while also providing an opportunity to strengthen the destination by increasing visitation through arts participation and longer or repeat visits. In practice, TDT funds are used broadly and liberally to fund the arts, since they are active contributors to the appeal of the destination. In addition, the Orlando Economic Partnership, the region’s economic development agency, has set a specific goal to promote the Orlando region as a “creative capital,” including its arts community.

Planning Process

Overview

The CANVAS cultural planning process was a collaborative, 18-month effort initiated by the City of Orlando and Orange County to develop a comprehensive roadmap for elevating arts and culture throughout the county. The process was designed to be inclusive, data-driven, and responsive to the diverse needs and aspirations of the region's communities.

The Planning Goals

- A county cultural plan to serve all residents
- Shared countywide vision with specific focus for downtown City of Orlando
- Aspirational and achievable 10-year roadmap
- Policy level goals and cross-jurisdictional strategies
- Cultural arts development and access across county
- Creative sector as an economic driver

The Timeline

Beginning in April 2024, the planning process extended through June 2025.

The Steering Committee

The CANVAS cultural planning process was guided by a 27-member Steering Committee that provided crucial oversight and direction throughout the planning timeline from August 2024 through completion. This group of community leaders regularly met to ensure the plan reflected the authentic needs, aspirations, and creative vision of the City of Orlando and Orange County's communities.

The Steering Committee's composition represents the full spectrum of the City and County's cultural, business, and civic communities including:

Arts and Culture Sector

Representatives from large cultural institutions, grassroots arts organizations, individual artists, and creative workers across disciplines including visual arts, performing arts, literary arts, and media arts.



Education

Leaders and students from K-12 public education, higher education institutions including UCF and Rollins College, and arts education.

Tourism and Hospitality

Industry professionals who recognize the vital connection between cultural vitality and destination appeal, bringing expertise in visitor experience and cultural tourism development.

Business and Economic Development

Private sector leaders and economic development professionals who understand arts and culture as drivers of innovation, talent attraction, and retention.

Philanthropy

Foundation leaders and individual donors who provide critical financial support for cultural initiatives and understand the landscape of arts funding.

Community Development

Community advocates and Main Street organization leaders, who ensure the plan addresses access across communities.

Municipal Government

Representatives from various government entities who bring understanding of local governance, policy development, and implementation realities.

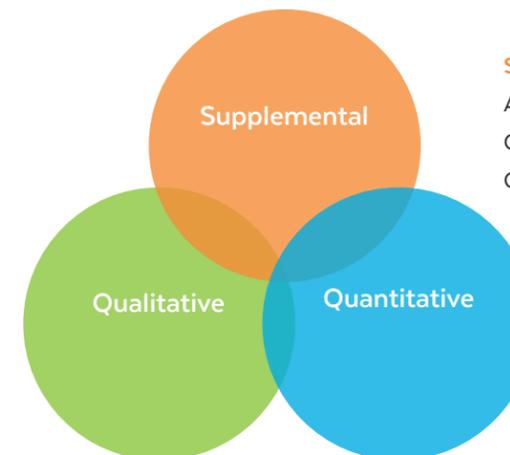
Faith, Health, and Social Services

Leaders from faith-based institutions, healthcare systems, and community organizations who leverage arts-based interventions to promote healing, social cohesion, and holistic wellbeing with the populations they serve.

The Steering Committee served multiple essential functions in the CANVAS planning process:

Qualitative Insight

- Community Vision
- Community Engagement
- Stakeholder Engagement



Supplemental

- Align with Policy and Plans
- County Tour
- County History

Quantitative Insight

- Community Survey Findings
- Creative Economy Profile

Strategic Guidance

Provided oversight and direction for the overall planning approach, helping to refine research methodology and ensure community needs were addressed.

Community Connection

Served as ambassadors who helped connect the planning team with their respective networks and communities.

Plan Development

Offered insights and feedback during key phases of plan development, from initial research findings through draft recommendations.

Implementation Readiness

Helped identify realistic pathways for implementing plan strategies within their respective sectors and organizations.

Planning Process Methodology

A mixed method, triangulated approach to data collection and analysis was utilized. This recognizes that no single method of community and stakeholder input or data collection is, by itself, a fully reliable gauge of a plan vision. Each method of data collection—whether it be surveys, Zoom meetings and discussion groups, or in-person meetings and interviews—has strengths and limitations. Triangulation of the findings seeks to identify common themes.

The research design was built on three complementary pillars:

- Qualitative Community Engagement - In-depth conversations and interactive sessions with residents, artists, cultural organizations, and community leaders;
- Quantitative Research - Data collection and analysis to understand the cultural landscape, creative economy, and community needs; and
- Supplementary Research - Review of existing plans, best practices, and case studies to inform strategy development.

Qualitative Research

The engagement and research conducted is the foundation for the vision, mission, and goals of this plan. Through diverse engagement methods—interviews, discussion groups, workshops, and surveys—the CANVAS planning process gathered insights from over 1,500 community members representing different neighborhoods and communities, cultural backgrounds, ages, and perspectives throughout the City of Orlando and Orange County.

This engagement builds trust and buy-in from stakeholders, creating a sense of shared ownership that is essential for successful implementation. When community members see their input reflected in the final plan, they

hopefully will become advocates and partners in bringing it to life. This is particularly important in the City of Orlando's and Orange County's communities, where different cultural perspectives are honored and included in this plan. The quantitative and qualitative data collected through market analysis, creative economy assessments, surveys, and stakeholder input establishes baseline conditions, identifies gaps and opportunities, and, most importantly, provides evidence for decision-making.

Additionally, the engagement process itself strengthened community connections and capacity. The CANVAS planning process brought together leaders from various sectors—arts, business, education, government—fostering new relationships and collaborative possibilities that will outlast the planning period.

What is the current state of arts, culture, and creativity in the City of Orlando and Orange County?

What are the priorities for this plan?

What arts, cultural, and creative initiatives do you want to see in your community?

How can this plan address and support current initiatives?

What new initiatives should be recommended?

What are some solutions-oriented suggestions for consideration?

What is your overall vision for your community and for the County's arts and cultural life? (What is different tomorrow than it is today?)

By the Numbers

The process reached over **1,500 community members** including:

- Residents from all **City of Orlando districts** and **all municipalities in Orange County**

Approximately **58 in-depth interviews** were conducted, including:

- Arts and cultural organization leaders
- Business and tourism leaders
- Chief Administrative Officers (city managers)
- Diverse neighborhood community leaders
- Orange County Commission
- Orlando City Council
- Individual artists and creative workers
- Main Street executive directors
- Philanthropic and educational representatives

Sixteen (16) focused discussion groups and workshops reaching more than 250 participants, including, but not limited to:

- Architects and urban designers
- Arts and cultural organization leaders
- Business and tourism stakeholders
- County-wide communities and multi-lingual specific communities
- Creative business and entrepreneurship groups
- Cultural organizations and culturally specific community groups
- Education, library, and healthcare sectors
- Faith communities (Mayor Buddy Dyer's Council of Clergy, Mayor Jerry Demings's Council of Interfaith Leaders)
- Main Street executive directors
- Multi-discipline individual and teaching artists; creative workers
- Neighborhood associations
- Philanthropic leaders and community
- Sector-specific artists and creatives
- Visual arts, performing arts, and literary arts communities

City and County Leadership and Staff

- City and County (Families), Parks and Recreation Departments
- City and County Mayors
- City and County Planning Division and Department and other supporting offices, divisions, and departments
- City and County Transportation Department

- City of Orlando Commissioners
- City of Orlando Office of Community Affairs
- Downtown Development Board/Community Redevelopment Agency (DDB/CRA)
- Orange County Office of Arts and Cultural Affairs
- Orange County Commissioners
- City of Orlando Special Events Office

Eight (8) Steering Committee meetings

Quantitative and Supplemental Research

The quantitative and supplemental research included a community survey (questions/open comment), a creative economy analysis, a public art program review, and community benchmarking as well as supplementary analyses. This research collectively, along with earlier described qualitative stakeholder and community input, constitutes the foundation for the plan, with full reports provided in the appendix of the final plan.

Community Survey

An online survey available in English, Spanish, and Creole gathered input from over 1,000 residents on their cultural participation patterns, priorities, and aspirations for arts and culture in their communities. The survey was distributed through multiple channels to reach a diverse cross-section of the community.

Creative Economy Analysis

Using Creative West's Creative Vitality Suite (CVI), a comprehensive profile of Orange County's and the City of Orlando's creative industries and occupations was generated, examining:

- Creative job growth and industry trends;
- Geographic distribution of creative activity;
- Economic impact of the arts and cultural sector; and
- Comparative analysis with peer regions.

Public Art Programs

A review of both the City of Orlando and County programs was conducted including:

- Program structure and staffing;
- Existing public art inventory review;
- Ownership and maintenance responsibilities;
- Geographic distribution and accessibility; and
- Public art ordinances and funding.



Document Review

The planning team reviewed more than 35 existing plans, policies, and studies, including the 2002 Orange County Cultural Plan, The 2023 Arts Ecology Study, and the following:

- Orange County Comprehensive Plan;
- City of Orlando Growth Management Plan (GMP);
- Transportation Plans;
- Liveable Orlando: An Age-Friendly Action Plan (2022-2025)
- Sustainability and Resiliency-related Plans;
- Neighborhood Plans and Main Street District planned activities;
- Tourism and Economic Development Plans;
- Downtown Orlando Community Redevelopment Area Plan (DTOutlook); and,
- (Families), Parks and Recreation related master plans

Benchmarking

Six counties, defined by Orange County staff, were compared for analyzing arts and culture governance, funding mechanisms, public art programs, cultural tourism strategies, and municipal relationships. They included: Charlotte/Mecklenburg County, NC; Clark County, NV (Las Vegas); Hillsborough County, FL (Tampa); Miami-Dade County, FL; Palm Beach County, FL; Travis County, TX (Austin).

Findings

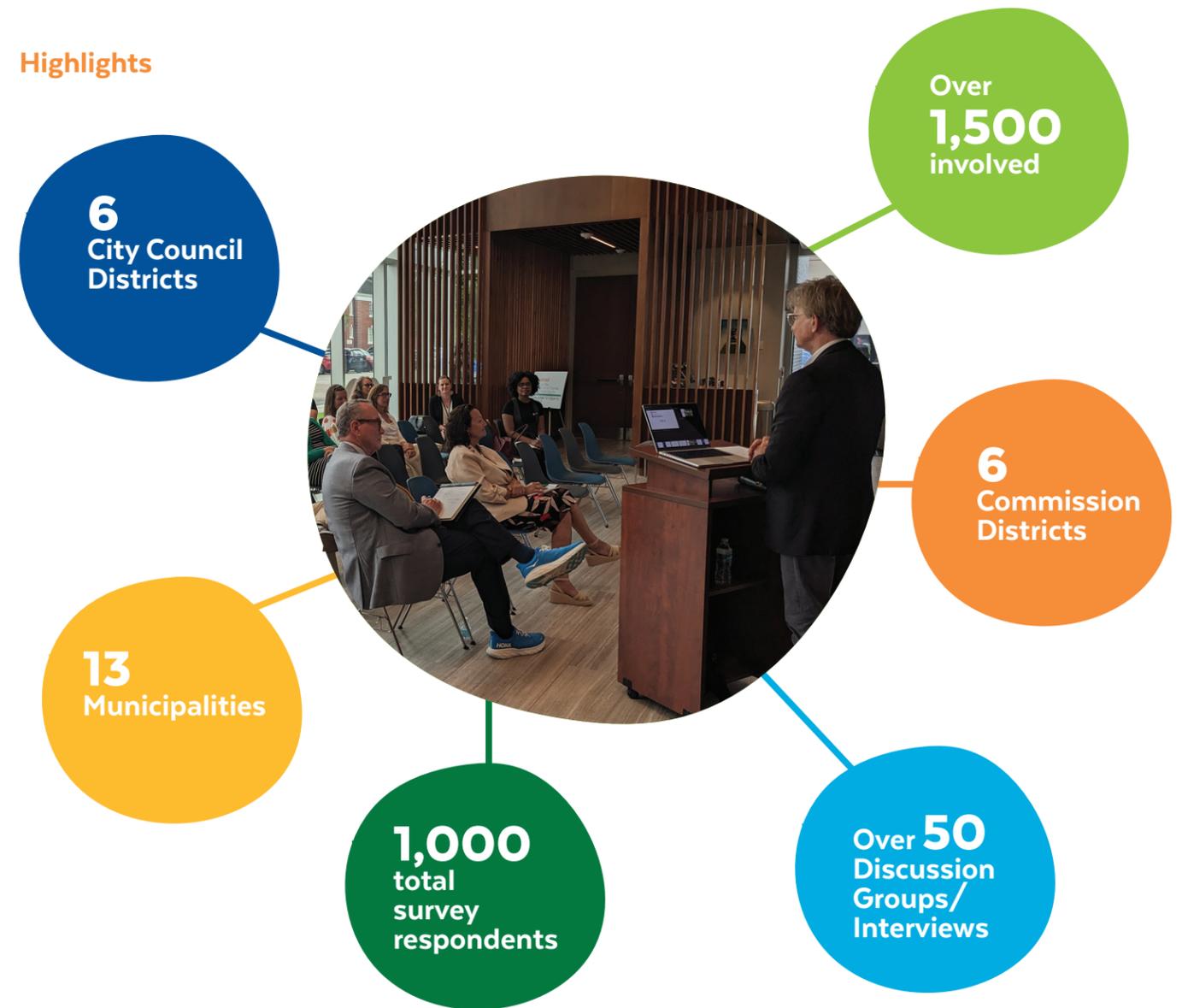
Introduction

The comprehensive research approach was designed to capture both the aspirations and challenges facing the region’s cultural ecosystem. The findings reveal a community that deeply values arts and culture, actively participates in creative activities, and strongly supports increased investment in cultural programming. At the same time, the research identified significant opportunities to expand access, strengthen infrastructure, and better

connect the diverse cultural assets that already exist throughout the county.

The following section presents key highlights from this research, organized around the major themes that emerged consistently across multiple data sources. These findings demonstrate both the strong foundation that exists for cultural development and the strategic opportunities for growth and improvement that will guide implementation of this plan over the next decade.

Highlights



Residents Value the Arts.

- 88% view arts/creative learning as essential for families.
- 51% rate current offerings as excellent or good.
- 53% feel their culture is well represented in the arts and culture activities in their local area.

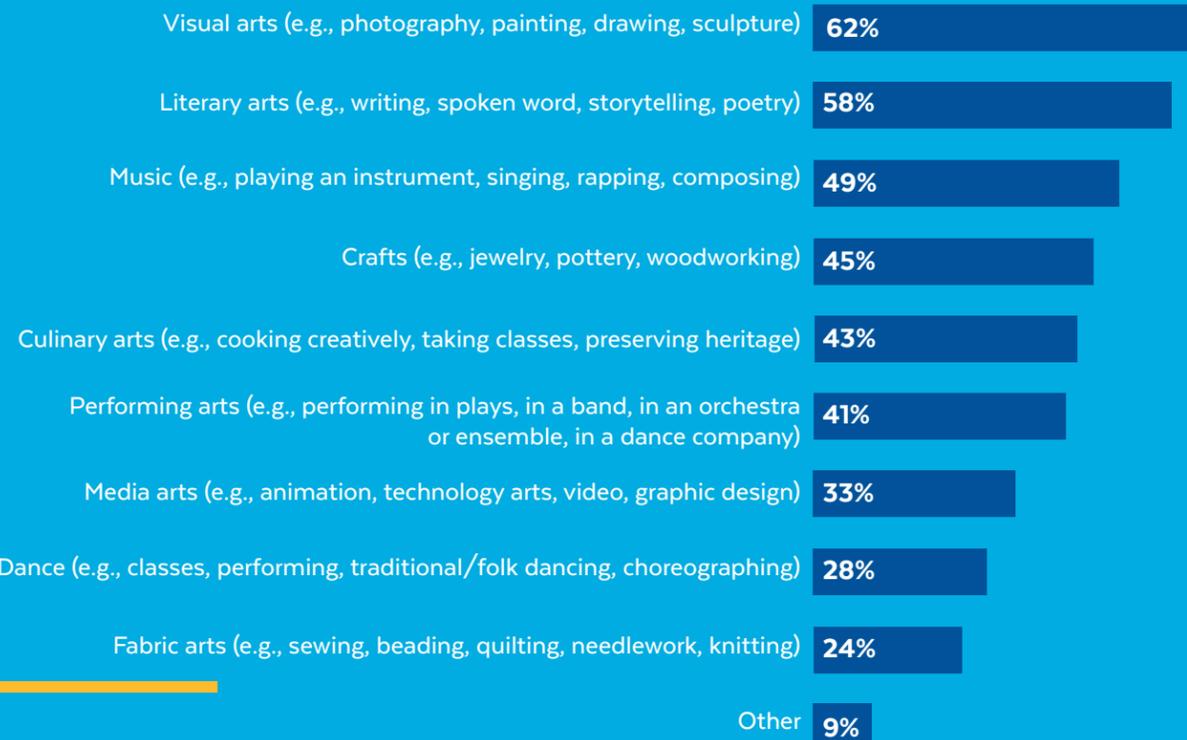
Art and Cultural Experiences Throughout the County are a Priority.

- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%.
- Access to offerings is a priority.
- Where people participate depends primarily on ease of access, area amenities/safety/vibrancy, and feelings of community connection.
- Schedules and inconvenient locations are the third highest barrier to participation, behind lack of awareness and cost
- 83% of respondents want more information about arts and cultural events/happenings.

People PARTICIPATE in The City of Orlando and Orange County.

- 90% attend events within Orange County, 70% in the community in which they live and 20% in another community in Orange County.
- The most popular personal creative activities are centered around visual arts (62%), literary arts (58%), and music (49%).

Personal Participation



Resident Priorities.

- 70% Helping local arts and creative businesses grow and do well
- 67% Providing dedicated funding for the arts
- 53% Developing more creative spaces/venues
- 49% Supporting local artists so they stay in the county
- 40% Enhancing and diversifying arts/creative events across county

Community Voices of Canvas

“Investing in the arts is an investment in the future of our young people and community.”

“The arts define a community and give it soul.”

“Orlando is ready to be a powerful global identity that engages people all over the world.”

“We want more opportunities amplifying creative voices and providing opportunities throughout the county.”

“Orange County should be affordable for artists and provide the opportunity for creatives to stay.”

“Position us as a global cultural destination and redefine our identity as a forward-thinking city where creativity and culture thrive.”

We are creating a canvas for expression where every voice can be heard, every story can be told, and every dream can take form.

Opportunities and Challenges Highlights

The extensive research and community engagement conducted for CANVAS identified numerous opportunities and challenges that shape the city and county cultural landscape. These findings were evaluated based on community support, feasibility, and potential effectiveness, with the most promising opportunities integrated into the plan's goals and strategies. The following section highlights key opportunities that emerged from the planning process, followed by an examination of the primary challenges that must be addressed to achieve the plan vision.

Opportunities

The planning process revealed significant opportunities across multiple areas, from leveraging strong community support for the arts to capitalizing on the county's and city's unique position as both a tourism destination and growing metropolitan area. The population growth, increasing diversity of residents, and concentration of creative talent provide a foundation for expanding and enhancing cultural offerings throughout the county. Specific opportunities include:

Community Values and Participation: The essential ingredients for cultural development success already exist as demonstrated by the survey and engagement results. This includes widespread community support, active participation, and strong local engagement. However, the geographic concentration of activities and resources points to untapped potential throughout the City of Orlando and Orange county. The plan leverages this participation while addressing geographic inequities to ensure all communities have access to arts and cultural opportunities.

The following survey findings confirm that residents are ready for expanded cultural opportunities and willing to support them financially, creating support for strategic investment that builds upon current strengths while extending cultural access to underserved areas. The challenge is not generating interest in arts and culture but rather ensuring access and diverse programming that reflects the full spectrum of all communities.

- **Strong Community Support:** 88% of survey respondents view arts and creative learning as essential to their families and communities, with 84% favoring increased local government funding for arts and culture. This demonstrates broad-based recognition of the value of creative expression across the county.

- **Active Participation:** 73% of residents participate in arts and cultural activities frequently or occasionally (more than 6 times a year), with visual arts (62%), literary arts (58%), and music (49%) being the most popular creative activities. The highest-attended events include performing arts events (57%), visual arts fairs/festivals (46%), food/wine/craft beer events (45%), and music/arts events at non-traditional venues (44%).
- **Geographic Concentration:** 73% of cultural events attended are in the City of Orlando, followed by Winter Park (11%), revealing significant clustering of cultural activities in specific areas. Popular cultural hubs include Loch Haven Park, downtown Orlando (including Lake Eola Park), Winter Park, and the Mills/Milk District.
- **Community Connections:** Many residents participate in arts activities close to home (70% attend in their own communities) and many are motivated by social opportunities close to home, community pride, and wanting to support local artists and organizations.

Placemaking and Creative Corridors

CANVAS engagement sparked far-reaching discussions about the public realm, exploring how both public and private spaces—including sidewalks, plazas, parks, and formal or informal gathering spaces—could be thoughtfully shaped and activated through creative placemaking. Community feedback consistently emphasized that these spaces should be imbued with qualities of comfort, interest, and attractiveness. Above all, they should embody the tradition of hospitality, meeting the needs of all users regardless of age, gender, race, physical abilities or psychosocial factors.

Participating architects and designers underscored the importance of framing these spaces with aesthetic, thoughtfully designed buildings that integrate art into their design, enhancing the public realm and creating “third places” where community life can flourish. These gathering spaces serve as vital connectors between home and work, fostering human connection.

City of Orlando Main Street Program

The planning process explored the twelve City of Orlando Main Street Districts, which are part of the national Main Street America program. The local program is designed to develop distinct commercial neighborhood identities, which celebrate local arts and culture, while promoting

business development through marketing and community engagement. The local program also includes Orlando-specific technical assistance, education, and support for art festivals, murals, and 3-D art installations. Integrating in historic preservation as part of the Main Street programming, as prioritized in the City Main Street program, identifies potential opportunities for older, established communities in Orange County, such as Eatonville and Pine Hills, which could potentially benefit from the Main Street model.

Parks: City of Orlando Loch Haven Cultural Park, Lake Lucerne Park, Orange County Fort Christmas Historic Park, and Other Facilities

The City's and County's vast parks and recreational systems were identified as key opportunities, that, if strategically activated, could effectively promote neighborhood accessible arts and cultural opportunities. For instance, not dissimilar from Orange County's approach, the City of Orlando Families, Parks and Recreation Department has recreational and parks programming that meets the specific needs of their service neighborhoods. The City Parks system currently hosts numerous performing arts activities, with frequently used performance stages at multiple parks, including the Lake Eola Amphitheatre, the pavilion at Lorna Doone Park, the Della Phillips Pavilion at The Grove, as well as a mobile stage that travels to parks throughout the City to host performances at events. The City also has a tradition of hosting art installations within its Parks system, such as the See Art collection at Lake Eola Park, the Labyrinth at the Colonialtown Square and the Luminaries, with more installations planned at various parks.

Loch Haven Cultural Park: The 45-acre Loch Haven Cultural Park, the northern anchor of the Cultural Corridor, serves as Central Florida's premier cultural park. Situated between three magnificent lakes including Lake Formosa, the park is accessible by North Mills Avenue (17-92) and Princeton Street. Neighboring Advent Health to the east, it is connected to older established neighborhoods to the north and south along the Orlando Urban Trail. The park is home to a number of amenities, including the Orlando Shakespeare Theatre, Orlando Science Center, Orlando Family Stage, Orlando Museum of Art, Orlando Fire Museum, Mennello Museum of American Art, and Orlando Ballet. The area is also included in the Ivanhoe Village Main Street District.

A beautiful and heavily canopied park, featuring the Mayor Tree, a 200+ year old live oak, the area is connected by

sinuous footpaths to informal picnic areas, sculpture gardens, and murals as well as spaces for outdoor art fairs.

Loch Haven Cultural Park has evolved over time with buildings of varying eras and condition, and faces issues that limit its full potential as a public amenity. The park presents as an opportunity, meriting a formal planning process to optimize form and function that will showcase arts and culture. This area is also addressed in the downtown recommendations section, focusing on improving micro-mobility connectivity to Orlando neighborhoods.

Fort Christmas Historic Park: The rural eastern part of Orange County presents unique opportunities for heritage-based cultural programming that connects residents to the region's agricultural and pioneer history. Fort Christmas Historic Park, with its collection of historic buildings and educational programs, could serve as an anchor for expanded cultural activities that bridge historical interpretation with contemporary artistic expression. There is potential to develop this site as a gathering place for arts events, seasonal festivals, and community celebrations that serve the underrepresented eastern communities of the county while meeting infrastructure and programming needs.

In addition to parks, several Orange County communities as well as the University of Central Florida were identified as arts and culture opportunities, with potential to serve as models for other communities throughout the county.

Winter Park: Winter Park has established itself as a premier cultural destination with the Charles Hosmer Morse Museum, Rollins College Museum of Art, Winter Park Playhouse, and the renowned Winter Park Sidewalk Art Festival. The city's walkable downtown, retail environment, and strong tourism draw provide a unique platform for cultural programming that serves both residents and visitors. There is potential to expand this success through increased collaboration between cultural institutions, support for local artists and creative businesses, and programming that bridges the established arts scene with broader engagement.

Ocoee: The city's significant investment in the Fifty West redevelopment district creates opportunities to integrate arts and culture as economic development tools. There is potential to build upon the existing music festival success to develop year-round cultural programming that supports

both resident quality of life and the city's economic development goals.

Maitland: Maitland's unique position as a rail-accessible community with existing cultural institutions—including the Holocaust Museum and Art and History Museums—presents opportunities to develop a walkable cultural district that could serve as a model for transit-oriented cultural development. While current rail ridership is limited, there is potential to create compelling cultural destinations and programming that could attract visitors via public transit while serving the local community's cultural needs.

University of Central Florida (UCF) Main and Satellite Campus Cultural Hubs: The Alafaya Trail area main university campus, with its population of approximately 61,818 (2024) young professionals and students, represents a significant opportunity to engage emerging adults in cultural programming while leveraging the University's academic and creative resources. The campus and community could build more popular "town-gown" partnerships that benefit both students and residents. There are also many arts and cultural opportunities for its satellite campuses, including the Downtown Orlando UCF/Valencia campus in Creative Village, a dynamic innovation district, to showcase a rotating circuit of arts and culture activations, by both students and professionals. Outreach to other institutions could be included, such as Valencia College, Orange County Public Schools (OCPS), Orlando Vo-Tech, and performing arts magnet high schools.

Cultural Tourism and Cross-Sector Collaborations

Cultural Tourism Potential: With over 75 million annual tourists, the City of Orlando and Orange County represent a significant untapped market for arts and cultural experiences that extend far beyond theme parks. United Arts has recently launched a comprehensive cultural tourism initiative with a 30-member stakeholder committee and two full-time staff focused on both leisure tourism and convention/meeting planners. This strategic effort positions the county to capture visitors seeking authentic, enriching experiences that complement traditional attractions.

Cross-Sector Collaboration: Emerging partnerships between arts and healthcare, faith communities, education, and social services demonstrate the expanding impact potential of arts and culture beyond traditional venues. The faith community particularly noted significant

opportunities for resource sharing, with many religious facilities possessing underutilized spaces ideal for arts activities, performances, and community gatherings. These collaborations—from Orlando Ballet's work with Victims Service Center to interfaith cultural events—show promise for creating new models of community engagement that leverage existing infrastructure while expanding access to underserved populations. Other groups that should be included in resource sharing in arts and culture building are nonprofits that target certain geographies with a focus on economic development and best practices, such as the Orlando Economic Partnership (OEP) and the Downtown Orlando Partnership (DOP), which recognize economic development, quality of life, and creative placemaking through community-driven recognition, such as the coveted James B. Greene and Golden Brick awards. There is opportunity to pursue notable, cross-sector recognition beyond traditional arts and culture awards, targeting regional, national, and international honors that acknowledge interdisciplinary impact and community impact.

Creative Industry Growth: The unique position as home to major theme parks and entertainment companies creates an ecosystem of creative talent that remains largely untapped by the broader arts community. This concentration includes many professional artists, designers, performers, technicians, and creative professionals. The presence of respected educational institutions with strong arts programs adds another layer to this creative ecosystem, continuously developing emerging talent. The opportunities for cross-pollination between commercial and nonprofit creative sectors are substantial yet underexplored. Theme park artists often seek outlets for personal creative expression beyond their commercial work, while nonprofit organizations could benefit from the technical expertise, production values, and audience development strategies refined in commercial entertainment settings. Professional development programs, mentorship initiatives, and collaborative projects could bridge these sectors, creating pathways for commercial artists to contribute to community-based cultural initiatives while nonprofit organizations gain access to advanced technical skills and industry best practices. This creative industry integration also presents opportunities for innovation in audience engagement, leveraging the entertainment industry's sophisticated understanding of visitor experience and storytelling to enhance traditional arts programming. As noted in the opportunity section, Creative Village (CVD), a

newer innovation district in the heart of downtown Orlando, and which includes a shared UCF/Valencia campus, is home to a creative technology hub anchored by the Florida Interactive Entertainment Academy (FIEA). The academy is UCF's globally ranked Master of Science program in Interactive Entertainment. Also at CVD is Valencia College's 50,000 sq. ft. Culinary Arts and Hospitality Management Program, teaching key elements of culinary creativity and craftsmanship.

Challenges

The research identified substantial challenges that have hindered the full realization of the city's and county's cultural potential. These range from structural issues in governance and funding to functional barriers affecting access and participation. Addressing these challenges is essential for implementing the vision outlined in CANVAS and ensuring that arts and culture truly serve all communities throughout Orange County. Specific challenges include:

Arts and Cultural Organizations

Space Issues: Cultural organizations struggle with a lack of affordable performance, rehearsal, education, and office spaces. Existing major venues are often too expensive for smaller organizations.

County and City Arts Leadership and Administration:

The current partnership between the county, city, United Arts, and other entities has evolved organically over time, creating opportunities to clarify roles and enhance coordination for greater collective impact.

Funding Limitations: Arts organizations face challenges with overreliance on the same corporate donors, recent state funding cuts and limited individual donor bases. Crisis-oriented rather than aspirational fundraising approaches and a focus on new projects rather than operational sustainability further complicate financial stability.

Safety and Political Climate Concerns: Some organizations have expressed perceived concerns about community tensions, with a few reporting additional security considerations and uncertainty about programming choices that may affect their operations and planning decisions.

Public Art

While both the City of Orlando and the County Public Art Programs follow national best practices, their ongoing efforts and collections are at risk due to a lack of structure, funding, and staffing.

- The public art landscape in The City of Orlando and Orange County faces issues with governance structures which may affect properly positioning public art within city priorities.
- The City of Orlando's public art program, currently housed under Orlando Venues, would benefit from enhanced staffing and clearer organizational structure. The Public Art Ordinance should be updated and a comprehensive public art plan to guide future development is recommended. The Public Art Board's authority and member qualifications could be clarified to strengthen decision making processes. With current maintenance funding at \$20,000 annually and no dedicated fund for in-lieu fees collected from developments, sustainable funding mechanisms should be established that better support the program's growth and maintenance needs.
- The Orange County Public Art Program is operating with a public art plan created in 1989 and has limited staff. While the percent for art ordinance has resulted in some high-quality installations, it is not applied consistently or as intended in the ordinance.

Artist and Creative Sector

Workspace and Housing Affordability: Affordable work/living spaces emerged as the top priority for both professional and aspiring artists, followed by exhibition/performance opportunities. The rising cost of housing in creative districts is compelling artists to leave their community where they actually desire to live and work, contributing to a potential "artistic brain drain" similar to other growing metropolitan areas.

Professional Development Needs: Beyond affordable space, artists also prioritized exhibition/performance opportunities (ranked #2), networking with other artists (#3), and professional development assistance (#4) as crucial needs, indicating demand for a more robust support system for creative careers.



Access and Inclusion

Awareness Gaps: 48% of respondents cite lack of awareness as their primary barrier to participation, with this issue particularly pronounced among residents who have lived in the area for less than 10 years (57%) and those under age 45 (71% for ages 24 and younger, 61% for ages 25-34). This suggests significant opportunities to improve communications and outreach, especially to newer residents and younger audiences.

Cultural Representation: Only 53% of respondents feel their culture is well-represented in arts and cultural activities in their local area, indicating opportunities for greater cultural inclusion.

Accessibility and Geographic Disparities: Most participants in the planning process advocate for more equitable distribution of resources, programming, and venues throughout the county, particularly in eastern and rural areas. Long term transportation barriers have particularly impacted communities outside downtown Orlando, where

38% of respondents cited inconvenient locations as an issue compared to 33% of Orlando residents. Transit, while accessible, was recognized as a challenge due to long head-ways, constrained routes requiring frequent transfers, and restricted operating hours often preventing practical ridership for art and cultural events.

In the past, there was abundant free parking throughout downtown Orlando. This has changed over the last decade where most spots now are metered, restricting on-street parking to two to three hours. While there are many downtown public parking garages, all have fees, for even the shortest stays. Some participants indicated that they don't park at garages since they had no way of knowing if they were full or not. The app-accessible CRA supported Ride DTO program has been developed to address some of these perceived parking and transportation challenges through low-cost door-to-door service, but is limited to the CRA footprint, serving primarily downtown residents and workers. The parking landscape further contributes to arts accessibility challenges.



The Plan

How To Use This Plan as a Living Document

The goals, strategies, and actions outlined in CANVAS are grounded in the comprehensive research and analysis conducted throughout the planning process and presented in the findings section. The insights derived from this extensive research effort informed the development of the goals, strategies, and actions presented in this plan. This plan is designed to serve as a roadmap for arts and culture over the next 10 years.

Goals

The six goals represent the desired future state that CANVAS aims to achieve. They are broad, overarching statements that provide direction and focus for the strategies and actions.

Strategies

The strategies are the approaches or methods to achieve the goals. They are more specific and actionable than the goals, and they outline the general paths or means for accomplishing the desired outcomes.

Actions

The actions are specific initiatives, projects, or tasks that will be undertaken during implementation. They are the concrete steps or activities to be carried out by city and county departments, and community partners.

Annual Implementation Plans

Using this plan as a comprehensive framework, developing annual implementation plans will be the next step in the process, with City and County staff taking the lead. The annual implementation plans will specify the action steps required to accomplish the goals and strategies for a 12-month period. By using annual plans, City and County staff can effectively work toward achieving the plan goals.

Adapting the Plan to Local Priorities

CANVAS Cultural Plan serves as a comprehensive roadmap for arts and cultural development for the City of Orlando and Orange County, offering a menu of strategic goals and implementation options rather than a rigid mandate. While CANVAS presents an interconnected vision with six primary goals, both the City and County retain full autonomy to select which strategies align with their unique priorities, budgets, and community needs. Some goals may be implemented jointly through continued collaboration, while others may be pursued independently based on each jurisdiction's capacity and focus areas. The plan recognizes that successful cultural development requires flexibility and local ownership, allowing both entities to adapt the recommendations to their specific circumstances while contributing to the broader vision of elevating arts and culture.

Plan Vision

VISION STATEMENT

The City of Orlando and Orange County are a place where arts and culture thrive through genuine human connection. Our cultural identity emerges from both creative expression and how we embrace one another with hospitality and inclusion.

Our distinctive cultural landscape spans downtown performance venues to neighborhood cultural hubs, weaving together historical traditions and bold innovations reflecting our community's spirit.

Culture flows through our daily lives—in welcoming gestures, intergenerational storytelling, and shared discoveries. Through diverse artistic expressions, we honor our unique heritages and forge powerful connections between communities.

We create cultural experiences that welcome all, celebrate our full spectrum of identities, and foster belonging. Our thriving cultural ecosystem strengthens our economy, enriches lives, and builds meaningful bonds.

Together, we elevate Central Florida arts and culture to new heights—embracing creativity, championing innovation, and harnessing the transformative power of human connection to shape a vibrant, exceptional community.

GUIDING PRINCIPLES

Creative Excellence & Innovation

- Embrace our unique regional identity while cultivating artistic innovation and excellence
- Support artists at all career stages with spaces, development opportunities, and economic pathways
- Promote cross-sector collaboration between arts, technology, tourism, and business
- Build the county's reputation as a creative epicenter that extends beyond tourism

Cultural Access & Equity

- Ensure arts and cultural experiences are accessible to all residents regardless of geography, income, or background
- Distribute cultural resources equitably across all communities within the county
- Honor and celebrate the diverse cultural identities that make up The City of Orlando and Orange County
- Remove barriers to participation including cost, transportation, language, and awareness

Community Connection & Placemaking

- Integrate arts into everyday spaces and strengthen community identities
- Connect cultural assets through physical and programmatic corridors
- Enhance public spaces through creative design and public art
- Foster a sense of belonging and human connection through shared cultural experiences

Sustainable Growth & Impact

- Develop diversified, reliable funding streams for arts and culture
- Strengthen governance structures and cross-jurisdictional collaboration
- Measure and communicate the social and economic impacts of arts investment
- Build resilient organizations and infrastructure that can adapt to changing conditions



Plan Goals

At its core, CANVAS recognizes that the City of Orlando and Orange County's true strength lies in the intersection of artistic excellence, community connection, and strategic investment. The plan's goals reflect this understanding by focusing on both infrastructure development and human-centered approaches to cultural growth.

By supporting artists' collective action and networking, we acknowledge the power of creative collaboration to generate new opportunities and strengthen the county's artistic foundation.

By investing in artistic innovation and risk-taking, we aspire for The City of Orlando and Orange County to be a creative center that can gain national and international recognition.

By establishing The City of Orlando and Orange County as a national leader in arts and health, our vision lies in harnessing creative expression in healthcare settings.

We recognize the need for equitable access to cultural experiences by proposing the development of cultural centers throughout the county, ensuring that arts and culture become accessible neighborhood assets rather than concentrated downtown amenities.

Complementing this approach, the creation of distinctive cultural corridors will physically and programmatically connect communities, weaving creativity into the daily life of county residents.

Together, these goals and initiatives form an ambitious but achievable roadmap for our community.

GOAL 1
Position The City of Orlando and Orange County as a Global Creative Leader

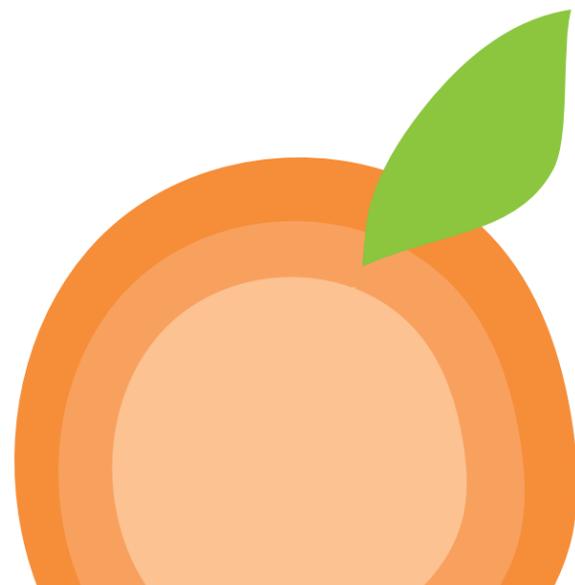
GOAL 2
Ensure Arts Access for All Communities

GOAL 3
Catalyze Artists and the Creative Workforce

GOAL 4
Strengthen Creative Placemaking and Public Art

GOAL 5
Build Cultural Sector Resilience

GOAL 6
Elevate the Arts as a Civic Partner



Goal 1: Position The City of Orlando and Orange County as a Global Creative Leader

Our creative community is high-achieving and under-recognized. Embracing our unique creative identity and investing in and promoting our creative work demonstrates our commitment to leadership, elevating the perception of our creative community and its place on the global stage. For us, creative excellence extends to artistic innovation as well as cultural inclusion and belonging.

- 1.1 Support Innovation:** Strategically invest in artistic innovation and groundbreaking business models to cultivate a distinctive local creative ecosystem that attracts international recognition for artistic excellence and innovation.
 - 1.1.1 Support targeted research and development funding for artistic experiments and leading-edge practices in audience development and customer relationships.
 - 1.1.2 Pioneer artistic ventures and entrepreneurial approaches to arts sustainability.
 - 1.1.3 Enhance collective audience development by becoming a Capacity-Building, Research, or Greenhouse Partner in leading edge communities of practice that are reimagining customer relationships (e.g., WolfBrown's Loyalty Labs).
 - 1.1.4 Repurpose the Blockbuster and Special Events fund to support this innovation strategy. Formalize the existing practice of setting aside TDT revenues greater than estimated amounts into that fund and revise the criteria to prioritize innovation in addition to tourism draw. Focus on local artistic product.
- 1.2 Rally Artistic Leadership:** Facilitate and connect artistic leaders periodically to ideate locally generated projects with the potential to advance the region's creative brand identity.
 - 1.2.1 Identify a convener of the group leaders and invite participation.
 - 1.2.2 Assist with ideating projects for innovation funding and specific goals for the convenings. (See 1.1 Support Innovation, above). Ideas and projects can be collaborations or simply coordinated.
- 1.3 Elevate Cultural Identity:** Build the creative and cultural brand of the region through a combination of exceptional new creative products, expanded promotions, and opportunities for artists in the tourism sector.
 - 1.3.1 Work regularly with tourism stakeholders to support Visit Orlando's and The Orlando Economic

Partnership's *Unbelievably REAL* and *America's Most Surprising Arts Scene* cultural tourism initiative brand (see 5.8 Build Arts and Cultural Organizations' Capacity for Tourism, below) including artistic opportunities to transform convention spaces through installations, performances, and interactive elements that create memorable, Instagram-worthy moments that in turn can elevate the region's profile as a cultural destination.

- 1.3.2 Build on United Arts' existing marketing assets, platforms, programs, and campaigns to improve in-market (residents') awareness of cultural opportunities. Promote the Local Wanderer program (see 2.3 Expand the Culture Pass Program, below).
- 1.3.3 Coordinate arts focused marketing related activities of the City and the County.
- 1.3.4 Examine and coordinate City of Orlando funding relative to Orange County's financial support of external arts marketing programs.
- 1.3.5 Seek to host major arts-related conferences, such as for artistic disciplines, creative networks, and leading-edge cultural product producers.

Goal 2: Ensure Arts Access for All Communities

We believe our arts belong to everyone, and that arts and culture lift up all communities. They reflect our diversity and provide a sense of belonging. While we are blessed with many cultural organizations and venues, there are still areas of the county with less assets facing specific barriers of cost, awareness, transportation, language, and more. Cultural opportunities tend to be concentrated in the City of Orlando and areas with higher levels of education and income. New opportunities and investments are needed to provide true access for and by all.

- 2.1 Develop Community Cultural Centers:** Expand access to arts venues and programs in areas of the county where they are lacking, including rural and urban areas, by developing new and/or adaptively reused facilities, drawing on the success of facilities such as the Orange County Multi-Cultural Center.
 - 2.1.1 Develop a facilities plan for community cultural centers.
 - 2.1.2 Prioritize community cultural center projects for ARC grant TDT funding.

88% of survey respondents view arts and creative learning as essential to their families and communities. CANVAS transforms this community desire into concrete action, ensuring arts and culture enhance daily life throughout Orange County.

2.2 Develop Arts Venues in Libraries and Recreation

Centers: Develop a plan to include arts spaces and venues within existing and new libraries and recreation centers. Needs include small performing spaces, makers' spaces, arts classrooms, gallery spaces, and studios.

- 2.2.1 Collaborate with Orange County Libraries in planning the inclusion of arts venues in library planning and renovation/expansion.
- 2.2.2 Collaborate with Orange County Parks and Recreation and County Community and Family Services in planning the inclusion of arts venues in parks planning and renovation/expansion. Work with The City of Orlando Families, Parks and Recreation Department to identify City-focused opportunities.
- 2.2.3 Prioritize arts venues in libraries, recreation centers, and parks for ARC grant TDT funding.

2.3 Expand the Culture Pass Program: Research and develop a program providing free admission, tuition, and access to arts and cultural organizations, programs, events, and classes.

- 2.3.1 Build on the existing Local Wanderer program of the Orange County Library System and United Arts' Arts Card. Work with stakeholders and the community to identify, understand, and fill gaps in access, such as cost, awareness, language, and transportation.

2.4 Support Expansion of Lifelong Arts Learning: Provide increased arts learning and participation opportunities for people at all stages of life and levels of achievement.

- 2.4.1 Assure that student, informal, and amateur arts learning and participation are eligible for support.

- 2.4.2 Support sharing and celebrations of student, informal, and amateur arts.
- 2.4.3 Engage with Orange County Public Schools to expand Orange County Public Schools Arts in Education Fund, administered by United Arts.

2.5 Support Teaching Artists: Increase convening to support expanded work opportunities, funding, and technical assistance for teaching artists to work in community settings – schools, community and recreation centers, parks, hospitals, social service organizations, etc.

- 2.5.1 Develop a teaching artists peer network to identify and respond to needs in the field.
Cross-reference 3.1 Strengthen the Infrastructure for Individual Artists.
Cross-reference 3.2 Catalyze Artists' Collective Action.

2.6 Assist Municipalities to Develop Their Arts: Identify municipalities in Orange County with an interest in arts development and develop a cohort that meets periodically to provide information, referrals, and mutual support.

- 2.6.1 Develop shared resources, such as toolkit for public art or for grant-making.
- 2.6.2 Develop a cohort of Main Street organizations to function alongside—or as part of—the municipal cohort.

2.7 Support Community-initiated Arts Activities: Expand funding and promotion of community-initiated arts and cultural projects and programs. Target resources to areas and communities with less access.

- 2.7.1 Support technical assistance to groups seeking to develop a project.
- 2.7.2 Collaborate with the Orange County Libraries,

County Community and Family Services and Parks and Recreation to identify opportunities to provide community-initiated programming. A similar approach should be explored by the City of Orlando Families, Parks and Recreation as part of their strategic planning.

- 2.7.3 Explore a partnership with Orange County Neighborhood Services to utilize or adapt Neighborhood Grants for this purpose.
- 2.7.4 Develop a community-initiated public art program as part the updated public art plans recommended for the County (4.11) and City (4.7).

Goal 3: Catalyze Artists and the Creative Workforce

Our artists and creatives form the foundation of the creative sector. We are numerous and diverse, ranging from fine artists to concert performing artists, to digital creators, designers, educators, cultural practitioners, arts managers, and many more. Our community is a vast and underutilized resource seeking increased opportunity to work, collaborate, and lead.

3.1 Strengthen the Infrastructure for Individual Artists:

Expand funding and professional development services for individual artists, to acknowledge artists' essential role in the arts ecosystem and better enable them to pursue their work, build their skills, forge their careers, and contribute to the community. Consider partnerships with outside agencies to implement these actions.

- 3.1.1 Provide professional practices (business or career) training geared to artists and creatives or, where practical, provide access to existing training and services. Inventory needs and available resources should inform and target services.

3.1.2 Building on existing funding categories for artists, expand funding targeted to individual artists of all disciplines, including project funding and capacity-building categories.

- 3.1.3 Work with community organizations to identify work opportunities to engage and hire area artists, building on initiatives such as DTO Live!
- 3.1.4 Develop an artists' mentorship program pairing master with emerging artists.
- 3.1.5 Develop an apprenticeship program for artists and creatives to learn and work in a professional setting, such as a studio, arts organization, or creative business.

3.2 Catalyze Artists' Collective Action: Enhance existing artists networks and support their ideas for collective actions such as artistic collaborations, developing artist marketplaces, incubator programs, and meeting other artist needs.

- 3.2.1 Develop a funding category designed for artists networks, collaboratives, or cooperatives to realize collective action projects.
- 3.2.2 Expand the existing directory of available artists, arts organizations, and other resources to serve as a hub connecting them with work opportunities in the community. Promote the directory to libraries, recreation and community centers, social service nonprofits, cities, tourism stakeholders (e.g., conventions), and other potential program sponsors.
- 3.2.3 Facilitate meaningful connections among the City of Orlando and Orange County's creative community through active networking and developing a dynamic, in-person event that prioritizes relationships, collaborations, and business opportunities (e.g., an annual creators conference).

CANVAS charts a 10-year path toward building the infrastructure, securing funding, and creating opportunities that will retain artists and creatives and draw new talent to the City of Orlando and Orange County.

3.3 Provide Small Business Supports: Provide small business supports – training, technical assistance, start-up assistance, loans, and grants – adapted to the needs of the creative sector.

3.3.1 Collaborate with Orlando Economic Partnership, National Entrepreneur Center, and area chambers of commerce to identify available small business supports and design adaptations for creative sector needs.

3.3.2 Educate artist-owned businesses about existing business development programs at the City of Orlando and at Orange County and supporting nonprofits, that provide one on one counselling, such as Career Source.

3.4 Build Markets for Artists: Identify and support opportunities to create marketplaces for artists – markets, fairs, pop-ups, gigs, networking – and to allow artists to develop their own marketplace concepts.

3.4.1 Create a funding category to provide seed funding for artists’ marketplaces (see 3.2 Catalyze Artists’ Collective Action, above). Consider making such proposals eligible within United Arts’ Community Vibrancy grants program.

3.4.2 Collaborate with the municipalities’ cohort and the Main Street organizations to identify and co-sponsor artists’ marketplace proposals (see 2.6 Assist Municipalities to Develop Their Arts, above).

3.5 Support Artists in Civic Leadership Positions: Expand and facilitate the participation of artists in civic leadership.

3.5.1 Create guidelines and a structure for municipal government and community organizations to include artists in leadership roles, such as urban planning, community development, and other policy and planning positions.

3.5.2 Develop an artist-in-residence or “creative strategist” program placing artists within municipal government to bring their creative perspectives and problem-solving to the work of government departments, offices, and programs. (Example: County of Los Angeles Creative Strategist Program).

Cross Reference 2.5 Support Teaching Artists.

Goal 4: Strengthen Creative Placemaking and Public Art

We value great urban experiences and view creative placemaking as essential to memorable gathering spaces. We seek to amplify the use of urban design, public art, and live arts activities in vitalizing public spaces.

Effective, creative placemaking is best seen as a symbiotic relationship between the built form and programming that encourages exploration. Creative placemaking should center urban design and land development principles on the creation of place that incorporates considerations of the five senses, ranging from visual to auditory.

In addition to permanent locations for outdoor art and performing space, placemaking should contribute positively to local branding, identity, and be memorable, or capable of creating memories, using integrated design approaches. These elements include usage of indoor and outdoor

programmable space that is fun, flexible, and well designed; thereby, promoting connectivity between people, places, and uses. Possible approaches include exploring and building community identity, intuitive wayfinding, 24/7 safety enhancements, and integrated shade and nature-centric approaches designed for people of all ages and abilities.

To better curate public realm art, and treat it more like an outdoor gallery, there should be well-defined approaches addressing various forms of creativity from murals to 3-D installations. This effort could be linked with possible funding which supports practices. In particular, there should be small area rules, programs and plans, identifying optimal spaces and activations to avoid visual and physical clutter and allowing communities to plan ahead. This all should be further supported by sustainable operations and maintenance plans. Private sponsorship and abutting property owner engagement could also be pursued, as appropriate.

Orlando has identified several key areas for creative placemaking initiatives. The city’s Main Streets Program reflects many design principles and best practices reflected in specially planned communities such as Lake Nona and Baldwin Park. In addition, a number of the Main Street districts such as SoDo, Mills 50, the Milk District and Thornton Park have successfully implemented innovative creative practices such as animated light shows, whimsical wayfinding, and decorative crosswalks, all demonstrating what can be done with limited resources and volunteer support. Future revitalization of Loch Haven Cultural

Park also represents prime opportunities for creative placemaking. Outside of Orlando, Pine Hills wants to pursue revitalization of its public spaces, more public art, and development of a cultural trail. Apopka wants to focus placemaking efforts on its downtown core.

4.1 Enhance Zoning and Development: Use planning strategies within the Downtown CRA and comparable County Community Redevelopment Agencies (CRAs) to incentivize the integration of arts, culture, and community spaces into new developments, fostering a vibrant, mixed-use environment that enhances the cultural fabric of the community.

4.1.1 Zoning Incentives: Consider incentive zoning within Cultural Arts Corridors, Special Districts, and/or CRAs to encourage developers to integrate arts, cultural, and community spaces into new developments. This may include offering increased building height allowances, reduced Impervious Surface Ratios (ISR), waived Floor Area (FAR) minimums, reduced parking requirements, or expedited permitting for projects with designated spaces for art galleries, performance venues, community centers, or creative workspaces.

4.1.2 Overlay Zones: Consider the implementation of cultural overlay zones within Cultural Arts Corridors, Special Districts, and/or CRAs to ensure new developments contribute to the artistic and cultural identity of the area. The overlay zone would impose requirements that promote arts-related uses, such as integrating public art installations, designated cultural spaces, or architectural elements that reflect the community’s cultural heritage.

4.1.3 Mixed-Use Zoning: Promote mixed use zoning regulations that encourage a blend of retail, residential, and cultural spaces in new developments within Cultural Arts Corridors, Special Districts, and/or CRAs. Special attention should be given to ensuring that the scale and design of these mixed-use developments align with the character and identity of the surrounding neighborhood.

4.1.4 Housing and Live-Work Opportunities: Work with nonprofit or arts-friendly developers on affordable artist housing and live/work opportunities. Housing affordability and proximity to workspaces, including considerations of transportation connectivity are priority issues for artists and creatives. Live-Work regulations geared

From the vibrant strokes of Mills 50’s murals to the delicate details of Winter Park’s galleries, every corner of Orange County contributes color to our living canvas.

towards the artist community can be created as subsets of existing regulations within the County, ranging from Artisanal Industrial to vertically or horizontally integrated mix use.

4.1.5 Adaptive Reuse Ordinance: Consider a simplified set of building codes and streamlined review processes specifically tailored to adaptive reuse projects in the arts sector.

4.1.6 Form-based zoning approach: Support approaches that recognize the physical form and relationship of the building to its surroundings over conventional land-use classifications, enabling greater flexibility in repurposing structures for arts and cultural uses.

4.1.7 Define and categorize adaptive reuse types for arts and cultural purposes, to outline specific criteria for projects that convert underutilized buildings into cultural or community spaces.

4.1.8 Consider financial and procedural incentives: These may include expedited review, tax credits, grants, and low-interest loans, to support adaptive reuse projects focused on arts-based renovations.

4.1.9 Consider waiving or reducing non-essential parking requirements, setback regulations, and other building codes for adaptive reuse projects focused on arts and cultural uses.

4.1.10 Implement a streamlined review process for adaptive reuse projects, specifically for arts-related conversions.

4.1.11 Consider incentives for the preservation of significant architectural or historical elements in adaptive reuse projects, with encouragement to retain key heritage features to maintain cultural identity while accommodating modern arts functions.

4.2 Develop Transitional Buffer Areas: Implement Transition Buffer Areas between entertainment and residential zones, incorporating sound mitigation strategies such as superior building standards, and sound barriers, as well as sound diminishing landscaping and green walls.

4.3 Design for Vibrant, Walkable Cultural Spaces: Foster vibrant, people-centered environments by promoting walkability, active frontages, and flexible outdoor gathering spaces.

4.3.1 Walkability and Street Activation: Consider wide shaded sidewalks, active street frontages, and micro-mobility-friendly infrastructure that incorporates considerations of visual, tactile, and auditory considerations in design for a diversity of users. These design elements can be considered for model festival streets that can be developed within various Main Streets and County downtowns.

4.3.2 Promote temporary or permanent comfortable, shaded outdoor seating, pop-up markets, and informal gathering spaces.

4.4 Utilize Flexible Regulations: Implement flexible noise mitigation policies and special event permits that accommodate temporary artistic and cultural expression to enhance the success of festivals and community events.

4.4.1 Extend Alcohol Permit Allowances for Special Events (outside of the City of Orlando) that would permit open carry and other alcohol allowances to the extent permissible by local ordinances and state statutes, for festivals and community

arts events. Consider creating an open container program that can be utilized to help fund local initiatives. (Refer to the City of Tampa: a local proven practice.)

4.5 Align City of Orlando Public Art Program with National Best Practices

4.5.1 Create a unified approach to public art across city departments to maximize impact and efficiency.

4.5.1.1 Establish a Public Art Coordination Team with representatives from relevant offices, departments, and divisions (Venues, , Community Affairs, Families, Parks & Recreation, Transportation, Economic Development including Planning, and the DDB/CRA) that meets quarterly to align public art initiatives.

4.5.2 Update, through amendment, the Public Art Master Plan to include a number of key components such as a curatorial framework, artist selection guidelines, and sustainable operations or create a new stand-alone master plan encompassing these and other elements.

4.5.3 Update the Public Art Ordinance and consider the following options:

4.5.3.1 Consider a private development requirement or voluntary contribution with specifics and thresholds for projects.

4.5.3.2 Establish clear in-lieu fees options addressing the public art fund for pooling in-lieu fees to fund City project.

4.5.3.3 Provide flexibility in the ordinance to allow for cultural spaces, temporary public art, and creative placemaking activations.

4.5.4 Strengthen the Public Art Board and clarify the authority and qualifications of board members, ensuring diverse representation and expertise in public art.

4.5.5 Compile a comprehensive inventory and assessment of the public art collection and establish regular procedures for maintenance and conservation.

4.5.6 Provide arts and culture technical assistance to Main Street Districts, which will promote best practices throughout the city.

4.6 Align Orange County Public Art Program with National Best Practices

4.6.1 Update the Orange County Public Art Plan to create a vision, curatorial frameworks, specific guidelines, conservation and maintenance policies,

disaster preparedness policies, and other policies and guidelines required for a sustainable program.

4.6.1.1 Align the update with the City of Orlando Public Art Plan update to complement and support initiatives.

4.6.2 Update the Public Art Ordinance and align with the County Comprehensive Plan.

4.6.2.1 Ensure all departments adhere to the ordinance through annual audits of capital projects.

4.6.3 Evaluate staffing needs for an expansion of the public art program.

4.6.4 Compile a comprehensive inventory and assessment of the public art collection and establish regular procedures for maintenance and conversation.

4.6.5 Support municipality-specific initiatives and provide toolkits and resources to help smaller municipalities develop their own public art programs.

Cross-reference 2.7 Support Community-initiated Arts Activities.

Cross-reference 3.4 Build Markets for Artists.

Cross-reference 5.4 Support Affordable Creative Spaces.

Cross-reference: 5.5 Support Improved Transportation for the Arts.

Goal 5: Build Cultural Sector Resilience

Our cultural landscape is a rich tapestry of creators, spaces, and organizations that already make us unique. We acknowledge the ongoing challenges of sustainable funding, facility development, affordable spaces, and professional opportunities, and recognize that fulfilling our creative potential requires strategic investment in what we already have. CANVAS prioritizes building upon our existing assets, strengthening the foundation of our artist community, nonprofit arts organizations, and the cultural venues and gathering spaces that make our creative ecosystem unique.

5.1 Build Organizational Capacity: Enhance efforts to cultivate organizational capacity and resilience across the nonprofit arts and culture sector.

5.1.1 Provide technical assistance and other capacity building focused on small and mid-sized arts and cultural organizations. Activities could include strategic planning, training in arts management, board development, fundraising, marketing, branding, audience development, technology, and other relevant topics. Consider utilizing a cohort of

organizations participating in capacity building to amplify the impact of the assistance.

5.1.2 Explore a continuation of the DeVos capacity-building cohort to extend the impact of the planning and training services.

5.1.3 Consider support for relationships pairing larger and smaller organizations to provide mutual support and learning.

5.2 Establish a Capacity-Building Fund: Develop a fund to provide a pathway of organizational development for organizations that face specific barriers in access to resources. Link funding to technical assistance and consider creating a cohort of organizations to support and reinforce one another's efforts.

5.2.1 Explore creation of a public/private fund for this purpose.

5.2.2 Partner with existing capacity-building funding and programs, such as Rally and Empowering Good, as appropriate.

5.3 Cultivate Corporate Arts Donors: Create a donor cultivation/development program that forges connections with corporations and businesses and introduces them to opportunities in the arts. Consider linking to a board training program that emphasizes diverse participation and placements.

5.3.1 Convene partners in this space, such as United Arts, Edyth Bush Institute, and DeVos Institute to explore creation of a corporate donor development program.

5.4 Support Affordable Creative Spaces: Develop a multi-faceted program to increase access to affordable creative space.

5.4.1 Develop a comprehensive online, countywide directory of available public and private spaces – theaters, studios, galleries, classrooms, community/recreation centers, churches, etc. Build on current resources including the County's cultural facilities map (Cultural Locations Explorer) and United Arts venues data.

5.4.2 Provide facilitation and technical assistance for cultural facilities and spaces projects.

5.4.3 Proactively identify, promote, facilitate, and invest in cultural facility and creative space projects.

5.4.4 Create new and repurpose existing capital funding programs for cultural facilities and creative spaces, including ARC capital grants – see Funding Options, below.

5.4.5 Facilitate the success of privately initiated creative space projects through permitting, other regulatory assistance, and incentive programs.

The sustainable
Canvas – building
a framework strong
enough to support
our grandest artistic
visions.

- 5.4.6 Actively promote and facilitate the inclusion of creative spaces and uses within private development projects.
- 5.4.7 Develop a toolkit to assist and encourage developers to embed creative space in their development projects.
- 5.4.8 Explore partnerships with the Orange County Housing Authority, Orlando Housing Authority, Orange County Housing Finance Authority, and other housing agencies to develop affordable artists live/work projects.
- 5.4.9 Explore partnerships or incentives for private or nonprofit developers to create affordable artists live/workspaces (see Creative Placemaking recommendations 4.1.4).
- 5.4.10 Review and expand the existing Venue Subsidy Funding program to increase its utility in addressing the affordability challenge. Consider increasing the total amount of available funds, expanding accessibility for small- and mid-sized applicants, and increasing rehearsal as well as performance uses.
- 5.4.11 Support the expansion of United Arts Spark the Arts! Program providing artists with access to temporary studio and/or housing space.
- 5.5 Support Improved Transportation for the Arts:** Improve transit options for arts venues and events to expand all-ages and abilities public access.
 - 5.5.1 Assure arts representation in transportation planning efforts and policy discussions impacting transit access to the arts.
 - 5.5.2 Support arts and cultural organizations and venues to align with and publicize available transit to their audiences.
- 5.6 Increase Operating Support for Nonprofit Arts and Cultural Organizations:** Recognizing the essential role that general operating support plays in the capacity of the nonprofit arts sector to be stable, effective tourism partners and fulfill the brand promise of the destination, review and revise grant criteria to increase the total amounts and renewability of this form of funding.
 - 5.6.1 Review grant eligibility and criteria to prioritize operating support.
 - 5.6.2 Increase allocations to operating support program grant categories and consider multi-year awards that are contingent on the annual appropriations process.

Cultural Tourism

Connecting to and building upon the United Arts of Central Florida’s Cultural Tourism Initiative will amplify the region’s vast array of cultural assets for the benefit of residents as well as visitors. The initiative includes a direct goal to “support local artists and arts organizations.” The program supports the entire cultural sector by aligning tourism goals with those in the cultural plan in many ways. It already manages and hosts a robust cultural calendar, local guides, and an artist directory. Tourism readiness exists on a spectrum; pathways are needed for smaller organizations to participate at appropriate levels while developing their own capacity for stronger marketing. The training program can benefit organizations as well as artists to prepare them for service provision and sales opportunities with convention and other tourism-related business.

5.7 Build Arts and Cultural Organizations’ Capacity for Tourism:

Build the capacity of smaller and emerging cultural providers to sustain and improve the quality, diversity, awareness, and brand of cultural experiences throughout the City of Orlando and Orange County.

5.7.1 Facilitate collective impact workshops for multiple organizations on branding for small and midsize organizations to create more tourism-ready organizations throughout the county and improve local brand relevance.

5.7.2 Encourage small and midsize organizations to participate in professional development programs (i.e. United Arts) aimed at making them “tourism-ready”.

5.7.3 Coordinate collaborative marketing initiatives with United Arts that group smaller cultural organizations, spaces, and places within the context of authentic community experiences, thematic trails, or neighborhood character to create more diverse and compelling visitor experiences that complement large standalone institutions and anchor cultural attractions.

Cross-reference 2.1 Community Cultural Centers in Underserved Areas and 2.2 Creative Spaces in Libraries and Recreation Centers

Goal 6: Elevate the Arts as a Strategic Civic Partner

Our arts and cultural sector represent a powerful yet underutilized catalyst for transformation across social services, healthcare, public transportation, safety initiatives, education, and other civic domains. While our creative community currently maintains valued partnerships within the healthcare and educational fields, it lacks the comprehensive infrastructure necessary to achieve its full potential for broader societal impact. Strategic investments in education, promotional outreach, sustainable funding models, and evidence-based research will unlock new avenues for collaboration, ultimately enriching community resilience and vitality through the unique perspective that arts and culture bring to civic challenges.

6.1 Establish the City of Orlando and Orange County as a National Leader in Arts in Healthcare:

Expand recognition and support for arts in healthcare, building on current networks and partnerships.

6.1.1 Create a County-led cohort, building on the Health Needs Assessment Network.

6.1.2 Engage the philanthropic community in this work to expand available funding.

6.1.3 Connect with academic institutions such as University of Florida Center for Arts in Medicine.

6.1.4 Work with a local partner for assessment and research to demonstrate success and contribute to national understanding of the efficacy of arts in health.

6.2 Expand and Formalize Arts Partnerships with Other Sectors and Organizations.

6.2.1 Include a representative from the Interfaith Council on the Arts and Cultural Affairs Advisory Council.

6.2.2 Facilitate artist residencies in faith communities, focusing on themes of hospitality, kindness, and human connection.

6.2.3 Work with the community to identify cultural-use spaces for artists and organizations at faith-based institutions and other spaces.

6.2.4 Create grant opportunities for collaborative projects between arts organizations and other sectors.

6.2.5 Explore establishment or expansion of cross-sector partnerships with the arts, such as veterans and military affairs, sports and athletics, or criminal justice.

Strategic Pillars

Governance and Leadership

Orange County’s arts and culture sector is supported primarily by three entities: Orange County Arts and Cultural Affairs Office, Orange County’s Office of Arts and Cultural Affairs, the City of Orlando, including the Downtown Orlando CRA, which are the major arts funders in the region, and United Arts of Central Florida, which is the region’s designated local arts agency. These entities have yielded positive results, including increased public and private revenues for the arts, investments in capital facilities, support for cultural tourism, and a range of strategic initiatives targeted at specific community needs.

The City of Orlando and Orange County collaborated in development of this plan. One opportunity emerging from the planning process is to reinforce ongoing collaboration. United Arts can be included in recognition of its role as a valued partner. Working together on an ongoing basis would strengthen regional arts leadership. It would help preserve their relationships, clarify roles, identify new opportunities, and coordinate the direction of cultural policy.

Having an ongoing working relationship and structure could also greatly assist and amplify implementation of this plan. These agencies possess the capacities, information, and resources to coordinate implementation efforts across a complex regional arts ecosystem.

CANVAS represents unprecedented collaboration between the City of Orlando and Orange County — leveraging \$37+ million in combined public and private arts funding to maximize impact and avoid duplication across our diverse communities.

Governance and Leadership Recommendations

1. Establish a Coordinating Committee of the City and County

Form a standing committee of relevant City and County offices and departments with its partner, United Arts, to update one another on an ongoing basis, oversee implementation of the cultural plan, identify new challenges and opportunities, and coordinate policy and programmatic responses.

2. Advance the Orange County Arts and Cultural Affairs Advisory Council

Periodically review and reconfigure the committee structure, as necessary, to better reflect the County’s evolving scope of arts programs and responsibilities.

3. Build Orange County’s Office of Arts and Cultural Affairs Leadership Capacity

Continue to build out the staffing, budget, and associated capacities of Arts and Cultural Affairs to provide leadership and implement this plan.

4. Build the City of Orlando’s Leadership Capacity

Explore creating a City leadership position in the Mayor’s Office, to coordinate the various groups involved in city arts functions and investments.



Sustainable Funding and Investment

A cultural plan naturally raises expectations for expanded arts funding and questions of how to generate those funds. As described in the Arts and Leadership, Orange County has developed significant public and private arts support. TDT investment is large and has been increasing, and grants are made with a broad interpretation of the requirements surrounding TDT revenues. The Tourist Development Council and Board of County Commissioners have authorized these allocations, signaling political consensus on the important role arts and culture play in tourism as well as quality of life. The philanthropic community actively supports United Arts' Collaborative Campaign and invests in many other arts organizations and projects. Still, the goals and strategies of this plan are aspirational and will require significant new investment. They call for increased support for the nonprofit arts community, individual artists, facility and space needs, and a range of other community benefits.

The City currently funds the arts primarily through general fund allocations and CRA revenues. Because of pressures on the general fund, this has made increased arts funding more challenging. But as with the County, this plan raises expectations of, and will invite increased investment.

In addition to increased resources for the arts, arts and cultural sectors are healthier with diversified revenue sources. Diversification decreases reliance on a single source and buffers downturns. This is particularly relevant for The City of Orlando and Orange County, with its high reliance on tourism revenues. Tourism is large and growing but is not guaranteed. Funding recommendations must address a broadening of revenue sources for the arts. It is also advisable to create a reserve fund for the arts community, to provide a cushion against down years.

The following funding options provide a menu of increased, diversified, and reserve revenues for the arts and to implement this plan in the coming ten years.

Potential County Funding Options

1. Enact a Percent-for-art Requirement for Private Real Estate Development

Research, develop, and adopt a county percent-for-art ordinance requiring art in private real estate development with appropriate thresholds, exclusions, and an in-lieu option, in consultation with the development community. Consider implementing this recommendation as part of the recommended public art master planning process.

2. Expand and Enforce the Percent-for-art Requirement on County Capital Improvement Projects

Enforce and regularize implementation of the existing percent-for-art requirement. Consider expanding the requirement from the current "reasonable amount" (generally interpreted as 1%) to 2% and redefining allowable uses of the funds for placemaking as well as public art. Review and update the current ordinance as part of the recommended public art master planning process.

3. Increase General Fund Allocations

The largest portion of the County's arts budget is allocated from TDT, but it also currently allocates general funds to the arts each year. In FY2025, TDT funds totaled \$14 million while general funds were \$1 per capita (about \$1.5 million) plus an additional amount (about \$750,000) for salary and operating costs of the Arts and Cultural Affairs Office and Fusion Fest. Increasing either or both portions of general fund allocations would help diversify arts revenues and reflect a broader commitment to arts support.

4. Prioritize Cultural Facilities in the ARC (Application Review Committee) Funding Program

In 2023, the Orange County Board of County Commissioners approved \$75 million in "excess unencumbered" TDT funding for the ARC program, to be distributed over five years. In addition, the Commissioners will withhold up to \$5 million annually for five years from Visit Orlando's budget to supplement this funding (if certain revenue thresholds are met). Community-based organizations can apply for ARC funding to support cultural and tourism initiatives. While all of this funding has been allocated to cultural facilities projects, this significant pool of funding could be prioritized for projects to increase arts access in underserved areas of the county, such as community cultural centers, arts spaces within libraries and recreation centers, and/or artists live/work and studio projects.

5. Create a Reserve Fund for the Arts

There is currently no reserve fund for the arts to address volatility in arts revenues. A "rainy day" fund would be available to supplement available arts dollars in the event of a natural disaster, economic downturn, public health emergency, or unforeseen circumstance. Having a reserve can fill in funding gaps and reduce the disruption caused by decreases in arts grants. It will also enhance resiliency in the arts sector and preserve its capacity to support tourism. To finance the reserve, the County can allocate an additional tenth of a percent of TDT funds for the arts annually, segregating and restricting this funding. Over ten years, the incremental increases would boost the arts share of TDT revenues from 5% to 6% of the "first four cents," generating an aggregated total of approximately \$10 million.

Potential City Funding Options

1. Enact a Percent-for-art Requirement for Private Real Estate Development

Consistent with the Growth Management Plan, research, develop, and adopt a City percent-for-art ordinance requiring art in private real estate development with appropriate thresholds, exclusions, and an in-lieu option, in consultation with the development community. Consider crafting the ordinance to allow flexible use of in-lieu fees for arts purposes. Consider implementing this recommendation as part of the recommended public art master planning process.

2. Consider an Increase of General Fund Allocations

The City currently allocates general funds and CRA revenues to the arts each year. In FY2025, CRA revenues totaled approximately 70% of the total \$6 million arts investments and 30% of general funds. As a matter of policy, the City could invest greater amounts of general funds to implement specific community priorities identified in this plan.

3. Continue Allocations of DDB/CRA Revenues

While DDB/CRA revenues are subject to fiscal challenges that are similar to general funds, the DDB/CRA has chosen to allocate significant resources to arts initiatives. As with general funds, the DDB/CRA can continue to invest in specific community priorities identified in its regulatory plan consistent with this planning effort.

Arts and Culture Marketing

Marketing is a strategic pillar in this plan because it functions as the bridge between the region's artistic vision and audience engagement. Marketing promotes cultural offerings, but also shapes public perception, builds relationships, and contributes to financial sustainability.

The City of Orlando and its departments and agencies as well as Orange County and stakeholders all play a role in marketing and work in concert, each with distinct yet complementary roles. These roles may need to be clarified to reduce redundancies and make best use of existing assets (e.g., cultural calendar, county map of cultural facilities, branded campaigns, public art) for the benefit of all stakeholders.

Sharing resources, expertise, and audiences across these agencies can increase local and visitor engagement with arts and culture, expand reach into underserved communities, and support sustainable growth for participating organizations. How the City, County and partners collaborate on marketing should be documented, including the specific actions for funding agencies, implementing agencies, and joint responsibilities:

- Budgeting for collective marketing efforts
- Developing integrated marketing campaigns that showcase the variety and interconnectedness of the arts and culture community
- Maximizing existing or developing new shared platforms and tools to reduce individual marketing costs while increasing overall visibility of arts and cultural opportunities
- Creating cross-promotional opportunities that encourage audiences to explore multiple and cultural experiences
- Pooling data and insights to better understand audience behaviors and preferences

Leveraging Efficiencies

Strategic marketing collaboration creates numerous efficiencies:

- Repurposing content across multiple channels and purposes
- Synchronizing timing of announcements for maximum impact
- Sharing research findings and audience insights across departments
- Coordinating community presence at events and activities
- Aligning budget allocations to maximize return on investment

Potential Funding Agency Actions, as led and funded by Orange County with participation by the City of Orlando and the DDB/CRA

- Establish clear objectives for collaborative marketing initiatives that address the local, regional, and tourist markets
- Develop grant structures that incentivize collaborations
- Create simple metrics that do not increase administrative burden on smaller organizations and prevent participation
- Convene regular marketing meetings between organizations to facilitate knowledge sharing
- Fund research on audience segmentation and market analysis that benefits the entire arts and culture ecosystem
- Provide technical assistance funding and training on marketing and branding
- Develop multi-year funding commitments to support sustainable collaborative efforts

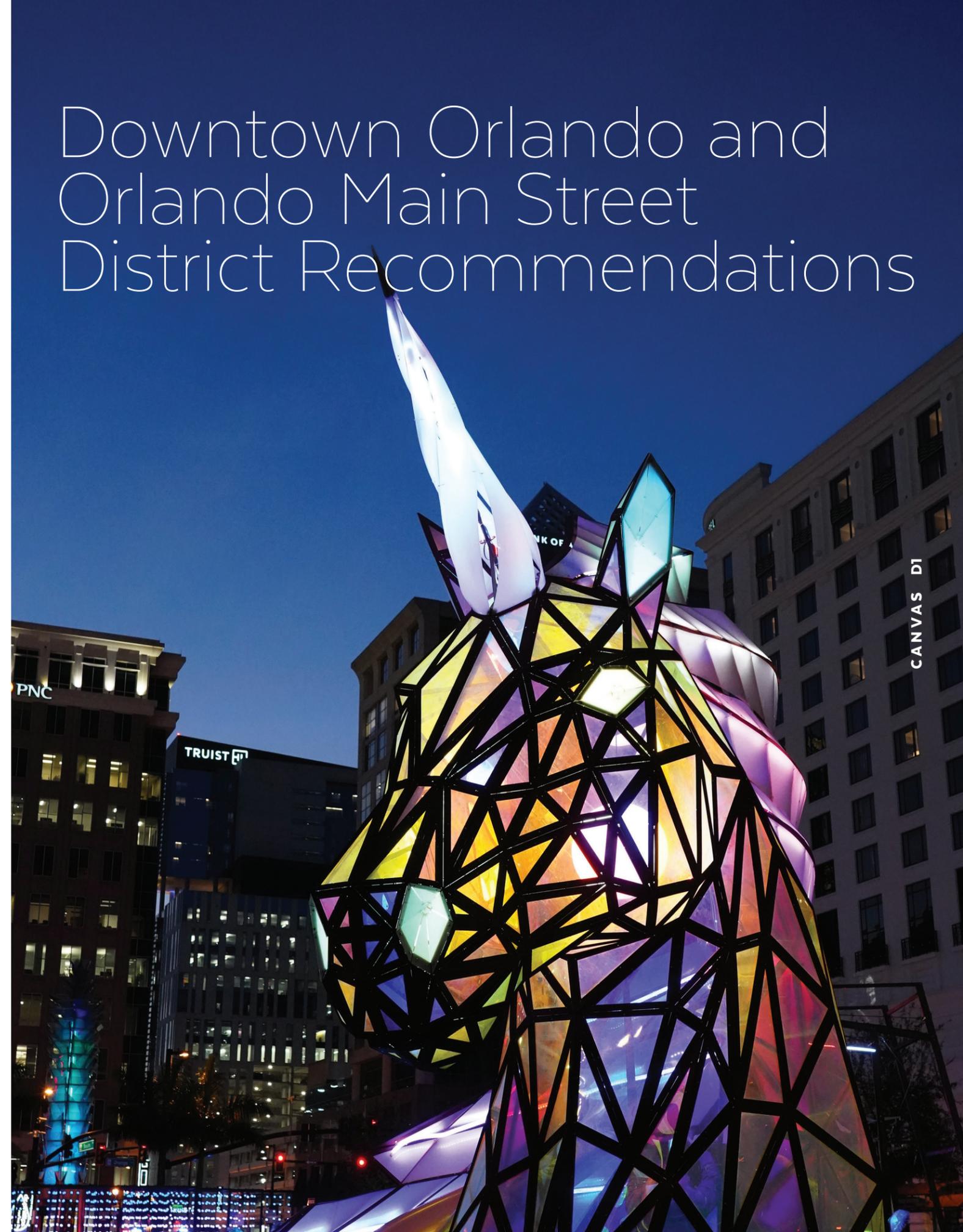
Evaluation and Impact Framework

Measuring the outcomes and impact of this cultural plan is essential to ensure its successful implementation, demonstrate value to stakeholders, and guide future decision-making. Annual implementation plans and evaluation criteria allow The City of Orlando and Orange County to make necessary adjustments, align with annual budgets and communicate the plan's progress to the broader community. This endeavor will be led and funded by Orange County with support from the City of Orlando in data collection.

It is recommended that the City of Orlando and Orange County will collaborate to develop and maintain a coordinated system for monitoring implementation progress. It is advisable to also consult with United Arts, which is beginning development of communitywide indicators to measure success of their efforts. This approach will:

- Establish shared definitions and metrics
- Eliminate duplication of data collection efforts
- Provide a more comprehensive view of the cultural ecosystem
- Leverage the existing expertise and resources of each organization

Downtown Orlando and Orlando Main Street District Recommendations



The Downtown Orlando CANVAS

Overview

Downtown Orlando serves as the cultural heart of the city and a vital nexus for Orange County's broader creative ecosystem. The area encompasses diverse artistic venues, from world-class facilities like the Dr. Phillips Center for the Performing Arts and community venues to intimate spaces such as CityArts, independent theaters, and community-based arts organizations. This cultural landscape extends beyond performance venues to include the Orlando Public Library, Orange County Regional History Center, as well as urban parks such Luminary Green, Lake Eola Park, and the developing "The Canopy", under I-4. Supporting these activities are vibrant neighborhood parks, historic areas, and emerging creative technology sites such as the international Electronic Arts (EA) Orlando Florida headquarters and the University of Central Florida's Florida Interactive Entertainment Academy (FIEA), both sited in Creative Village*.

Geography and Analysis Areas

This analysis primarily focuses on the Downtown Development Board and the Community Redevelopment Agency at the City of Orlando planning areas, as well as the greater downtown Main Street Districts.

This section addresses Strategic Planning Activities, Cultural Venues and Programming, Music and Performance, Community Events and Music Festivals, Innovation Districts, the Emergence of Third Places, the Orlando Main Street Program, and Key Findings followed by Recommendations. The Recommendations address four areas: 1) Meet the Need for Cultural Activity, 2) Enhance Connectivity for Cultural Access, 3) Update Processes and Remove Barriers, and 4) Enhance City/County Coordination for Arts and Culture.

**While every effort was made to include key downtown arts and culture related activities, certain areas, in particular, such as urban design elements, architecture, and historic preservation are not included.

Strategic Planning Activities

Over the last two decades, under the leadership of Mayor Buddy Dyer, a number of strategic planning activities have directed and shaped downtown's remarkable growth. In addition to world class venue development, there have been significant mixed-use expansion, roadway improvements, and sustainability upgrades. The strategies behind many of these activities, along with commensurate policies, are addressed in the elements of the 2025 Growth Management Plan (GMP) Refresh as well as separate Transportation, Venue, and Sustainability plans. The Community Redevelopment Agency's planning activities have complemented these efforts through the 2015 DTO Outlook Downtown Orlando Community Redevelopment Area Plan as amended. Addressing a 1,664-acre planning area, the plan has analyses, policy recommendations, and strategies addressing a broad range of activities, from transportation access and connectivity to arts and culture development.

DTO Action Plan

A more recently completed CRA planning activity is the 2024 DTO Action Plan. Recognizing marketplace and socio-economic changes during COVID, with significant downtown in-migration, where office and civic uses have been outpaced by residential and leisure activities, the CRA sought ways to best address these changes. Consequently, in 2022 new planning efforts were undertaken, resulting in an action plan focusing on the CRA Central Business District (CBD) and the Lake Lucerne District, with proposed actions beyond these boundaries. The plan leverages downtown Orlando's earlier visioning work by creating an action-driven process that focuses on streets, civic spaces, mobility options, and neighborhoods. These elements were determined to be critical in contributing to collective experiences as an urban community and downtown's regional competitiveness. The goal is to develop downtown Orlando as both a significant place for civic life and as well as an authentic regional destination.

The DTO Action Plan shares CANVAS's vision-driven approach to creating vibrant, inclusive communities where arts and culture flourish through genuine human connection. The principles and strategies developed through this downtown planning activity directly inform CANVAS's recommendations for downtown Orlando and the many Main Street Districts, both inside and outside of downtown. The following is a high-level discussion of the DTO Action Plan and its intersections with CANVAS.

While multi-faceted, the Plan could be generally organized into two main parts or themes, pertinent to this analysis. These themes include Impact on People and Impact on Place, both with associated actions guiding downtown development.

Impact on People

The first DTO Action theme is *Impact on People*. Under this theme there are three (3) interacting sub-parts. The first subpart addresses that downtown should become *A Magnetic Regional Social Hub* which provides cultural and social activities for all, while synergistically connecting with regional cultural ecosystems. The second subpart explores *Cultivating Vibrant Neighborhoods* to support the continued development of downtown Orlando as a unique downtown community, offering people from all walks of life a variety of memorable experiences. And finally, *Helping People Thrive* is tied to ensuring that people not only secure their essential needs, but also find achievable opportunities to live, work, and connect.

Actions on Place

The second DTO Action theme is *Actions on Place*. Similar to the prior theme, under this approach there are three subparts. The first subpart is *A Place for Everyone* which promotes downtown as the area's Central Social District with cultural activities, diverse commercial activities, and opportunities for all. The second subpart is *Public Realm for People*, which embodies the idea that downtown Orlando should be a "great park," establishing a dense network of active, memorable spaces that align exceptional urban experiences with Orlando's lush natural environment. And lastly, *A Network of Easy Movement* addresses the concept that moving around downtown should be intrinsically rewarding due to an intuitively connected mobility network, allowing a range of people-centric movement in the street or on the sidewalk.

DTO Action Plan Activities and CANVAS Connections

While by no means an exhaustive summary, the following initiatives from the DTO Action Plan demonstrate how coordinated activation, public-private development and infrastructure improvements can strengthen our cultural ecosystem, consistent with CANVAS recommendations and include Enhanced Cultural Corridors, Creative Connectivity, and Community Gathering Spaces, as well as Programing of Festival-Cultural Infrastructure and Area Impacts and Gateway to Cultural Experience.

A Downtown
Where Culture Naturally
Lives and Breathes

Urban CANVAS:
Creating a downtown
where every street
corner, plaza, and
trail becomes part
of a living cultural
experience that
welcomes residents
and visitors to explore,
create, and connect.

Enhanced Cultural Corridors: Converting Orange and Magnolia Avenues, as well as possibly Rosalind Avenue, from one-way to two-way streets as addressed in the DTO Action Plan. These changes will allow the Lymmo free bus to flow more naturally with traffic while opening opportunities for canopied streetscapes, wide sidewalks with shaded and accessible street furniture, and interconnected micro-mobility options. Slowing down pass-through traffic and adding more curbside uses such as parking, pick-up and drop-off zones, and outdoor dining areas and gathering spaces will strengthen community connections and build arts and culture linkages.

As explored in the CANVAS planning activities, mobility transformations directly support downtown’s cultural corridor, creating new possibilities for festival streets along Magnolia Avenue abutting Heritage Square and the Downtown Library, while strengthening east-west connections to Lake Eola Park and Orange Avenue.

Creative Connectivity: The completion of downtown’s 8.5-mile bike loop will connect more than a dozen neighborhoods and various Main Street districts through the Orlando Urban Trail, Gertrude’s Walk, Lake Underhill Path, Bumby Path, and Cady Way Trail. This network creates pathways for residents to discover cultural experiences throughout our community while supporting the kind of neighborhood-to-neighborhood cultural exchange that CANVAS envisions.

Community Gathering Spaces: Creating more community gathering spaces and transforming them into memorable places was an area of interest in the CANVAS survey and small group exchanges. The proposed DTO Action Plan 30 S. Orange project at Orange Avenue and Pine Street exemplifies how underutilized urban sites can become dynamic community spaces. This urban park-plaza serves as a model for similar cultural activation throughout downtown and Main Street districts. Drawing inspiration from beloved public spaces like New York’s Paley and Greenacre Parks, the project design prioritizes adaptable seating, shade, water features, and food services—creating the kind of face-to-face community spaces where cultural connections flourish naturally. This approach informs similar projects like the proposed Livingston Corner Urban Park and complements developing leisure spaces such as “The Canopy” (under I-4) and Art² at Robinson Street and Orange Avenue.



Programming of Festival- Cultural Infrastructure and Area Impacts: The DTO Action Plan proposed Church Street improvements represent a two-phase approach to cultural placemaking, a common theme during CANVAS discussions. The first phase focuses on early activation through programming and temporary public plaza retrofits—the kind of community-driven cultural programming that CANVAS supports. The second phase will focus on reconstructing certain segments of Church Street, as festival streets, with dedicated infrastructure for unique cultural celebrations and community gatherings that strengthen our bonds with one another. These improvements to Church St. will impact potential area-wide community building connections, including further west to the Parramore Neighborhood and the proposed Westcourt project.

A new \$500 million mixed-use development, Westcourt will bring retail/restaurants, hotel, and residential units as well as a new convention/entertainment venue. Westcourt is expected to have a blend of mixed-tenure, mixed-income residential units, which may support housing opportunities for artists, the latter being supported by CANVAS as essential for retaining young creatives.

Gateway to Cultural Experience: The DTO Action Plan identified Lake Lucerne Park’s transformation as one of downtown’s most significant opportunities for cultural placemaking. This underutilized space at the transition from Orange Avenue to Magnolia and Rosalind Avenues, and bordering the elevated East-West Expressway (SR 408), has tremendous potential to become a magnetic regional social hub. It is anticipated to include cross generational cultural and social infrastructure, including boardwalks, performance spaces, and playgrounds. Further strengthening our region’s creative ecosystem is Lake Eola Park. As Orlando’s signature facility, it underwent master planning in 2021. Implemented improvements along with lessons learned from the ongoing multi-year renovation project should further inform Lake Lucerne enhancements. Ultimately, it is hoped that Lake Lucerne will serve as a key gateway that channels people from throughout our community into downtown’s cultural heart and park system, all the while creating meaningful connections to surrounding neighborhoods as well as the SoDo Main Street district, the Pulse Memorial, and the Orlando Health campus.

Other Areas of Analysis and Findings

In addition to the earlier discussion about the intersections of the DTO Action Plan and CANVAS, certain elements of downtown Orlando's current arts and culture ecosystem were explored. They include certain highlights grouped as follows: Cultural Venues and Programming, Music and Performance, Community Events and Music Festivals, Creative Village Innovation District, and the Emergence of Third Places. This discussion is followed by an overview of Main Street districts in and around downtown and their art and culture activities followed by Findings, all leading to Recommendations.

Cultural Venues and Programming

Downtown Orlando offers rich programming in history, performing arts, and music across venues of varying scales. The Dr. Phillips Center for the Performing Arts anchors the district with five internal venues ranging from the 2,700-seat Walt Disney Theater to the intimate 150-capacity Judson's Live. Since opening in 2014, the Center has drawn major touring productions while fostering local artistic development.

The area's cultural offerings reflect both grassroots creativity and established excellence. Local artists find platforms at venues like SAK Comedy Lab, which showcases improv comedy, while the Orlando Fringe (artspace and international festival) has historically provided experimental theater opportunities. The Orange County Regional History Center invites residents and visitors to explore the region's heritage through exhibits spanning 2,000 years of history in a beautifully restored five-story courthouse, while the Orlando Public Library regularly displays exhibits of local art. An important venue not yet developed is the proposed Holocaust Museum for Hope and Humanity, near downtown's Senator Beth Johnson Park, in the CRA North Quarter. Downtown Arts District's City Arts and the Wells' Built Museum are also important facilities with a diversity of offerings. Outdoor programming complements these indoor venues, with the Walt Disney Amphitheatre at Lake Eola providing an iconic lakeside setting for performances complemented by the neighboring the See Art sculpture display, while further west is Luminary Green with its popular outdoor movies.



Music and Performance

Downtown Orlando's music scene encompasses both classical and contemporary expressions, contributing significantly to the area's cultural and economic vitality. The historic Bob Carr Theatre, established in 1926, previously served as home to the Orlando Philharmonic Orchestra and Florida Symphony Youth Orchestra, and was the City's premier performance space with 2,518 seats. In 2013, Bob Carr was integrated into the 68-acre Creative Village, a mixed-use development and innovation district. The theatre has subsequently closed and will be repositioned as a tech incubator. With the closure of the Bob Carr, the Orlando Philharmonic moved to the Plaza Live in the Milk District, while the Florida Youth Symphony relocated to the Dr. Phillips Performing Arts Center.

The broader downtown area benefits from proximity to major event venues including the Kia Center (18,500 capacity), home to the Orlando Magic and major concerts, and Camping World Stadium. Originally built as a New



Deal WPA project with 8,900 seats, the stadium has expanded to 60,000 capacity and is currently undergoing another extensive renovation coordinated with off-site improvements. Camping World Stadium hosts large-scale events including the annual Electric Daisy Carnival electronic dance music festival on Tinker Field. Pop-up performances and installations, including United Arts of Central Florida-supported DTOLive!, regularly activate public spaces throughout the downtown. The Seneff Arts Plaza at the Dr. Phillips Center, too, creates opportunities for spontaneous cultural encounters.

Community Events and Movie Festivals

While events downtown change on a regular basis, repeat signature events include Fireworks at the Fountain in Lake Eola Park, Come Out With Pride Orlando in Lake Eola Park & Downtown Orlando, FusionFest at Dr. Phillips Center & Downtown Orlando, Fiesta in the Park in Lake Eola Park, and Downtown Florida Puerto Rican Parade & Festival as well as the internationally acclaimed Immerse. Recurrent movie festivals include the Orlando Film Festival, Orlando Urban Film Festival, and the Global Peace Film Festival.

Creative Village Innovative District

Creative Village (CVD), a 68-acre mixed use development, is in the north-east area of Parramore, in the Lake Dot neighborhood, and is downtown's innovative district. Home to the University of Central Florida (UCF) and Valencia College downtown campus, the creative district includes the Florida Interactive Entertainment Academy (FIEA). The academy offers a globally ranked interactive entertainment Master of Science program, where art, gameplay and design all come together. Also in CVD is EA Sports' Florida regional headquarters, an international video gaming company. Collectively, these activities contribute to a billion dollar-plus industry and are anticipated to draw more commercial activity and complementary uses.

One of these complementary uses is outdoor animation and light shows. Currently, a twenty-minute show including animations and lights set to music is found at the CVD Luminary Green. Due east, the 40 ft. high Solidarity sculpture, situated nearby at Colonial Drive (SR 50) and the Garland Avenue ramp, displays dynamic lighting that enhances the sculpture features and establishes an illuminated night-time gateway to downtown Orlando. Given these and other proposed downtown animation and light applications, a coordinated approach to new technologies should be pursued, particularly for public realm applications.

The Emergence of Third Places: Plazas and Urban Parks

Under the guidance of the City of Orlando's Director of Placemaking, a significant trend has been successfully established to improve and activate public and private plazas, as well as small parks and green spaces throughout the downtown. This effort includes Art², an urban space for food trucks, arts and music, the *Unbelievably Real* mural site at the 30 S. Orange Plaza, and the Lake Eola Park expansion area along Central Boulevard. The expansion area includes a mural more than 30 feet high, titled *Achromatic Aria Fresco—An Ode to Harmony*, recently recognized along with the *Unbelievably Real* mural, by a Golden Brick award. City plans further detail improvements that will enhance these important people-centric spaces.

Given the observed growth in creative placemaking, community discussions focused on establishing arts and culture subdistricts with third places linked by innovative corridors forming a greater creative commons. Of importance is planning and organizing these activities as a public realm gallery with funding not only for the actual arts and culture but also for oversight and maintenance. Public participation should also be included in public realm art development.

Orlando Main Street Program

Orlando has 12 official Main Street Districts, all of which serve as potential assets for cultural and arts programming. Several of the Main Street Districts are in or near the Downtown Orlando area and all of them can benefit from the recommendations provided in this section. The Main Street America™ organization, of which Orlando is a coordinating entity, is also addressed in the City-County Opportunity Section. Within Downtown Orlando and adjacent areas, the following Main Street Districts include:

City District: City District comprises business owners working together to strengthen economic development in the heart of Downtown. The district has an eclectic mix of restaurants, bars, arts, and daily live entertainment, which positions it as downtown's entertainment district. Its businesses and diverse area activities are also supported by its proximity to events at the Kia Center, Inter & Co (Soccer) Stadium, and the Dr. Phillips Center. The District also promotes "Immerse," a performance and interactive art festival, led by Creative City Project.



Ivanhoe Village Main Street District: Adjacent to beautiful Lake Ivanhoe, the Main Street District, once known for Ivanhoe Row antiques, now has a variety of art-focused uses including antique stores, art galleries, and design-focused commerce along with restaurants and retail shops. The district also includes the Orlando Urban Trail and local transit, such as the Advent Health SunRail Station. Undergoing extensive mixed redevelopment (e.g.: The Yard) over the past decade, it has dramatically evolved as new uses have entered the area complementing the Swanson’s Ivanhoe Row, Virginia Drive, Loch Haven Cultural Park, and the AdventHealth Village areas. The district is also home to several significant cultural facilities such as the Renaissance Theatre and Loch Haven Cultural Park, Orlando Ballet, Orlando Museum of Art, Orlando Science Center, Mennello Museum of American Art, and the Orlando Shakespeare Theatre.

Mills 50 District: The Mills 50 District is increasingly known for its foodie offerings and includes Michelin star restaurants with an Asian, American, and Pacific Islander influence. The area also contains a unique blend of

independent businesses that specialize in holistic living and art-focused light retail including massage therapy, yoga, acupuncture and martial arts as well as visual artists, design studios, and photographers. It is anchored to the north by connections to Loch Haven Cultural Park, Thornton Park, and Ivanhoe Village Main Street Districts. The Mills 50 District has embraced various art projects, ranging from murals to traffic boxes complemented by the area’s memorable mid-century modern architecture. The district does not have a lot of public space, and consequently conducts many popular indoor events, such as pub crawls. It also utilizes local streets such as Thornton Avenue for outdoor events, including the Lunar New Year Dragon Parade. Virginia Drive Live! is a popular joint event with the Ivanhoe Village Main Street District and includes local live music, artists, and vendors.

Parramore District: The Parramore Main Street District is home to the oldest continuing African American neighborhood and the sole Commercial National Registered Historic District in the city. While originally part of the City District, the Parramore Main Street District was independently established in 2022. The district includes major cultural and sports facilities, the Wells’Built Museum of African American History, and the mixed-use Creative Village, with the shared downtown UCF/Valencia campus. The district is also rich in potential with soul food and street art, and ample opportunity for future arts and cultural development. It is anticipated that the city as a recipient of a Bloomberg Philanthropies Public Art Challenge grant through its award-winning Art Pollination project, will partner with the Parramore Main Street District to install murals and transform traffic boxes. As part of this transformation, it is possible that sections of Church St. and connecting area roads may be modified to festival streets, drawing support for new art inspired businesses similar to the Downtown Arts Collective.

SoDo District: The SoDo District is a business district surrounded by many of Orlando’s historic neighborhoods known for their lakes, walkable parks, and streets. The district is anchored by Orlando Health and is accessible from the downtown SunRail Stations connecting to the district’s Orlando Health/Amtrak SunRail Station. The SoDo District is a quickly growing marketplace, where retail chains are side by side with boutique-style shops and mom-and-pop restaurants. This district hosts an annual event called “LightUp SoDo,” with the tenth anniversary in 2025, a festive celebration featuring the dynamic business community.

Thornton Park District: Due east of the Central Business District (CBD) is the Thornton Park District, a walkable mixed-use district with more than 60 locally owned specialty shops, services, and dining destinations. Located in the middle of the district is Lake Eola Park, where visitors can experience a show at the Walt Disney Amphitheatre or enjoy the See Art Sculpture Collection. The district also includes the Orlando Farmers Market, which has fresh produce, baked goods, crafts, gifts, jewelry, plants, and other artisanal products. The neighborhood uses adaptive reuse approaches to maintain a neighborhood feel and attracts young professionals and urban dwellers to the area.

West Lakes District: The West Lakes District consists of Camping World Stadium, the historic Tinker Field Memorial, and the recently refurbished Lorna Doone Park. The district is a well-known destination for festival goers, sports enthusiasts, and concert fans. It contains many opportunities for future development of vacant land as well as adaptive industrial reuse of vacant or under-utilized buildings. In particular, there are site and structure opportunities that would allow artisanal applications by

small businesses, new startups, and aspiring entrepreneurs, as well as those in arts, culinary arts, and small-scale manufacturing to take root. To make a successful transition to new uses, innovative and low barrier regulations and programs need to be developed. Ample district open space may also allow bringing new, larger-scale cultural and arts events to the area.

Other Main Street Districts: While outside of the targeted study area, other Main Street Districts including Audubon Park Garden District, College Park, Curry Ford West, Gateway Orlando, and The Milk District, are no less important to the City’s commercial vibrancy. Events that are in downtown should be encouraged to partner with, and display the talents of, the other districts. For example, the culinary arts attributes of Curry Ford West could be tapped to provide food for events within Downtown Orlando, thereby creating synergy within the city and impetus for residents and visitors to further explore the diverse neighborhoods within Orlando. Other Districts, while not immediately adjacent, could also benefit from similar relationships.



Key Findings

While the Downtown area possesses significant cultural assets, it faces challenges in creating a cohesive, accessible, and vibrant arts experience. The City and CRA are making substantial investments in improving micromobility, enhancing streetscapes, and activating public spaces through initiatives such as DTO Live! and the DTO Action Plan initiatives. Recent pedestrianization efforts along the Wall Street Plaza and upcoming redesigns of major corridors such as Magnolia Avenue, Church Street, Orange Avenue, and other roadways serve to create new opportunities for arts integration and public programming, supporting residential, worker, and tourist engagement. As an international destination that drew in over 75 million visitors in 2024, with over 6 million international visitors, there is an opportunity to consider how many downtown venues can be supported. Compared to other international cities with strong reputations for having cultural and performance arts venues, such as New York (64 million visitors in 2024), London (30 million visitors in 2024), Orlando should examine whether and how such visitors could be attracted to downtown and aid in its further economic development through support of the arts and cultural programs. While it may not have the population of other metropolitan cities, the number of visitors suggests that downtown Orlando should examine whether it could support more venues, and whether they should be theatre, museums, or other facilities. Theatre space should be a key focus given the high level of performance talent and literary arts found in the area.

This Downtown Orlando CANVAS Plan section includes recommendations that address four fundamental issues:

Space for Creation and Experience:

Expanding adaptable venues and public spaces where artists can create and present their work, and audiences can engage with improved cultural experiences on a consistent basis.

Connectivity and Access:

Building physical, visual, and programmatic connections between Downtown's cultural assets and to areas such as Loch Haven Cultural Park to the north, and to the developing Lake Lucerne and the Pulse Memorial to the south (SoDo), ensuring these resources are accessible to all residents and visitors.

Supportive Systems and Policies:

Removing regulatory barriers, streamlining processes, and creating incentives that advance artistic activity and creative placemaking.

Enhancing City/County Coordination and Partnerships for Arts and Culture:

As a collaboration of the City and County, the CANVAS plan suggests how continuing to work together can leverage greater community impact from the efforts of each, including and extending beyond Downtown.

By strengthening Downtown's cultural infrastructure, the City and County through collaboration can create a more vibrant urban core that attracts diverse audiences, supports creative professionals, enhances economic vitality, and serves as a showcase for the community's artistic identity.



“Our community dreams of a downtown where art isn’t confined to galleries — where festival streets come alive with local music, where empty lots bloom into cultural commons, and where every bus shelter, bench, and building tells the story of our varied communities. This is placemaking that puts people first.”

-Community Survey Respondent

Downtown Orlando Plan Recommendations

Downtown Orlando’s cultural development should advance through four interconnected recommendations that align with the broader CANVAS Cultural Plan:

Downtown Orlando Recommendation #1: Meet the Need for Cultural Activity Space

1.1 Create Arts and Culture Subdistricts: Build on the success of existing Districts by establishing designated cultural zones with integrated mixed-use development, combining retail, residential, and cultural spaces. These districts should feature pedestrian-friendly design with wide sidewalks, active street fronts, and arts-integrated streetscapes that encourage exploration and social interaction. Important to building these formally planned zones is activation assistance, including hospitality, wayfinding and safety escorts provided by the Downtown Ambassador Program as well as public right-of-way maintenance implemented by the Downtown Clean Team. These activities should also be supported by community policing.

1.1.1 Focus initial implementation on strengthening existing cultural nodes within the Downtown Orlando CRA, particularly in the Central Business District and Parramore Neighborhood, which already serve as anchors for creative activity. Each district should receive tailored support that preserves its unique identity while enhancing its cultural infrastructure.

1.2 Transform Downtown Plazas into Cultural Commons: Consistent with the DTO Action Plan, support the activation of underutilized spaces throughout downtown, such as the 30 S. Orange plaza through public-private partnerships and flexible design approaches. Draw inspiration from successful models in cities like Miami to create temporary cultural uses that enliven surrounding areas while longer-term development plans evolve. Through formal planning efforts, these sites and activities should be supported by sustainable operations and maintenance approaches.

1.2.1 Design these spaces as multifunctional “cultural commons” featuring flexible staging areas, distinctive visual elements, and comfortable gathering spaces. Incorporate small kiosks, food truck access, and pop-up retail opportunities that can serve as incubation spaces for culinary arts startups and sales venues for local artists.

1.2.2 Create an “inspiration” guidebook highlighting past projects, local best practices, and how-to approaches that will support the Main Street Program as well as other nonprofit and business entity creative activities.

1.3 Develop a Network of Festival Streets: Designate specific streets forming a coordinated network, capable of regular closure for public cultural events, such as segments of Church Street and Magnolia Avenue as strong initial candidates. When possible, these Festival Streets should incorporate distinctive design elements including high performance decorative pavement, canopied street trees, curb-less approaches where feasible, and removable bollards. Work with transit partners to coordinate public transportation services to these new event spaces.

1.3.1 To maximize usage and community benefit, create streamlined permitting processes specifically for Festival Street activation, removing barriers that currently make the special event programming process somewhat time-consuming. Focus on making special event programming more accessible to smaller arts organizations and community groups, including improved permitting accessibility opportunities.

1.3.2 Champion and educate the benefits of the Festival Street concept to Main Street Districts, particularly focusing on areas lacking community gathering spaces. Design these streets to reflect each district’s unique identity while incorporating elements of local arts and culture into the physical infrastructure.

Examples:

Magnolia Avenue: As part of the DTO Action Plan, the Magnolia Avenue segment, north of South Street and south of Washington Street, abutting the Orange County Regional History Center, Heritage Square, and the Library were identified as a future activation area. It is anticipated that segments of Magnolia Avenue could be converted to a curb less facility having multiple points of access, abundant tree canopy, and vibrant street level activities, supporting better east-west connectivity to Lake Eola Park and Rosalind Avenue. Transforming Magnolia Avenue will strengthen Heritage Square as a destination, reposition N. Court Avenue, and draw visitors in from N. Orange Avenue.

Church Street: Consistent with recent downtown planning efforts, certain segments of Church Street also have potential as a festival street and should be redesigned with the goal of creating new shaded outdoor venue space for arts and cultural events.

1.4 Expand Downtown as a Creative Hub: Build upon the success of the Discover Downtown Info Center as both a visitor information site and a venue for local artists, with support from an online portal. Examine how this model could be expanded to key transportation hubs as part of a coordinated economic development and cultural tourism strategy, integrating in Orlando’s creative identity while connecting visitors to experiences throughout the city.

1.5 Strengthen Loch Haven Cultural Park Coordination: Loch Haven Cultural Park represents Orange County’s most concentrated collection of cultural assets, housing multiple organizations including the Orlando Museum of Art, Orlando Science Center, Orlando Ballet, Orlando Family Stage, Orlando Shakes, and the Mennello Museum of American Art. This unique cultural campus operates as a complex ecosystem of independent organizations with diverse management structures, program calendars, and operational needs. While each organization excels individually, the park’s full potential as a unified cultural destination remains underutilized. Building on previous coordination efforts by the City of Orlando Families, Parks and Recreation Department, additional strategic coordination and enhanced connectivity can further elevate Loch Haven’s role as the region’s flagship cultural campus while preserving each organization’s autonomy.

1.5.1 Develop a Comprehensive Cultural Campus Master Plan. The plan should address operations and event

management, governance, programming, facilities, and public spaces.

1.5.1.1 Build on the successful Fringe Festival coordination model to create year-round collaborative programming opportunities that utilize the full campus.

1.5.1.2 Create flexible outdoor spaces and pop-up opportunities that can accommodate individual artists, small organizations, and community events while supporting major institutional programming.

1.5.2 Enhance Physical Connectivity and Visitor Experience: Improve wayfinding, transportation access, and public amenities.

1.5.2.1 Explore opportunities to activate underutilized outdoor spaces, particularly around Lake Formosa, for performances, exhibitions, and community gatherings.

1.5.2.2 Expand micro-mobility connections between Loch Haven, downtown Orlando, and surrounding neighborhoods.

1.5.2.3 Enhance public amenities including additional restroom facilities, outdoor seating areas, food service options, and weather protection structures to support extended campus visits.

1.6 Support Area Park Arts and Culture Enhancements:

Support ongoing improvements at Lake Eola Park, The Canopy, and Lake Lucerne Park. Lake Eola Park is home to various public art pieces, as well as the Walt Disney Amphitheater. The 2021 Master Plan calls for a complete upgrade of the entire park including new bathrooms, activity areas, boardwalks, and complementary programming. The Canopy is a new Urban Park, in the early stages of development. Potential development arose from the earlier I-4 Ultimate improvements, which created new street level spaces. The Canopy, directly located under I-4, from Church Street to Washington Street, will be an outdoor activity and leisure space. Lake Lucerne Park enhancements, as envisioned in the DTO Action Plan, should directly benefit from lessons learned during Lake Eola Park and The Canopy improvements. Of interest will be new technologies including dynamic lighting and multi-media. All sites should have state of the art creative activations that have sustainable maintenance and operations programming, and align, when possible, to achieve economies of scale.

We envision transforming our individual cultural treasures into a seamless creative ecosystem — where a family can bike from Loch Haven’s museums to Lake Eola’s amphitheater, discover local artists in vibrant plazas, and experience the authentic spirit of Orlando’s distinct neighborhoods, all connected by art-filled corridors and festival streets.

Best practices from these activities should also be shared with Main Street Districts to inspire and guide, and, as feasible, address infrastructure upgrades with a focus on accessibility and include artwork, shade structures,, improved lighting, new or wider sidewalks, comfortable seating areas or benches, and native landscaping.

Downtown Orlando Recommendation #2: Enhance Connectivity for Cultural Access

2.1 Create an Urban Arts and Cultural Loop: Establish a series of designated cultural circuits connecting SunRail and Lynx stops with parks, cultural facilities, and arts venues throughout downtown and area neighborhoods. Use this loop as both a wayfinding tool and a framework for strategic cultural investments, including formally planned public art, cultural programming, and accessible creative spaces, supported by sustainable maintenance and operations programming.

2.1.1 Strive to integrate the loop into the City’s Transportation and (DTO) Action Plan cultural corridor planning and implementation efforts by connecting it to the existing north-south cultural corridor along Magnolia and Orange Avenues. This corridor already links the Orlando Urban Trail and Loch Haven Park to the north with Lake Lucerne and the SoDo District to the south. Through this integration, establish new art-focused character areas that highlight art-activated storefronts and key cultural destinations including CityArts, the Dr. Phillips Center, the Orange County Regional History Center, Wells’Built, and the Beardall Senior Center.

2.1.2 The designation of the loop should support the DTO Action Plan social hub concept where new sites could be activated through coordinated programs, creating flexible indoor and outdoor spaces that can be utilized for events and art activations.

2.1.3 Explore integrated branding programs within a 10-minute walkshed of the actual loop, supporting greater access to local eating and drinking establishments as well as highlighting arts, cultural, and community organizations.

2.1.4 Consider the incorporation of local artist designs into wayfinding signage as well as benches, bus shelters, and other infrastructure along these corridors. Importantly, these routes could be designed with local activities in mind, highlighting

culinary and retail clusters along the route, particularly those of a local artisanal nature to engage in developing character districts along the arts loop.

2.1.5 Extend the loop beyond the downtown core to area Main Street districts. Prioritize, in particular, extending these connections westward to various older established neighborhoods including Parramore, linking to the Wells’Built Museum of African American History & Culture and creating avenues for greater cultural participation.

2.1.6 Incorporate aspects of outdoor current art engagement such as the See Art walking tour, the Transportation Department’s Urban Art on the Urban Trail tour, and City Planning’s historic walking tours, into self-guided activities, along with expansions that call out areas, as noted in 2.1.5.

2.2 Activate the Orlando Urban Trail as a Cultural Corridor:

Transform the Orlando Urban Trail into a living cultural corridor connecting downtown north to Loch Haven Cultural Park and then extending it further south to the SoDo Main Street District and the Pulse Memorial. Opportunities should also be pursued to promote this approach, in partnership with nonprofits, throughout the citybike trails, further expanding art connecting to main streets, neighborhoods, and parks.

2.2.1 Integrate public art installations, historical interpretation elements, and performance spaces along the route, with particular focus on the segment between Lake Highland and the downtown Central Business District (CBD).

2.2.2 Ensure the trail serves as both transportation infrastructure and a linear cultural experience, featuring rotating exhibitions, interactive elements, and programmed activities that encourage exploration and connection.

2.3 Integrate Public Art Throughout Downtown

Infrastructure: In partnership with the Public Art Coordinator, the Director of Placemaking should create an inventory of building facades, architectural elements, and public realm components that could be used for future short and long-term public art installations. Complementing these efforts, an inventory of existing artwork installations should be created and evaluated to determine how existing and proposed locations will work together to better curate the public realm. As part of this effort, small areas plans and programs should be developed, as needed. Sustainable oversight, funding, and maintenance should also be included in these activities.

2.3.1 Create a program that coordinates the rotation of visual and performing art throughout downtown that reflects Orlando’s histories, communities, and voices. Incorporate arts into the design process for all downtown infrastructure, including bus shelters, transit stops, signage systems, and street furniture. Use these elements to create distinctive experiences that enhance placemaking and wayfinding while expressing local culture and identity.

2.3.2 For longer-term uses, explore establishing an intermediate economic use planning approval pathway that applies tactical urbanism principles to arts and culture. This approach will enable the temporary conversion of vacant lots and underutilized properties into semi-permanent cultural spaces that serve neighborhoods while testing ideas for more permanent development.

Downtown Orlando Recommendation #3: Update Processes and Remove Barriers

3.1. Streamline Events Permitting: Support the continued streamlining of the special events permit process, particularly for smaller-scale cultural activities.

3.1.1 Consider raising attendance thresholds for full permits and creating tiered requirements based on event size and impact.

3.1.2 Coordinate with the Special Event Office to identify and eliminate potential unnecessary steps such as recurrent planning approvals for cultural activities in designated areas.

3.1.3 Research best practices for open container regulations and consider establishing cultural event exemptions to support festivals and cultural gatherings throughout downtown.

3.2 Support Creative Businesses and Organizations: Research and develop a coordinated approach to support arts businesses and organizations through financial incentives, streamlined permitting, and the creation of sustainable, affordable spaces, as feasible.

3.2.1 Promote current business development incentives, including restaurant/retail, façade, and related programming to educate, and assist as feasible, existing and new arts and culture related business owners.

- 3.2.2 Explore innovative ways to promote the Downtown Special Event Grant Program to attract a diversity of users and seek to identify improvements through various evaluation approaches.
- 3.2.3 Evaluate existing business incentive programs and pilot, if feasible, a complementary time-shared spaces program to help emerging artists and small arts organizations create and present their work downtown.
- 3.2.4 Update Land Use and Zoning Regulations: Support updates to the zoning code to better accommodate cultural uses, including live-work spaces, gallery venues, performance facilities, and maker spaces across industrial, mixed-use, and commercial districts.
- 3.2.5 Establish clear arts and cultural use definitions, to support optimal program implementation as well as greater reuse and new development.
- 3.2.6 For industrial areas (particularly those in Parramore, near West Church Street), consider introducing a future land use subarea policy or overlay district that allows a mixture of uses. This may include residential, commercial, and light industrial uses including artisanal industrial that allows a variety of creative uses.
- 3.2.7 Develop specific standards for artisanal industries that support creative or small-scale manufacturing while ensuring compatibility with surrounding uses.

3.3 Reform Parking Requirements for Cultural Activities:

Revise parking requirements for cultural uses, particularly for temporary activities like markets and festivals. Follow the lead of successful urban cities nationwide by removing specific parking requirements for cultural events in favor of relying on shared, off-street, as well as municipal and private parking options.

- 3.3.1 Encourage the use of area public parking garages through broad-based marketing as well as implementing electronic wayfinding supported by smart parking garage sensors to identify space availability, as feasible.
- 3.3.2 As an alternative to parking downtown, educate and encourage visitors to use transit, rideshare, or the Ride DTO program, an on-demand service with pick up and drop off at desired CRA downtown locations.
- 3.3.3 Consider surveying users during cultural events to better understand their specific parking needs. The results may inform new parking standards.

- 3.3.4 Continue to require parking and transportation plans for all large events and consider implementing new technologies to track, coordinate, and analyze increasingly frequent overlapping events, evaluating both time and proximity, to reduce conflicts and improve people movement.

3.4 Create Clear Guidance for Cultural Development:

Develop user-friendly guides that clarify key permitting processes and allowable uses for arts and cultural organizations. These resources should help creative organizations navigate city requirements more effectively.

- 3.4.1 Analyze how current noise regulations could be amended to reflect best practices formulated to balance the needs of cultural vitality with quality of life for downtown residents. Seek to create thoughtful exemptions that accommodate evolving needs of cultural development in mixed-use districts with residential uses or abutting residential neighborhoods.

Downtown Orlando Recommendation #4: Enhance City/County Coordination and Partnerships for Arts and Culture

4.1 Form a Joint Coordination Task Force: Create task force or committee, comprised of members from both city and county in the areas of transportation, planning, public art, community affairs, parks and recreation, and other disciplines, divisions, and departments as needed to increase communication and joint planning for events and infrastructure. These relationships, when structured to meet regularly, will allow for easier coordination such as on transportation logistics for special events, along with initiatives that will require longer term solutions, such as addressing affordable housing needs for the creative class. As applicable, include the Downtown Orlando Partnership (DOP), Orlando Economic Partnership (OEP), Downtown Arts District (DAD), and United Arts of Central Florida, among other relevant entities, as appropriate. See also, Strategic Pillar 1, Governance and Leadership, Establish a Coordinating Committee of the City and County.

4.2 Address Transportation Issues for Arts and Culture:

Transportation is a regional issue, and coordination between the City and the County, especially regarding special events, will increase accessibility and connectivity for residents and visitors. Integrating arts

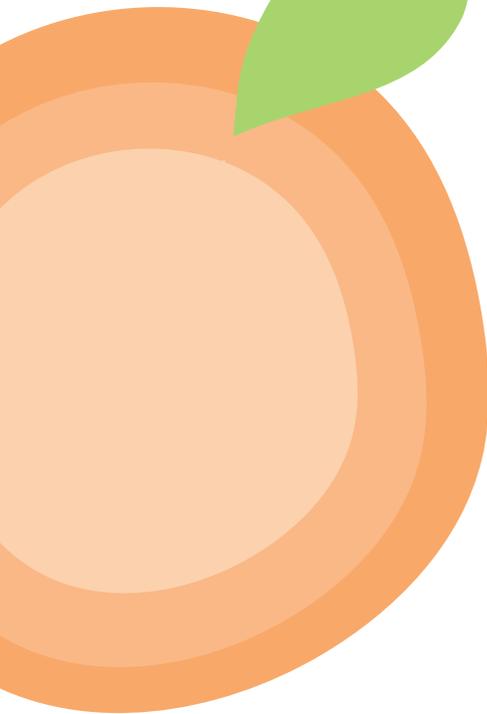
and culture into the regional transportation system may also be part of a program that will encourage transportation ridership and can draw from cultural resources from both entities to craft a comprehensive program. While SunRail has previously implemented programs such as “Art is Moving,” a rolling art gallery, and cross promotions with various entities like the Orlando Museum of Art, consider promoting transit ridership for free museum entry e.g., DAD Third Thursdays, and events such as Fourth of July Fireworks. Future projects such as Urban Arts Loop could also be integrated into SunRail, LYNX, and other transportation systems marketing as well.

4.3 Expand Housing for the Creative Sector: Housing for the creative sector is part of the overall regional housing affordability issue and requires active collaboration to create new opportunities to retain local and regional talent. As recommended in 5.4.8 of the main City/County plans, explore partnerships with the Orange County Housing Authority, Orlando Housing Authority, Orange County Housing Finance Authority, and other housing agencies to develop affordable artists live/work projects.

4.4 Utilize and Coordinate Multi-event/Multi-venue Programs:

The City and County could collaborate on multi-day/multi-destination, multi-event or venue efforts. This can range from thematic months like Miami Spice, run by the Greater Miami Convention and Visitors Bureau, to creation of a regional trail effort, such as the Cherochala Skyway Scenic Byway, which mapped out historic, outdoor, and cultural assets and events to promote exploration of the region. In a similar vein, Orlando and Orange County could take advantage of the already existing hospitality sector as a launchpad to create regional “exploration routes.”





*The desire to create.
It always starts with imagination.*

*Before the seed takes root in rich soil,
or steel jolts forward on the track,
and ochre is brushed on a fabric frame,*

*someone had an idea that bloomed and grew so large in the mind
it had to spill over into existence -*

*cultivating furrows of braided land and glowing groves of tangerine and green,
glinting off towers and technology in shades of chrome, copper and graphite,
and covering our walls, bodies and lands with the color and emotion of our lived history and hopes.*

Creativity is the medium of innovation.

CANVAS

Cultural Plan
for the City of Orlando
and Orange County



Survey Open-Ended Answers and Comments (Verbatim, Unedited)

8) What types of creative activities do you or your family members do, if any? (Something else:)

Art galleries
Athletics
attend history events (walk tours, lunch and learn history center)
Attend unique festivals cress as ting coffee table books if my travels
church choirs
Circus Arts
collecting
Comics / Toys (design, collect, conventions and meetups)
Community Theater
Design
Design for Live Entertainment
Design, layout, composition, colors
Event planning & onsite work
event planning in Orlando
facilitating workshops
Folklife
Food, Music, and Arts Festival
Food,kid friendly
gardening
Gardening;
genealogy
Graphic design, murals, art
Historic Preservation
historic preservation
I am an observer of cultural activities
I Organize and promote for 25 yrs
I own Paint Sip and Swirl, LLC.
karate
lectures on historic figures or events

Make T Shirt's
Makers events
Martial Arts
Movies and Film
Murals
museums, exhibitions
Native Plant Gardening
Organize
Organize event
organizing
Outdoor activities like gardening and fishing festivals
Own a Polynesian Production Company
Packaging Artists / Professional Arts Culture Technology Startegies
playwright and screenwriter
Produce theatre
Producing dance shows
Projects that combine the above, like interactive sculptures, interactive gardens, historical performance, etc.
Renaissance Fairs
riding my bike
science experiments
Skateboarding (yes it is a form of art)
solo voy a las actividades
Spectator in all the arts
Stage director and choreographer, writer
Storyteller
storytelling
Theater critic
Theater critict
Travay nan: anime Podcast, Lavant, kontabilite ak Taks, epi Rideshare

10) In the last 12 months, which of the following did you attend where you live in Orange County? (Other:)

4Roots
4th of July in Avalon Park
Art exhibits

Comedy shows
Community dancing (contra dancing)
Dance shows
DJ events, Nightclubs, Indie Concerts
Drum circle
Electronic Music Festival, art gallery openings
foreign & independent film
I am a dancer, and I perform in events as well.
Ivanhoe and College Park events
library events, museum programs
Magician performance, history talk
Maker Faire Orlando
Makers Faire
Makers faire and mega con
Maxwell Frost Political event
Museum events
museum exhibitions
Museum openings
museums
museums
museums
Musicals at High Schools, Pajama Game, Ragtime, Curtains, and such
New Play reading
Parades, events in WP Central Park
Performing arts festival (Orlando Fringe)
Pop up artisan market
Pride
Private Cultural Events
Roots Festival
Skateboarding
Sports Art Entertainment / Technology Arts
Theater Performances
Theme restaurant
We are a poor neighborhood. Neither Orange County or United Arts care about working class and poor communities.

Zellwood Historical Museum

11) In the last 12 months, which of the following did you attend elsewhere in Orange county? (Other:)

Art exhibit
Arts Advocacy Events/UA
Asian Lantern Festival
Calligraphy and Book Art classes
Comedy show
Convention
Conventions containing Artist Alleys and outdoor Art markets
Craft show in Mt. Dora
Cultural heritage events not listed in parentheses above
Dance shows
DJ Events, Nightclubs, Indie Concerts
Family Festival
foreign & independent film
History Center events and local cultural heritage tours
I am a dancer, and I perform in some events
Little Haiti Monthly Event
Magic Performance, history talk
Maker Faire Orlando
Makers Faire
Martial Arts Event
Mega con
Megacon
Miami, Tallahassee
Museum attendance
museum events, museum programs
museum exhibitions
Museum Programming
museums
museums
Museums
Oddities market

Orlando Holi festival is Big and India Independence day is about 5000 guest
Oviedo Seminole County events
Plant fair, farm fair
Private Cultural Events
Renaissance Fair
Seminole County/Sanford
Sorority event (Delta Sigma Theta)
Theater performances
Zora Neale Hurston Festival

13) Thinking about your participation in arts and creative activities, what (if anything) keeps you from attending and/or participating MORE in creative activities and/or arts and cultural events? Please choose three (3) (Other, write ins:)

Always full if free, not accommodating to working parents

associated high costs. IE, parking

Busy at work

Busy kids sports schedules often limits our flexibility to attend events

child care

Child care

Cost of public parking to attend events

Could we have a learn to use the bus after you finally add more? This bus system makes no sense and the website is a mess.

Distance and night driving

don't have people to go with

Don't realize solely on social media to get the word out of that events.

downtown security/shootings

Events are too woke

Fear of being rejected after investing in submission fees.

I am too busy.

I don't want to say cost, because our smaller venues are incredibly affordable. But when it comes to larger venues/shows, such as Kia Center concerts, and occasionally Dr. Phillips Center shows, cost does sometimes come into play.

I live 40 mins from downtown Orlando where many of these events take place.

I wish more smooth jazz musicians were at park events. Winter park art festival use to get some good artists but not anymore.

I work in the arts. It is difficult to be a reliable patron of the arts when one is regularly employed doing the same work. We need to pursue audiences beyond those who make art.

If I had more time, I would do more, but I fill my schedule with events as is.

It would be nice to have more opportunities to teach dance to adults and to grow our performing arts in our community.
It's hard to find the location because it's not listed on the venue.
Just getting to the arts happenings in this city is prohibitive. It would be great to take the SunRail up to experience the Winter Park Art Festival but the train doesn't run on weekends/nights.
kid friendly events
lack of financial support and incentives for local artists
lack of free or safe parking- hoping for more public transit!
Lack of free parking
Lack of of arts and creative events and activities
Lack of over communicating these events. Yes, I know it is on me to schedule them, but if the only time I hear about them is through Artistry or Mrs. Landon's email, there is not a 'spotlight' on it. More of a push to have news media coverage, Facebook a
lack of parking
Lack of parking
Lack of parking availability
Lack of proper parking options (ADA and regular parking)
Lack of public transit; parking issues
Lack of variety and demographics in the arts
Lack to time- too busy
Limited public music events in Orange Co
Lynx buses stop running early on the week ends that stop me from being able to get back home if I tried to attend a week end event, especially on Sundays!!! Please change that so us seniors can go out and participate in some social gatherings activities j
Making the time to attend!
Many are alcohol-oriented. I am sober and would like to see more options in non alcoholic drinks or something less alcohol focused.
Many events feel local, and would love more an international presence and feel and caliber.
my personal schedule is often overbooked
Need more time!
Needs A Year Round Unifying Technology THEN An Annual GLOBAL Event
No time in my schedule
Not comfortable walking around downtown.
Not directly targeted to the LGBTQ community
Not enough activities with internationally acclaimed or certified performers/instructors/participants. I don't want to be mean, but I'm going to be honest: I'm surprised how often the art fairs, street fairs, and festivals feature artists and performers
Not enough free parking at the event
Not enough help for hearing-impaired people

Not enough music or food festivals of my culture .
Not enough Spanish-language events
Not enough time in my schedule to attend all the things I'd like to! 😊
not family friendly
nothing, I need more
Occasionally anxiety over large crowds/gatherings
Only so many things you can do
Orlando congestion
Orlando is difficult because of parking, driving, and homeless issues
Orlando pottery studio classes too small/wait list too long, DPAC is very customer hostile especially to customers with disabilities
other family commitments
Other things going on
parking
Parking (downtown or UCF)
Parking & Traffic
Parking and ticketing fees...also still not fully comfortable in large assemblies, considering COVID
parking downtown is not convenient and options, like valet parking at Dr. Phillips PAC are too expensive
Parking downtown; not enough art galleries
Parking for most events requires a mile of walking after parking
Parking in downtown is horrible. More free and accessible parking options
Parking is difficult/expensive
Parking is pain in downtown
Parking is scarce or problematic
Poor marketing/unaware of events
Quality is often not what as good as we would like.
Quality of performers, venues, acts just sub par

rather help out volunteering at various organizations

safety

security and parking

The arts would be better off if the Orange County Arts & Cultural Affairs Office were closed and the tax dollars reallocated to affordable housing, public transport, food banks, and other services that directly support the working and lower middle class f

The city is hostile to such things

The current events in the area are not engaging.

There are not enough quality events.

time of day

Too crowded, or not enough opportunities to wash hands and diminish germ exposure

Too much gay pride shit.

Too Pricy

Uncomfortable seats

Unincorporated OC is ignored even if three blocks away from Orlando and Winter Park

Unsafe due to crime

Would engage more than monthly if our current schedules permitted.

Would like to see a greater diversity of offerings

You have to plan too far ahead to get tickets and I ofteyend up with a conflict and have to give them away.

20) Which best describes your artistic discipline? (Other:)

Architecture

Architecture

Arts education

Caricatures,Disney

DJ

emerging screenwriter/filmmaker

Fiber Art

Film/TV

In the past I have also worked extensively in arts education and have served on the boards of non-profits and community arts organizations.

Painter

Painter and glass blower

Poi Balls

Sculpture

teaching art class

Theme Parks

16) How would you rate arts, cultural, or creative activities in your community? (Why? Please provide additional detail in the comment box).

Activities are either very small/indie/free/shoestring budget or very large, expensive productions. Very little in between.

Always something to see or do

Arts and music are being eliminated from school because of budgetary reasons, this will be a big problem down the road when the youth of today are not interested in participating in the arts and music.

Arts are life. Although I see a presence of arts and cultural activities in the community, (not my community) there is no real inclusivity or representation of the Haitian culture. It is often not respected, not seeing as valuable to the community. We could benefit from more support and visibility. Organizations such as Haitian American Art Network, Inc. often tried to incorporate, collaborate, and try to be included but we frequently failed with these initiatives. We tried to promote by requesting support and funding for performances, art exhibitions, plays, conversations, and lectures that express the reality of the culture. We are often misunderstood and misled, we struggle with limited resources or none. there should be more investment in the Haitian community. So we can present and foster greater community engagement and provide opportunities for Haitian organizations and artists to succeed. Additionally, when we think of how diverse, talented, and the range of creative programming that reflects the community's rich cultural heritage, we are doing a disadvantage to the new generation. General support and funding to conduct workshops, organize festivals, and collaborate with other organizations and local artists, would strengthen our impact in the community. We would gain community involvement and accessible platforms for creative expression that would elevate the importance of arts, and culture in every community.

Arts events are still put on as simply "something to do" for the more affluent in our communities. We need more grassroots, alternative initiatives and venues.

As previously mentioned, I'd like a bigger variety of offerings and also more professionalism in the ones that are offered.

Avalon & Waterford have general community events, but rarely culture-based.

Avalon Park offers events but only so many and through too few venues at a time

Azalea Park doesn't have a lot of opportunities for residents to engage in their creativity. Providing neighbors with opportunities to be active in this would be awesome

Being in central Orlando, we have access to a plethora of events and activities in the area. From food festivals, music festivals, performing arts, galleries and museums, and so much more, there is something going on every weekend it seems.

Better than a lot of communities but more work needs to be done.

Better visual and performing arts venues are needed.

Can always be more!

Central Florida does not seem to have a strong interest in the arts.

College Park consistently has programs running in the community

College Park is severely lacking arts & cultural programming

Cost is prohibitive in part because of over-reliance on earned income. This, in turn, is due to a lack of available grant funding AND a saturation of performing arts opportunities. There needs to be more resources AND gatekeeping for emerging theater companies. I know those sound at odds, but they're not!

Cost of events and/or parking can be unaffordable

Creative city host their Halloween Frights and Dazzling Lights event in our neighborhood. Lue Gardens also host a jazz festival and movie nights. We live within walking distance but unfortunately with how fast traffic is on Corrine we have to drive which further adds stress getting to an event down the street

Cultural and Festivals have been excellent - Performing arts needs more venues. Costs are high but venues are expensive. In addition to tickets - fees, parking, and concessions are also costly. Not controllable but these costs might limit access to many for wonderful these events.

Deberian hacer mas

Deeply appreciate the efforts of creative city project and the support of the city and county for the arts in general.

don't hear about them. I have season tickets to Shakespeare but I still don't see notices of other events I would like to attend. I knew about more offerings when I subscribed to Sentinel but it got too expensive

Downtown is the hub for a lot of events and activities. And, living downtown makes it very convenient to attend.

Fine art museums are lackluster for the size of our community. We need an amphitheater suitable for big shows, like Tampa's. What happened to the free concerts downtown?

Focused on consumerism and not challenging or helping viewer process events or assumptions. Galleries do not seem willing to take chances on anything that won't ensure some rich person buys one of the paintings, such as performance art, installation, or conceptual art.

Funding is only available for large nonprofits or for people who are well connected with the current cultural elite who are primarily wealthy and detached from the culture "on the ground"

Goblin Market is wonderful, but outside of that there isn't many community events I get excited about

Good selection in downtown Orlando, but parking is too expensive and hard to access.

Great Experience

Having the Dr Phillips center nearby is such a treat

How I would rate the availability of arts and activities on my computer depends largely on one fundamental question: can I even find them? Most of the arts and activities I engage with are not government-supported but are instead offered by private studios and theaters. These organizations, fueled by their own determination, have fought tirelessly to keep creativity alive in Orlando despite immense challenges. They're struggling, and I do what I can to support them. But their resources are limited, as are mine. Adding to this is the reality of my own health challenges, which make it incredibly difficult to find accessible classes or physical activities that cater to slower paces or individuals with specific health needs. Accessibility isn't prioritized, and there's an underlying expectation for everyone to simply "get a gym membership" and instinctively know how to maintain their health. There's little education or support for adapting to new realities or sustaining a healthy lifestyle under unique circumstances. I feel a deep sorrow because I remember a Florida that once thrived—a Florida with a strong budget for the arts, filled with vibrant theater events. Now, it feels like everything is drying up. The constant closure of theaters is heartbreaking, as is seeing private organizations and theater companies left without a permanent home. Performers, even those with full-time roles, are forced to juggle multiple jobs just to stay afloat, all while holding on to the hope that their main job won't disappear overnight.

I actually have no basis to judge.

I already mentioned the closing of the Garden Theatre in Winter Garden. The last performance I saw was Pippin, with two leading characters deaf.

I am happy with the offerings of places such as Orlando Pottery Studio and Art & History Center, Maitland, and I know of others but I'm sure there are many I'm unaware of. I wish there was a central location for all things arts in the region with a calendar, digital box office, artist shops, etc. (Both digital AND brick and mortar would be the dream.)

I am not sure if it is good or bad since I am not well informed of what events are available. Using the Dr. Phillips Center as an example and where I would attend events, I feel these are not priced for the general population.

I am talking about different cities and counties, because in Deltona we have none.

I am thinking of the 5 mile radius of where I live; Union Park

I appreciate the amount of art sales and events I can go to, but it often seems difficult to find them. I wish there was just a list compiled of all art events that one could visit.

I appreciate the free opportunities and we always have a lot of paid chances to participate in arts activities in Orlando

I assume "community" refers to my neighborhood or city? There are not many arts/cultural/creative activities available in Maitland/Eatonville area. And when there are, they typically are created for an older audience (in Maitland). Perhaps I also do not see the events or get notifications.

I attend many events in Orange county finding very limited opportunities in Osceola county

I believe there needs to be more art galleries and an art district that feature more high end works

I don't hear about events in my city, but usually in the Greater Orlando area.

I don't think the Lake Buena Vista area really does much. I feel like I'm always traveling to downtown, Mills, or Winter Park for anything.

I feel like Orlando has a great variety of events/cultural places, however, I would consider cultural events in Belle Isle to be "fair".

I grew up in NYC so not a fair comparison

I have no idea

I know I listed my community as Azalea Park, but I'm not sure of any arts events that are happening in my immediate neighborhood. The arts events I participate in happen in Orlando proper, or in Winter Park. We have plenty of events. I am disappointed in the state of the current theater market. We have lost two major theater companies, and new theater companies have not risen enough to take their place. The companies that were lost were companies that were actually hiring local performers.

I live in a very small town in Orange County, so all offerings I enjoy are technically outside my community. But if I include Winter Garden, I have more options. I would rate them high, but as I mentioned earlier the lack of support for professional, union theatre offerings is almost completely gone and that lessens the opportunity to see arts that support the artists.

I live in an unincorporated area of the county right off Forsyth and University. Calling the place a live a "community" is a stretch. We don't even have a proper asphalt road, let alone a park or a library or a place for culture. It's reprehensible. Our street is a depressed and dilapidated holdover for citizens who are about to be displaced, arrested, or dead.

I live in Clermont. There is not a lot happening where I live.

I live in Oviedo (Seminole County). We don't have much here, so I go to Orange for basically all my cultural enrichment.

I live in Seminole County but I participate all over in all 3 counties. It's always in either downtown or Winter Garden. But what about Avalon, UCF area, Baldwin, Maitland, for some examples? They are not as often utilized for great art events or creative activities.

I live in Winter Springs which does not have much, so we come to Orlando because there are more events and opportunities to explore.

I moved from St. Louis which is now a smaller, declining city compared to Orlando, but the artistic excellence and accessibility of the arts were generally of a higher caliber than what is offered in Orlando. Part of this is due to the special museum taxing district in St. Louis that supports an excellent art museum, history center, world class botanical garden, engaging zoo, and Shakespeare in the Park. Because these are tax supported, they are free to City residents and they are well endowed and well loved institutions. I think that providing arts of the highest caliber for free to residents also creates a vibrant artistic scene and societies to support paid performances and admissions. The St. Louis Symphony, Pulitzer Museum, Contemporary Art Museum, Laumeier sculpture Park, Black Repertory Theater—all provide arts experiences that are of a higher caliber than what is available in Orlando. On the other hand, I find the arts scene in Orlando to be unpretentious and ripe for new voices, but it is difficult to sustain the work.

I see some large events held at Kit Land Nelson Park, but I don't see much outside of that besides the occasional concert at the Apopka Amphitheater. Maybe I just don't know about them.

I see specific groups trying hard to make good opportunities, but they are underfunded and infrequent, would be amazing if there were more opportunities

I think it would be excellent if there were more resources made available.

I think more funding is needed for the arts, more access to art/music festivals for general public to be able to experience the amazing talent Orlando has to offer. More funding for arts education.

I think orange county offers a variety of activities for adults and the family.

I think Orlando could do a better job of creating an Arts District and supporting local artists. St Pete would be a good example to study. They have facilitates studios for artists leading to a wonderful arts corridor which residents and tourists can visit during monthly events. They even have a trolley with stops at galleries and studios!

I think there are a lot of arts/cultural events throughout the year in Orange County, but they have become over saturated and many do not focus on the "community" aspect. I personally would prefer less, more well curated events that directly support the residents of the community.

I think there could be room for more cultural, arts and creative activities.

I think there is good amount and quality art activities in my community. I think because Orange County is so spread out it is difficult to get the word out to everyone about the events

I think we have the talent and the quality to reach the excellent rating but the infrastructure to support the talent and quality can be lacking:, i.e. enough artist spaces, enough exposure through community art events, enough funding, enough notoriety, enough national attention

I wish more classes were available

I wish there was more emphasis on local history.

I wish there was more frequency and diversity at smaller scale than the Performing Arts Center.

I wish there were even more gatherings so I could learn more about other cultures of those who live in Central Florida. I would love more about Indigenous and Native American communities of the past and present in Central Florida too.

I would always love to see more funding for and opportunities to see theatre and other performing arts in Orlando!

I would like to get my studio more involved anywhere in Orlando area

I would like to see more art,cultural etc activities that start around mid-afternoon - as I get older I don't like driving at night...

I would like to see more visual public art calls for murals

I would love to see us going farther in my community to make cultural events more prevalent. Knowing and learning about other cultures and people makes everything and everyone enriched and better.

I'd like to see more food-focused events

If I lived downtown I would say excellent. But the Lake Nona area is just starting to have local arts groups to be apart of.

If we are talking about my community, Winter Garden, there feels to be a lack of events that show any sort of diversity or celebration of other cultures/lifestyles. It is a very white-centric community with activities like this even though the actual community is more diverse. This includes the mismanagement of racial issues, and now closure of, the Garden Theatre

I'm close enough to Orange County that I consider this an offering in my community, but I do wish there were more in Seminole, as well.

I'm interested in visual arts and the focus in Orlando is performance art. The Orlando museum of art is only average. As a working artist there are not enough galleries in Orlando and winter park.

I'm not aware of all of the arts, cultural, or creative activities in my community.

I'm not aware of events in Pine Hills.

I'm not sure if this question is meant to mean in Orange County only or "where you live" generally so I'm not sure if my answer is appropriate.

I'm truly unaware of any arts programs in Ocoee, but I know West Orange County has OCLS, Crealde, Orlando Choral Society, Young Starts Musical Theater and several other nearby arts organizations.

I'm working to build the community and opportunities in my area.

In my specific neighborhood of Millenia there is just too much commercial businesses and not enough spaces for community gathering or activities, which is why I find this in Downtown Orlando.

In Orange County they're abundant, but in Seminole County where I live they're scarce. Most of my community events in OC are independent meetups or markets supported by a venue though, not necessarily anything organized by organizations or city boards.

It can improve via inclusion at all times.

It seems like everything that is grassroots gets gentrified out of existence. I wish there were street fests featuring local bands and not just yet another "jazz fest."

It would be nice to have more opportunities closer to Curry Ford for the arts like the Milk District and Thornton Park.

It's great to celebrate heritage culture and enjoy the experiences from where we all came from; but remember we are all Americans.

Its just finding out about events too late. Also am not on facebook, instagram. so website or email mailing list preferred. or even can opt-in for text updates

Ivanhoe needs more live music and more off-the-wall "weird" and unexpected art formats to keep it alternative and indie.

Lack of higher culture and art and philanthropy limits offerings that more sophisticated communities provide and support. Lack of resources.

Lacking in independent theater, visual arts venues, access to community spaces. City funded public art is of poor quality.

Lake Nona does not have many opportunities

Las bibliotecas públicas solo dan clases interesantes en la mañana de Lunes a Viernes. No piensan en la gente que trabaja y quiere participar.

Les falta nivel.

Limited arts funding reduces frequency and types of events that can be put on

Lots of beautiful way finding in Milk District, love all the farmer's market and street events in the city. Put adequate because sometimes transportation aspects lack, wish bikes and public transit were thought about and also multi-language info. more art as therapy

Lots of options - including Orlando, Winter Park, Sanford, Deland, Oviedo, Lake Helen. Love plays, opera, ballet, symphony, art, and lectures.

Love the events

many events are recurring and this sometimes limits new ideas

Many theatres have closed due to poor management and DEI initiatives being ignored or denied. Theatre management needs to live in the now and grow with its community in order to draw in modern audiences and members of its community.

Metrowest doesn't have anything. I'd have to go to winter park, downtown, or somewhere further.

Minimal quality opportunities locally

More diversity and inclusive opportunities for non white LOCAL visual artists

Most are downtown. I don't like this area due to traffic and crime. It needs to be in other areas as well. WP, WG and Maitland all have a more boutique Art scene.

Most of local art exhibits and events lack real depth.

Mostly focused on the commercial appeal and not on anything challenging or that actually focuses on the culture.

Mw panse li jis bezwen divèsifye epi City a kapab bezwen plis resous pou pèmèt gen plis aktivite kreyatif, atistik ak kiltirèl nan kominote a.

My community is underrepresented, no investment is done in my community to truly expose my culture

My family and I pariticate in community choirs, my husband cooks and designs pairing dinners at his restraunt for a living, and on weekends we can usually fins some kind of performance or live event to go too. Just wish there was a bit more variety.

Need more

Need more

Need more activities in underserved communities

Need more affordable venues for emerging artists

Need more events on underserved communities

Need more of a community dance culture. This helped America so much in the past, it needs a resurgence to build community

Need more opportunities.

Needs more

New development does not incorporate art venues, just copy and paste chains.

No events in my community proper. All of them seem to be downtown and none along the Semoran Blvd Corridor or Curry Ford West or Vista Lakes.

No interest

No knowledge of these events.

Not enough high quality arts. Too much "hobby" art.

Not enough high-quality.

Not many events in my area

Not much available in the Union Park area

Nothing adventurous. Mostly run by large unimaginative institutions. Not enough general support/funding for artists to live/work and for alternative arts spaces.

Ocoee doesn't have much of anything year round.

Offer is very limited and it does not excel

One thing I miss seeing is the display of chalk festivals. I used to compete in this competition as a young girl and now they have been almost wiped away. The lack of opportunities for children have diminished.

Ones I hear most about and its not always consistent is Third Thursday, FAVO, others I sometimes hear about are A Perfect Union Gallery, and The Mennelo

Orange county blessed with a lot of artist talent

Orange County doesn't seem to do many events west of i4

Orange County is keeping the Arts in front and leading.

Orlando as a whole I feel has a fantastic selection of arts, with the Dr. Phillips Center, Orlando Shakes, The Rep, as well as just pop up festivals around town, but with the new administration, I fear those could be in danger and would like to see MORE. It's important for the community to have these types of offerings and events.

Orlando has a lot of very creative and talented people who find ways of expressing themselves and create unique opportunities to showcase their talents to the community.

Orlando has some unique and lovely galleries and museums, and small theater options offer intimate shows of high artistry

Orlando is making a great effort to provide more cultural venues and be culturally diverse.

Orlando lacks a quality museum/location where you can attend world-class 'traveling' exhibits. These are the best way to offer a broader variety of art and cultural exhibits, normally only available at major cities.

Orlando Museum could be a an institution which better serves the community. It shouldn't charge admission and it should work with local artists more often.

Orlando needs something to be excited about AND I AM NOT talking about another local exhibition. It is in need of a POWERFUL GLOBAL IDENTITY THAT ENGAGES PEOPLE ALL OVER THE WORLD throughout the year and then it all culminates in an annual award event, which is seen by the world, so that Orlando is a player and has its place for ARTISTS AND GLOBAL ART COLLECTORS WHO ARE ALSO PROUD TO CALL "HOME". Orlando CAN and SHOULD BE home to a major energy. The WORLD ART Movement is a unique development driven by technology and it has an exquisite back story, which can be told in a way that reaches back ... THOUSANDS of years. This exists already and by the use of technology, and media, and our step by step approach, we offer what equates to an Olympics for artists, as a way to quantify artist talent achievements in a variety of categories through the year, globally, yet to be based out of Orlando with a completely unique Arts Museum / Hall of Fame. Artists need to have their day in the sun and to be celebrated. I lived in Hollywood and as part of The Olympic culture for decades. The reason people attend a sports event, or Arts event, is because they want to experience what the person on the stage feels or delivers. This is why people sing along with a favorite recording artist, and they get into their own vision and heart, mind, soul as they sing a favorite song. They want to FEEL AND TO BE ON THE STAGE AND LIVE AND BREATHE THE LIFE OF THE ARTIST. Who doesn't want to come to Orlando? We have the capacity to host an Olympics, so how much easier it is to host a major arts event and to use KIA Center, as the central stage for and annual event, gaining the attention of the entire world? We have the people, stories, technologies, and I believe it is VITAL for what it is we are already in process to do, to be supported. We are doing this already. The story is being told here and in a different location, but I believe that Orlando is a HOME for The WORLD ART Movement, "The Movement Art Movement". Movement is KEY to the nature of ARTS. We move as a result or we're MOVED by The Arts. We travel in our hearts and minds, as well as physically. We move money to support the art and we travel VIRTUALLY via Art and

technology. The WORLD ART Movement is a technology MOVEMENT. The FIRST form of human powered movement using technology was bine skates about 5,000 years ago. This is a fact few people realize ... yet it is sensational (!)

Orlo Vista has a Community Center: Orlo Vista Chamber of Commerce, Orlo Vista Park, Pine Hills Community Center (at Jennings Rd.). So where is the art?

Osceola County

Our art museum OMA is decent. The building interior needs updating and a revamp of the layout, including the theater inside. Though the Florida prize exhibit every summer is fantastic. Dr. Phillips performing arts center is one of the most beautiful and best places I've ever been to. We are lucky to have a place like that in Orlando. It is a great place to see, live musicians, the orchestra, plays, comedians, etc

Our community needs to know about our history.

Our family feels the arts are essential to any community. Both of our daughters have enriched their school experiences with artistic endeavors and we enjoy what is available to them/us. That being said, there is always room for improvement. I feel developers and those who benefit from tourism efforts should be expected to invest into our community infrastructure, and I feel that our artistic/cultural experiences are part of that infrastructure.

Our immediate area doesn't seem to have much going on (the in between area between winter garden, Ocoee and pine hills). Once we go into orlando or winter garden, there are lots more opportunities.

Over the last 32 years, I've seen growth, but I've also seen loss in the arts community. Perhaps a lot of this is due to lack of funding. This is especially true for the theatre community. I also think there needs to be an embracement of more art that evokes more emotional and intellectual response. Get more dialog going!!!

Parking and cost are contributing factors to my rate of participation

People don't know they're happening. I'd like to more actively participate but the community is very cliquey and full of socialite gatekeepers who are hobbyists

Pine Hills has the parade!

Pine Hills never incorporated, engaged or prioritized.

Poor in downtown Orlando.

Range of venue options enables diversity of event types and sizes.

Science Center , Leu and Orlando Art museum have wonderful week long (or day) camps for children

See comment in question 13

See past comment

Seriously nothing out here in East Orlando. Lived here over 35 years. Completely ignored. Cultural Wasteland. UCF doesn't count.

Since I live outside Orange County I would like to see more activities closer to me in Lake County.

So many offerings, different mediums, venues. Especially love the free pop-up art exhibits in downtown. Love our commitment to arts.

So many options of type, location, free and paid.

Starting to ramp up

Surrounded by pawn shops, gas stations, and businesses that aren't meant to celebrate arts and socializing

The activities are there. For me it's an issue of cost, but I know most others don't hear about all the opportunities.

The amount of arts and cultural activities are good for the Central Florida area, but they pale in comparison to other similar sized, well-known cities. The activities were practically nonexistent when I moved here a long time ago, so it has improved, but there's **still** a long way to go.

The arts and culture of the versed black cultural communities are looked over

the arts and culture activities here vary widely in quality. the "scene" isn't quite mature and can be too heavily influenced by popular culture and/or efforts to attract tourists

The city of Apopka has started offering classes at the Creative Hub and the festivals/music events at the Ampitheater have been getting better.

The focus is on the needs of the public, when it should be on the needs of the artist, who has the public in mind already. The activities end up inauthentic, and done to please the audience than give artists the ability to be creative and cutting edge.

The lack of venues for these types of activities in my community hinders the opportunity to organize and present them.

The Library offers a lot of creative opportunities.

The major performing arts center in orlando is not community-oriented. Given the size of Orlando, there should be a professional regional theatre company, but there is not.

The only arts or cultural activities available in Windermere are through school events. If any professional event has made it here, I really do not know. Media coverage/marketing of these may not be good. My family and I are always looking for these events, and downtown is too far with a young family.

The options themselves are amazing, but so many of us are being edged out by cost restrictive venues and spaces

The Pine Hills area could use more cool arts events and gatherings but we lack spaces and a community with enough free time to attend

The placement of statuary around Lake Nona community is pretty cool but diversity is lacking. English is not my first language either but the focus on hispanic culture is a bit much. There is a fair amount of diversity w some of the Lake Eola events. Would like to see more Seminole exhibits. Change up Fiesta in the Park. Improve parking at venues. Keep things affordable - maybe spread small events throughout the city

The quality of theater has lessened in recent years. Classical music, on the other hand, has gotten better. The Dr. Phillips Center, while often unaffordable, has brought better offerings to the area.

The variety of events offered suggests that should be something for everyone.

There are a lot of activities in the city; transportation/parking is an issue, especially with evening events.

There are a lot of options and so many events to attend in this community! I just wish they didn't overlap so much.

There are almost too many options for arts events to choose from and thus the money for support gets spread too thin between them. The public only has so much time and expendable income to invest. We have plenty of supply and demand but not enough cash and time.

There are cultural activities but clearly differences where my community is unrepresented. The arts are surely essential in all communities and there should be representation from all.

There are great visual arts & cultural opportunities in Winter Park with museums and art festivals, but the performing arts venues are lacking in quality facilities and programming that interests us. The Winter Park Events Center is a beautiful venue, but I have not seen it offer artistic programming. It seems to be more of a rental venue rather than a community gathering or performance space. Central Park occasionally has concerts that we attend. The former library space may become a strong venue whenever it opens as the new home of Blue Bamboo.

There are lots of cultural events but no workshops or classes that I have seen

There are many opportunities to enjoy arts and culture where I live.

There are no theaters in Winter Garden.

There are none. As I have mentioned before the taxes we pay are siphoned off to provide pleasure palaces for the wealthy.

There are not enough affordable venues for the amount of performance opportunities within the community.

There are not many activities or events hosted in east Orlando

There are plenty of opportunities to enjoy art but I don't hear about them until they're done.

There are things happening, yes, but if it isn't a vehicle for food trucks or a Verizon booth, basically nothing can sustain itself.

There are very few of these types of activities in our area.

There can always be more!

There has been a significant impact with the loss of State funding for the Arts. Organizations have done well to continue despite the loss of critical funding, but some have struggled to continue.

There is a great quantity of arts activities, but the quality is often lacking. For a major city, OMA doesn't compete with museums that are similar market sizes.

There is a large variety of arts and cultural activities in the community and a real desire to participate. Besides lack of time, I believe we need to do a better job promoting the variety of events and most importantly, convenient transportation access and parking

There is a lot available

There is a terrific variety of events!

There is a wide variety of events and activities for people of all ages and life experiences.

There is a wide variety of high quality programming available if you are interested.

There is a wide variety of offerings and they happen throughout my community. They are not focused in one particular area of the city or county.

There is always room for improvement, of course, but overall the offerings in this area have grown significantly. And the quality of most of the thing I attend has also improved the longer I've lived here.

There is always room for improvement. Awareness and access are the two biggest barriers.

There is always room to add more events. They bring the community together.

There is an incredible amount of talent in Central Florida, and much of it is very affordable.

There is little local, community arts and most of it is centralized downtown. There are so many wonderful efforts that are not connected to the hub that is our downtown.

There is next to nothing in Apopka

There is no opportunity for adults to learn dance and performing arts. What little opportunities exist as cost-prohibitive. My friends and I have been trying to start adult dance lessons (even for free) but nobody responds to us.

There is nothing that I am aware of. It is especially sad that the Orlando Sentinel no longer publishes events and classes. Now there is no way for us to find out if something is out there. That everyone wants to spend their lives reading tiny print on their cell phones or joining every every organization and having to have apps for everything. There could be a monthly city mailer that organizations can send in their information, complete including cost, that the city could hand out with the mail so that everyone has an opportunity to learn about these events or classes. Communication is key for anything or it's not worth doing.

There is plenty of room for more events and activities!

There is so much out there, but there doesn't seem to be a consistent place to find out about it all. Events feel more accessible when they're publicized. I hesitate to attend smaller events out of fear of being an outsider.

There is something always happening in and around town

There needs to be more affordable theater performance spaces in Orange County

There needs to be more!

There should definitely be more

There would be a lot more if Governor DeSantis had not removed millions in funding this year.

There's a healthy level of activities in the cooler months, but when it gets hot there's a severe drop in available offerings. Somehow there needs to be some more creative indoor cultural activities that are affordable. Going to a show at Dpac is great, but it's expensive and a short engagement.

There's always something happening around Orlando. My wife wants me to move to Maine (her childhood) but frankly it's BORing.

There's just many empty spaces and artists saying rent or other expenses are too high to create.

There's so much Orlando has to offer. I think there is more space for the city and county to expand!

Too much gay shit.

Unincorporated Orange County is being taken in by Apopka and building is everywhere.

Venues are an important component.

Very limited blues, Americana, and rock music offerings by the county

Way too many artists in this community are not paid for their work, or able to find work within their medium. We need to invent other ways, or another way, to fund the arts.

We are just starting to really add more options

We are not considered or included This highlights the feeling that arts, cultural, or creative activities in the community do not fully acknowledge or integrate certain groups or perspectives, possibly leading to underrepresentation.

We consider all of Central Florida "our community" we attend events all over. We really seek out information and follow social media event schedules and calendars to take in all we can.

We do pretty well, but have plenty of room to improve to include more people of color in regular theater jobs - design and stage management especially.

We have a wide variety of types of art and a wide variety within each discipline.

We have quite a few activities, but you have to know where to look to find them. I wish they were easier to find, especially for people who are new here.

We live near the Chickasaw library branch, which ultimately is the beginning and end of any of these types of activities currently.

We need Culture Center to Teach to promote . Orange County HAVe a Culturral center in West Colonial Dr But Closed on Weekend and are only Available for the selected Few not to the Indian or people who needs it morte for ARTs

We need more opportunities and places to create

we really have a lot going. Between the science center and Lockhaven Park and downtown with the Dr. Phillip center and the theater at Rollins and a smaller community theater venues and even when her garden. We really do have a great selection. Then throw in the NZN and similar venues and you Really have something. Then if you don't mind traveling-UCF even has a theater and puts on plays.

We visit Miami for the arts

We've been able to find activities that suit our interests and skill levels, allowing us to participate in ways that we're comfortable with.

When I hear about things, they are so fun to go to. But they seem few and far between, or I'm not hearing about them.

When it comes to art fairs so many off the same crap especially when it comes to local Art and crap fairs.

Would like events to be less expensive

Would love to see the old school festival of the masters before it become Disneyfied and not the see and be seen event of the Winter Park Art show both of them have lost the emphasis of the art/ artist. Both used to be opportunities to see and meet amazing artists/art.

17) Does your community need more, need less, or have the right amount of the following? (Comments:)

I am Indian or south Asian and we dont have any Facility for our Dance school or Music school.No city want to provide this as we are tax Payer too

More easily accessible venues for places like sales and whatnot would be great!!

Volunteer positions to spread awareness of art and its positive effects on society.

A growing tourism city like Orlando must continue to expand and update their infrastructure and amenities to continue to be at the top in leading high cultural art events.

A venue that could feature technology as its focus could add diversity to cultural offerings in the region. Creative productions that utilize digital technology, augmented reality/virtual reality, could provide emerging artists with a vehicle to promote this future-focused and forward-looking

field for the arts. Could the Bob Carr be converted to a digital arts performance venue, for example? Think of a scaled-down version of the Sphere venue in Las Vegas, or what the folks at COSM are doing for immersive viewing of live events. Could a high-tech bubble of digital imagery and soundscaping be created inside the historic old theater, where guests are transported into an immersive experience? How cool would that be?!

Accessibility

Affordable

Affordable housing and grant opportunities for artists

Affordable housing for artists.

Affordable music classes for kids

affordable studios

All age groups needed for more music and art festivals

All cultures means white people also

All inclusive

Always more. Never enough.

Always need more steady jobs rather than gig work for people- could have more niche fun stuff!- always good to have more newsletters and posters around town about things!- would love more color around town, maybe more businesses partnering with artists for fun stuff- I LOVE the Melrose center and wish we had more spaces like that, especially for late nights!- everyone needs a space that appeals to them- the ones that are around are struggling :/

An identity. Orlando has a weak global identity as far as being taken seriously as a city of innovation and The Arts. Just like people move to Hollywood, I believe that we can be the "go to" location for The Arts, as New York is totally gone as far as cost, and meltdown of society, as well as Los Angeles. We can inherit the benefits of being in a state that has distinguished itself for freedom and values at the most extreme time in human history, in terms of threats to the world. Truly, it is vital that people DO NOT SEE RED OR BLUE, but that when you combine them you get PURPLE, which is a great color. Orlando is really all colors. PURPLE IS SYMBOLIC of people who love their neighbor and know that we are living in a time when what was taken for granted, is in need of resuscitation. Many people moved to FL, to benefit from its strong stand to defend what others died to provide. THIS IS VITAL TO KNOW AND FACTOR INTO ANY SORT OF PLAN. THOSE who are of a conservative disposition, are many and count in the millions in Florida. It is vital in any cultural planning ... not to make the mistake of assuming that the old people die off and all of the young are alike. The Arts community is very largely filled with economically stressed people who are not connecting to those of wealth and it is tragic. MANY people have a lot of money and power and people are also living longer, so it is important NOT to assume that old people and a set of ideologies are dying, as that is not true in FL and actually for most of the world. People are tired of having imposed political

ideologies that are shoved down into an overall Arts experience. There is a lot of new money. This money may be invested into art, AND FOR THAT TO HAPPEN IT IS VITAL THAT THERE IS A QUANTIFICATION MECHANISM FOR THEIR PLACEMENT OF CASH. These sorts of realities MUST be factored into a BUSINESS PLAN. The Arts typically aren't guided by people with economic brilliance. There are a variety of means of revenue generation options that provide far greater resources than what it is that is distributed annually throughout Orlando. What's needed is to act with intent and call out the patterns of failure, and to proceed in a spirit more unified by love and unity, but not imposed political ideologies, as "unity", as it is not unity at all..... Rather, it is highly calculated division. Orlando can distinguish itself as the place for the world's great artists to be recognized and where they are awarded annually, and that throughout the year, video media is packaged via WATV that tells the stories continually. Participation from the entire world is possible and ALL economics may participate, from FREE to \$100 to millions as the technology adapts to all participants and their comfort level. The Arts CANNOT RELY ON GOVERNMENT AND NON-PROFIT GRANTS TO SURVIVE ESPECIALLY IN SUCH INFLATIONARY CYCLES. There have to be answers from private ARTIST BUSINESS PEOPLE SUCH AS MYSELF. I am that person. I am frustrated by the ways that I see reliance primarily on government and non profits, which are terrific, BUT THEY CANNOT sustain where we are and have been for a long time now. We have to have immediate solutions. We have this now. It exists and is not a concept.

Apopka is growing and I hope the cultural arts and events industry will follow suit.

Art spaces, studios, galleries. And more performing arts venues on a smaller scale than Dr. Phillips.

Artists don't have enough places to exhibit or sell or make work

Arts & culture is essential to learning

Arts classes, workshops

Arts organizations would really benefit from shared collaborative spaces and safe, modern storage for their assets. They are often in undersized spaces and company assets are in crummy cheap warehouses or sometimes even homes.

As a comment on "Public art" The County should not be the entity regulating it. It will come off as sanitized.

Beyond requesting specific spaces, I hope this survey serves as an indication of open minds and a genuine willingness to listen. It has been deeply disheartening to see news and broadcasts about theater closures and the diminishing support for the arts, as if creativity were no longer a necessity. I long to live in a state where our political leaders value theaters and champion creativity as fervently as the residents who cherish and sustain them. The arts are not just a luxury—they are the heartbeat of a vibrant community, and I hope this sentiment is shared by those in positions of power.

Can never have too much

Certain zip codes like 32805, 32839 and outlying zip outside of hub 32801, 32803 etc

Concert venues, festival areas, movie nights/festivals - Dr. Phillips park is never used for these types of activities

Continue with the program in progress

Create incubators for underprivileged youth to engage in culture and the arts of all forms black and brown children need opportunity and access so that they can have an equal attempt to achieve on par with their cohorts. Given the proper tools they can dream a bigger dream they need to be shown what is possible invest in them.

Creative arts that incorporates nature and importance of the environment.

Creative career opportunities for older residents.

Dance and performing arts classes for adults!! My friend and I have reached out to Avalon Park and even the Mayor, but nobody return our calls or messages!

Definitely more! See previous comment.

Defund the organizations that are working at erasing the arts in other communities. Close the Orange County Arts & Cultural Affairs Office and put the money into services for the working class.

Do NOT need to spend more on the convention center.

Don't know

Don't know

Don't know because I just moved to Apopka.

Don't waste money on venues when Pluris Wedgefield charges residents 200+ dollars a month for undrinkable water.

Downtown is an undesirable location for the arts. I has to share parking and street life with sports venues and too many bars. Uber etc will often not pick you up on weekends

Dr Phillips should not be the only option for all arts and culture, and creative spaces, it is too big need to spread out the resources

Especially rehearsal/performance venues that are affordable

Events in pine hills

Everything free is super crowded and parking is never readily available and no alternative transportation works (no bike racks, sun rail doesn't run on weekends, etc)

Excellent

Existing venues just need updates, improvements, and more varied programming to invite younger audiences.

Exposure and experience is vital to the growth process creative thinking is vital. Think outside the box is my motto

Family event and spaces to offer reviews and educational experiences on different cultural movements that make up our world

Family-friendly, senior citizens and baby boomers mellow venues and events.

Focus on local art and local artists, rather than bringing in other big artists for tourist attractions

Get it first worry about equality later

Given the tourist volume, we should be able to support a world class art museum.

Good theater spaces are lacking, especially for snack groups without baby resources.

Grant opportunities for individual artists

Growth requires the need for more varied opportunities.

Hard to assess if one is not a young resident. No theatre venue in mid range (500-1000 seats) exists outside of high school theaters. A shame.

Hey-there is a serious flaw in this survey. The comments seem to persist no matter what the question is. You are really missing out on some great feedback.

Hybrid venues-i.e. "String Quartet at a Barbecue"

I believe Orange County has a long way to go before I can say it is just right in what is offered

I believe the community needs space, positive, environments to be able to create in whatever capacity they wish.

I come from Queens, NY, home of several movie and music studios. Seeing the impact these studios had in my community, getting the newer generation involved, I love to see that here.

I live in Orlo Vista and we have nothing.

I live in Oviedo, where there is very little in the way of arts, though this is improving with the development of the downtown district. However, the focus is more commercial/food than any other art (performance or participation).

I love cities with multiple public art sculptures, murals, walks, parks, and presence throughout the city.

I love how they did the intersection of Pine Hills and Silver Star Rd

I love seeing murals, fountains, sculptures pop up around town, and especially live whimsical, temporary installations like the inflatable pigeons downtown. I love the Melrose center at the downtown library, but I wish it had more open studio hours. I would use it much more often if it had more evening and weekend availability. I also wish we had a tool library.

I will always say we need more because they need to be diverse enough to attract more people of all backgrounds.

I wish there were more maker spaces and community classes (long form multi-week courses would be amazing for art history or studio art skills or music jams etc)

I would love to see even more murals and creative works on our publicly, or privately owned if granted, spaces. There are so many talented artists that can further beautify Orlando and Orange County.

If we could even get a Christmas light symbol during the holidays, we would feel valued like we see in the downtown neighborhoods Please, Also at 1908 s. Rio Grande Avenue, the owner has abandoned the double lot property where young people squatters are using the property to sell drugs and prostitution and other illegal activities. And their operations are connected to 1505,7,9 20th Street in the rear and around the corner from the s. Rio Grande Ave address. Please help us be able to sit out on our porches and help to create some of the art we desire to have, without a thug passing us showing his gun, I guess to frighten us Senior Citizens to mind our business while they do illegal activities here.

I'm always for more art in the community

In underserved communities

Information about what's going on is the biggest need, but I think a healthy creative community could use more of all of these things. I fear the creative class is getting priced out of the area.

Information arriving late when no passes are available even our commissioner send us email last minute

Information is key - Orlando is not necessarily known for its history, arts and culture.

Information. Everything is last minute.

Investment in public art and local artists.

It doesn't need to be ethnic and narrow-minded. Much quality art is meant to be enjoyed.

IUPAT Pre-Apprenticeship program Artistic/Creative mentorship More diversity and inclusive opportunities for non-white local artists

Ivanhoe needs more art spaces like galleries, free/cheap creative workshop spaces and "third spaces" that incorporate art. Most importantly, Ivanhoe's brand is kitschy and organically occurring art.

Jazz rooms and small music venues/opportunities

Jewish cultural events

Less Disneyesque spectacle and more everyday art and music spaces where you can just show up and enjoy - where are the music are woven into the fabric of the community instead of an "event."

Less gay shit.

Locations available at reasonable cost is a very important need in order to foster and grow our arts and culture programing

Lots of opportunities for more public art.

Meadow woods south chase need more events here; events tend to be in hunter creek or lake Nona

More accessible spaces and events- ex: why is Winter Park Art Festival still inaccessible(those mulch paths 😞)? Why can't OMA be as accessible as DPAC? Please embrace accessibility as a mindset of equity and inclusion in your programming and not just more ramps

More affordable studio spaces for visual artists, and affordable rehearsal and performance space for independent performing artists.

More artist studios!!!

More books in the library. More classes.

More dance halls. Wooden floors

More history please!

More literary events needed.

More maker spaces in Orlando

More makerspaces for makers of ALL ages and abilities!

More museums

More needed in the unincorporated areas of Orange County, specifically for elderly, during the day, transportation resources.

More opportunities amplifying the voices of the marginalized, AKA strategically undervalued in our community including black artists, queer artists, people of color, artists living in poverty, and more.

More Placemaking around the city in parks and unused spaces. Also updated art museum.

More places to hold a community dance that is affordable to the organization would be great! Getting people involved in fun dancing is so good for everyone.

More! There are so many places that would value from this. The artists need a place to work, the community need a place to view their work and have events. With artist and maker spaces it also allows for community and networking.

Most of the opportunities available are too expensive for any actual artist and seem to be just for rich people to stroke their ego and say they support the arts, but most of their actions are tone deaf.

Movie and film events that are meaningful.

Multicultural events for community for inclusion.

Murals, and parks.

Museums, classes, star watching, history

Music venues for mature adults, such as jazz and cabaret performers.

Must be affordable. They don't say "staving artists" for nothing. I mean all arts: performing & otherwise

Need a sculpture space.

Need a way to let Orange County know what Weavers of Orlando can offer to the communities.

Need funding

Need more community dance events, where people learn to dance. Contra dance, swing dance, square dance.

Need more cultural spaces on the East side of Orange

Need more free performances that are accessible to all. Maybe outdoor performances at DPAC, street performers, etc.

Need more interactive spaces for kids at cultural venues like bonnet springs park & bok tower

Need more maker spaces for sure!

Need more on low cost spectrum

Need more opportunities to sell art we produce locally. No/limited visibility to all the visitors that come into town.

Need more skate parks and/or public spaces that allow skateboarding to exist.

Need more small venues and more visibility for them further from downtown. Many venues suffer from lack of parking.

Needs better film studios

Networking opportunities Need more outside of downtown in the ocoee / winter garden area

New and innovative volunteer opportunities to do with kids and families in person and virtual

Nore places to involve teenagers and young adults with arts, culture, heritage and diverse culture

Not enough galleries, open art studios or maker-spaces for creatives to work and display, or culinary classes.

Not really sure on this. The way things are I can't imagine people could afford the extra space. Would love more local artist retail spots though. Anywhere in Orlando.

Not sure

One place to look for all events in orlando I seem to have to go to many different sights when looking for events and such

Open minded arts, less religious censors.

Oportunidades de ser incluidos en eventos

opportunities to learn and practice emerging arts

Or at least a better user of the ones we already have.

Orange County Libraries are very good at holding cultural and artistic events at no cost, and they are located in convenient and safe venues.

Orlo Vista 100yr centennial is this year...where is orange county?

Osceola has very few opportunities that's why I attend so many Orange county Events

other - more visiting artists from areas with more mature arts communities

Our community needs more inclusive of community input. Since we have are Mainstreet they are selective on who they let into their board room and serve on committees

Our old school household is less mobile now, and more particular about subject matter. Our interests have changed while programming has appealed to much younger demographics.

Outdoor events that end before 7pm are most family friendly.

Outdoor music festivals. Let's keep the Dr Phillips Lawn open and have them create a series of free concerts at least once a month. This is Orlando's front lawn. Let's make it a tradition of bringing picnic dinners and enjoying music under the stars as a community

Paid opportunity

Parades and celebration events for like honored residents.

Partnerships with local schools to empower student artistry with permanent or rotating installations for murals, sculptures may check a few of these boxes at once. Our apartment complex management company partners with local food trucks to park in the center of the community from time to time to directly connect communities to their business. Library mobile/other traveling art hubs could adopt a similar engagement strategy to hyper-localize some engagement efforts.

Pipeline to careers for creatives

Public art should be judged on the standard of beauty, not valued simply for the identity of the person who created it. This isn't public art, but the Basquait scandal comes to mind. Either the paintings are beautiful or they are junk, but to treat them as beautiful when people thought they were Basquaits, only to regard them as junk when they were proven to be fake, shows the emperor isn't wearing any clothes when it comes to our civic judgement of art.

Public Transportation

Publicly funded non-commercial arts venues and spaces.

Publishers

Rather than concentrate venues in a district, spread things out

Really need more studio spaces , specifically for woodworking or screen printing, lithograogi, orintmaking

Rehearsal performance space has become prohibitively expensive and less available as the school system has tightened security over the last 10+ years.

Rehearsal spaces are especially expensive and hard to get to.

Rental rates are out of control I am struggling to keep my wood working studio profitable. Finding available space is difficult

Repertory theatre

Representation of art that doesn't just pay for the gallery's rent: conceptual art, performance art, installation, etc. and a willingness to take a chance on art that can inspire a greater conversion.

See prior comment

Seminole county needs to have more cultural /arts offerings.

Several times a month we leave our community to find artistic experiences. It would be lovely to have something nice here.

Special Interest groups

Specifically affordable performance spaces

Specifically the Filipino American community.

Sponsor more public blues, Americana, and rock e ents

Stop wasting money on the convention center! Make privately owned venues pay for their own expansions.

Tech isn't art. Culinary just results in expensive restaurants, not art. Need more literary event and visual arts spaces (not retail).

The arts are essential because they allow us to tap into our sense of humanity, foster community, and enrich our lives. Orange County could be a thriving hub for the arts if people had better access to facilities and funds and parking and overall government support.

The arts define a community and give it soul. We can always use more of the arts to support a thriving community.

The closing of garden theatre is a complete shame. The city of WG provided very little financial support over the years.

The Hispanic population in East Orange is in need of a dedicated venue for the development of arts. A space specifically designed for this purpose would not only celebrate Hispanic culture and heritage but also provide a platform for artists to showcase their work, collaborate, and grow. By creating such a venue, the community could foster artistic expression across generations, contribute to cultural diversity, and strengthen the local economy. This would also serve as an essential hub for education, outreach, and cultural exchange, ensuring that Hispanic art and traditions continue to thrive in East Orange.

The lack of affordable arts and culture venues in this city is the #1 factor that is strangling arts innovation.

There are no cultural venues.

There are plenty of art performance space available, issue is cost to rent, parking issues and is srea safe from possible crime issues

There doesn't feel like anything for the younger crowd other than bars/clubs in the area. The variety continues with the white-centric feel of Winter Garden. To my knowledge, there are no artistic spaces in the Garden area with the closure of the theatre. There just feels to be a lack of events like this - or maybe it's just the communication of these things going on are very limited, but I do not find myself hearing about any sort of arts and cultural events in Winter Garden.

There is a need for more places to purchase art-related materials and supplies, as well as creative merchandise such as designer toys, independent comics, books, and other unique items crafted by artists and designers.

There is a severe lack of space to produce new works. To rent a venue is \$1,000 minimum and that is out of range for most artists.

There should be more inexpensive venues within (closer to) our neighborhoods (or smaller subsections of the broader Orange County Community). This would help to spread out events and make them more accessible.

There's a great amount of public art, don't get me wrong, I'll just always advocate for more.

There's only stores and restaurants around. If we want to see more cultural things we have to drive downtown. We need more neutral spaces for people to form community with each other. Not just shopping and eating.

These questions are the wrong questions to ask

This is THE one thing Orange County needs more of to attract and maintain artists

This would make a huge impact.

To repeat what I noted in the last question: >>I also think there needs to be an embracement of more art that evokes more emotional and intellectual response. Get more dialog going!!!<<

Tough question. I feel like we could use more of all of these things, and we should never feel like things are "just right." We're in a place of growth, and so I think we do need more and should strive for more, in all areas.

Tv advertising

Unsure what to put here.

Venues

Venues and events that are either free or more affordable. Orlando Ballet and Dr Phillip Center ticket prices are too high.

Venues with adequate and convenient parking and nearby variety of restaurants—to make attendance if an event a "full" experience.

way more! i feel less depressed when I go out to do my day to day tasks and surrounded my art. makes life better and more beautiful

We always need more cultural venues/facilities! This is a huge problem in Orange County. Finding appropriate facilities and then being able to afford them. It's awful!

We can always use more as it showcases local talent and beautifies our city

We have great public venues that are under utilized.

We have never been able to get a designated area for studio spaces. As a result, most artists work out of limited spaces in their homes and garages. Speaking as an artist, this is a serious shortcoming in Orlando. We also need more serious art galleries, and not just the kind that try to move anything that sells. The gallerist should elevate the expectations of the buyer rather than to sell them 'anything'.

we have nothing. our "community" is a stain on the county's shoe if we measure based on the infrastructure provided to the community.

We have the ability to provide the same quality of classes and programming that other parents pay \$500+ for their children to go downtown for. Creating a safe space for the community to access and express themselves at an affordable price (or FREE) with a strategy that considers all Orlando's residents.

We need a forum for all interested in the arts to come together to help make our place a better space. Nothing can better help us understand our histories, cultures, our lives, the experiences of others, and how these are intertwined more than the arts!

We need arts funding. We need to pay arts workers living wages. The arts are not a hobby for many who live in our area, it's their profession. It's how they put food on their tables and pay their taxes and afford their homes. For every \$1 spent on arts funding, \$9 is returned to the economy. We need to stop treating the arts and arts workers as if they are not an essential to a healthy and functional society.

we need more opportunities for entry level creative positions. I would especially love to see some sort of arts apprenticeships as that seems to be a thing lacking all over, not just in this community.

We need more public art calls that give preference to local artists. Thousands of dollars get sent away from our local artist community every time a public art call goes to an out of state artist. Variety is good but local artists are getting pushed aside and struggling to find work while

Orange County sends high dollar projects to out of state artists. We have talent here that is hungry for opportunity. Let us represent our community.

We will ALWAYS need more spaces and events for the arts as it is ESSENTIAL to the human spirit.

We've had some beloved venues close in the last year. We've got to make sure that other venues open and are well attended.

With all of the development true artists studios are gone. They were typically in inexpensive warehouses.

Working artists studios Theater offerings, venues

Working for profit galleries and help for those galleries to succeed.

Yes

You can never have too much

you gotta fix the parking situation in downtown, need smaller venues for smaller groups

Young people need more opportunities to meet with other young people that want to do better, to learn, to make something of themselves. If they don't have any money or opportunities they're going to turn to crime. Help them before it gets started. Involve more seniors that can give them calming talk instead of inciting. Look at all the empty buildings on E. Colonial Dr. Turn some of those large areas or shopping centers into artistic areas. Encourage shops, arts and craft retail stores, places for classes and learning.

23) This plan is intended to enhance the quality of life for residents and visitors. Thinking about long-term priorities the plan should focus on, please choose your top four (4) priorities. (Comments)

access to grants, public art projects

All of these are so important- but we need more studio space and galleries that actually sell work

Artistic development and selling are the most important to me. Venues from which to sell that have sales support and adequate marketing.

Dance classes for adults! Tell Stephanie Lerret to call Melanie and Val!

It's nice that some areas of Orange County have stepped up to support artists in their communities. Like Winter Garden or Winter Park. If we'd been allowed to create our own city within OC, Preservation, Florida, we might of been able to accomplish a similar goal. We have more residents that need to be served.

Any kind of financial assist, esp. since it's been stripped away in recent years. Buyers/Collectors clubs are useful. Above all make it be casual and fun.

I am in the directors and choreographers union. Few are the theatre companies in central Florida that will employ a union director. I earn my living by traveling to other parts of the USA and Florida.

Embracing these 4 goals as first steps will naturally lead to the other 4 as well.

"Providing dedicated funding for the arts" would be my top three picks, if that was possible.

#5 - Supporting local artists so they stay in the county.

All of these are dependent on funding, so in reality, funding is priority #1.

All of these.

All public art and cultural events that are funded by the County should always have an underlying theme of enhancing or building a sense of community and inclusivity for all residents within the 1.2 million population of Orange County.

Also reaching underserved communities with artistic opportunities

Although, I don't want everything to become super "slick" if there is ample money; I enjoy the homegrown feel of many of our venues. I also would like them protected when a developer wants to purchase the buildings in an area that's only doing so well b/c the artists worked hard to create community.

Artists need more opportunities to sell. Studio space is \$\$\$\$\$\$.

Arts funding will continue to be the biggest issue with the current federal- and state-level leadership.

Bring back Art Farm or offer more outdoor art venues that don't cost as much as regular art shows that we can participate in. I know the Orlando Pottery Studio used to have shows more regularly but are now relegated to using halls rented from other organizations, far from central downtown. Many used to sell at Art Farm. We had many creatives there.

By diversification, I mean something quite different than perhaps most. The arts community needs to reflect the vast majority of the people who live here. It does not. It has largely pigeon-holed itself into unrepresentative niches catering to the ethnic and sexual minority of various subsets of Orange County's 1 1/2 million population. The art community continues to struggle for it in large measure does not produce anything 2/3 of Orange County wants to see or pay for.

Create creative spaces and people will come. If it's a good space, people will know.

Creative Spaces - not building new spaces, but becoming an intermediary between arts organizations and developers with empty storefronts to meet a mutual need. Orange County could activate empty real estate instead of just allowing developers to use it as a tax write off. Funding for collaborative services like tourism marketing, finance, HR, etc. Most OC arts orgs are private non profits and it's impossible for any of them to adequately sustain the administrative side of their businesses.

Disseminating information about the arts is important

Diversificar para incluir a TODOS los grupos de danza mexicano y no solo privilegiar al mismo grupo que desde años y siempre aparece en promociones del condado de Orange .

Enhancing and diversifying arts/creative events and opportunities across the county is also very important, but couldn't leave off supporting local artists to keep them in our area.

Events like the Fringe festival are well known outside of Orlando, but you could promote it a little bit and even partner with local hotels to make it a destination event. I'd love to see a Lockhaven Park pass that included the museums and science center. That would make a great gift.

Fair representation for Pine Hills.

Film & television industry needs support

For years we have seen some progress and prosper and others have not even been included.

Foundation is important! Lay down a solid infrastructure and the subsequent layers become much easier to build upon.

FUNDING AND SPACES. Stop building short term rentals and vacation spaces - we have plenty, but no way for vacationing patrons to get to where they need to go without renting a car. We need PUBLIC TRANSIT that works if we are going to keep forcing everything downtown, and we need more spaces for people to perform/exhibit that aren't in Downtown Orlando if we aren't going to lobby for public transit like trains, or buses that run more than once every two hours.

Getting artists to want to come to Florida or work in a state that cut all funding and blames Fringe is a hard sale. Not to mention the State of Florida is SO RED and conservative, anti-drag/queer (while being so LGBTQ thru the arts offered..) is crazy. Cost of living and pay don't come close to matching. Artists and arts leaders are leaving Florida in droves. Just look at the Orlando Sentinel year in review and see. I am one of the artists who has left for these reasons but still cares to come back and do shows and serve on planning committees from afar.

I am a writer of bilingual children's books, and it has been very difficult to present them to the public for free in the Orlando Public Library.

I am not against these activities but think tax money should be spent in more critical areas first. This is a luxury and we are not there or even close.

I believe that with more funding and better access to venue spaces, the Orlando arts and cultural scene could become competitive with big cities like New York and Chicago that are known for their arts. It could help define Orlando not only as a theme park destination but as a cultural destination as well. We have the talent here; we just need to help them be able to afford to live here and to be able to create here.

I feel like there are plenty of venues, but the venues need more support

I think increased public transit to arts events is important too.

I think we should focus on helping residents have access to the arts in their own neighborhood instead of prioritizing what tourists would like

I understand the need to "enhance the quality of life for visitors" but I sincerely hope our local government focuses on the people who live here first and foremost. Tourism is a necessary evil but it cannot be the only thing our elected officials care about.

Implementing programs that provide last minute discounts for a number of the larger events (i.e. similar to 'Same Day Tickets' in NYC).

It's great for other counties to support things that happen here!

Just give each neighborhood a chance to thrive by helping us clean up the neglected and or abandoned properties which will encourage us again to feel like a community and not just staying inside to protect ourselves and our property, please, and thanking you in advance for your efforts to help us help ourselves

Less gay shit.

Look on social media and tik tok for ideas

More creative arts to make awareness of preserving our environment and animals such as bears

More important things to spend money on (ie, roads & drainage).

more maker spaces.

No TAX dollars should be used to support activities, events or businesses. Let free market decide if an activity, event or business survives...

None of these matter until the issues of affordable housing, public transport, public safety, and infrastructure directed at the people that actually work in Central Florida.

Orange County does not seem to desire art events with how hard it is to host events in the county, and how exorbitant costs are to organizers. This has to change if Orange County wants these sort of events to stay or return to the county

Orlando is well known as a theme park destination. It is important to emphasize the cultural tourism that will support the artistic community and benefit residents as well as visitors.

Orlando needs to be known for more than just Disney. So many visitors don't know what the real Orlando is all about.

Overall communication about upcoming events would be helpful!

personalmente me gusta mucho el arte (pintura) y fotografia pero por motivos economicos nunca he tenido la oportunidad de estudiarlos.

quality-of-life: with art and aesthetics. so communities can present its beauty

Recognize a humble hamlet like Orlo Vista

Right now, we're all suffering from information overload from social media and very few people use the Arts and Culture calendar. Not sure what the solution is, but I would suggest more gatekeeping and tailoring channels to an individual's interests.

Spaces for groups without dedicated space of their own is very difficult to find, find affordable, and be high enough priority to secure. A lot of it has to do with venues being expensive and organizations that can more easily afford it or have more recognizable names having first pick.

Stop wasting tax dollars on this

Support public music offerings

The county is still outsourcing all of the citizen's culture-related tech needs to companies nowhere near here. People get their culture from social media, and the county is not on social media.

The greater Orlando area needs a venue with a large wood floor suitable for social and performing ballroom dances.

The WORLD ART Movement "The Movement Art Movement" Physical Inspirational Technological Movement Ours is the story of mankind over 5,000 years. The WORLD ART Digital Ecosystem / W.A.D.E. WORLD ART Champions Museum Hall of Fame ORLANDO needs a globally COOL POWERFUL Arts Award via the use of TECH AND MEDIA to CONSTANTLY tell worldwide stories from The City of Orlando, "Land of Fame" that gains the FULL attention of the world. The WORLD ART Evaluation System App is an App that gets people to consider RELEVANCE ORIGINALITY and MASTERY. It is a zero to 10 game that I developed to make it more fun for people to know that their opinions are valued and they are a part of the determining of the world's greatest artists. This is simple and fun and results in immediate collective results that are VERIFIABLE GLOBALLY AND THAT ARE A MONETIZABLE RESULT. Please consider this as carefully as you can. This is KEY ! Disenfranchisement is COMMON in The Arts. I have developed solutions that address and that solve the disenfranchisement problems, which invite the world to participate ... and be HEARD. In addition, the artists have their own way to be incentivized to maximize their potential and to promote their work, globally. Orlando has to be GLOBAL as ALL THINGS ARE GLOBAL NOW. ALL The money will follow a vision as exciting as that one. PEOPLE ARE NOT inspired or excited in Orlando because there isn't ANYTHING to really get excited about. What we need is a globally distinctive ARTS AWARD AND ART TALENT QUANTIFICATION VISION THAT IS LIKE THE OLYMPIC GAMES WAS A VISION IN THE LATE 19th Century by Pierre De Coubertin. It is essential that Orlando maintain independent identity from Olympics, as it is a VERY HIGHLY POLITICAL CHARGED MACHINE. What's needed is a NEW, independent, NEUTRAL platform and this very specific Arts platform, already exists. The WORLD ART Movement / "The Movement Art Movement"

There is too much money spent on tourist areas - how about spending some of our tax money on our own local residents - to improving the lives of local residents - to improving our own communities and not tourist areas. Most local residents do not go to the tourist areas for many reasons. And for the same reason I will not go to downtown Orlando – it is far too confusing, too much crime and no reason for local residents to go. It was once a bustling and exciting place to go, now it is nothing but bars, tattoo parlors and what have you. Do you think that's appealing when you are looking for Olympic venues? What's you're promoting is tourist areas not our community.

Too much money is dumped into the scam that is Visit Orlando. Doing any external outreach should fall on them. Focus on locals for locals.

We don't need to bring more people here as consumers. We need to ensure that the current consumers—the people who live here—have a wide range of affordable and accessible high-quality offerings.

We have some amazing places, The Morse Museum, Albin Polasek Museum, Orlando Museum of Art just to name a couple. Not to mention the gardens like Leu and Mead. We have great concert venues and our libraries have the literary aspect covered. Yet most of these places are unknown to a lot of the population and our visitors. I don't necessarily think we need more, but better advertising for what we have. The theme parks take up all the oxygen in the room.

We need More grants to Pay for Artist coming in from other states or Countries

We need to create a local currency based on the arts, supported by local government, created outside the budget, without raising taxes!

We need to have a University Performing Arts Center.

Weavers of Orlando needs a way to offer our fiber arts to all who would like to learn.

We'd have more time and money to nurture young people in Wedgefield if Orange County bought the water plant. It'd free 60+ million dollars into the local economy to spend on arts if that plant was out on OCU rates.

When I say diversify I mean diverse art and style. Not just heritage or background of the artist.

25) Thinking ahead five or more years, describe ONE THING you want this plan to accomplish?

1. Fulfill the plan for Lake Eola improvements. 2. Open the downtown gateway to Lake Eola. Corner of Rosalind and Central. 3. Provide more neighborhood activities.

1) Raise \$10,000,000. To Build a Cultural center with a Museum in orange County . 2) To Organize an annual Event that will be like a Carnival type to attract 10,000 or More Guest 3) We need More Funding to Develop the Orlando Holi festival as our crowd dropped as the City Moved us from Turkey LAke park to festival park

10 years from now I would like to see sustainable and accessible platforms for all emerging local artists, and art-cultural local organizations. Establish artist residencies, funding opportunities, and creative spaces, for organizations to assist in nurturing homegrown talents, allowing

individual artists to develop their own crafts exhibit, showcase and sell their crafts to earn a living. To allow organizations to assist. This would strengthen cultural vibrancy by ensuring that the arts community reflects the diversity and unique identity of Orlando and Orange County, while also making the region a hub for creativity and innovation. Such initiatives would encourage cross-cultural collaboration and increase public engagement in the arts.

A community hub with local artists

A comprehensive plan to advertise and provide exciting venues to view crafts and art works.

A greater availability developmental and fiscal opportunities for artists and creatives in Orlando

A greater understanding of the importance of the arts to our community.

A life more influenced by art.

A more cohesive arts culture that feels less disjointed and celebrates our community.

A more colorful clean safe city

A more inclusive cultural scene that values local history.

A regional theater venue and resident company!!!

A sponsored performance space either downtown or near by that's attainable financially for local artists

A stable funding source that is earmarked for Arts & Culture only.

A stronger arts infrastructure that supports more venues and more artists in the long term.

A thriving local culture, emphasis on local— not the usual top-down safe as milk bland generic art and wine stuff. Art galleries in Mills 50. Bookstores in Mills 50. A place to thrive so artists don't feel like they should leave, even as Florida is making it a pretty unwelcoming place to be a creative.

A unit for studio space for artist of any caliber to be able to produce work!

A venue built in OC similar to Apopka Amphitheater in a location more accessible to residents. Example I-Drive

A vibrant and well-recognized diverse arts community.

A vibrant, creative community with ample transportation options and access to all income levels and socioeconomic statuses.

Access to art and art education for low income communities

Access to the arts through performances and education that is accessible economically and physically to all members of the community regardless of socioeconomic status

Access to venues and programs from lower income neighborhoods

Accessibility - the Dr Phillips Center lack of close handicapped parking - if one leaves a car with the valet it takes 45 minutes to get the car back after the performance.

Accessible and affordable venues for independent artists

Accessible, affordable, LARGE and mid-size concert / performance spaces and venues focused solely on community and local events, ensembles, and artists.

Achieving a diverse, county wide, flourishing art scene that enhances the lives of our residents is most desirable. A scene that ensures artists are fairly compensated for their work and are valued for their contributions to the community. Art is the heart of a community.

Actually supporting underrepresented groups and letting them tell their stories and experiences. So many times, funding orgs and the government say they care about everyone and minority groups but only support the 'successes' while discarding those who are not as successful as quickly. This is not supporting everyone or minority groups. This is part of the problem. Government funding also almost always still supports the big, white organizations. Yes they are important cultural institutions, but this just perpetuates that the government only cares about white people. Do better. Also, the arts will die without young people. Engage young people better. Especially the 18-35 age range.

Additional venues for arts and cultural activities in those communities that lack the spaces.

Address the security (shootings) in downtown Orlando and enlarge the Dr Phillips Center for the Arts Add fine restaurants downtown & NO more late night bars

Addressing all avenues of Creative processes.

Adequate funding for arts organizations

Affordable and diverse cultural opportunities for residents

Affordable art spaces to create or provide creative spaces for all ages.

Affordable Artists' Studios

An attempt to reach and include everyone living in Orange County and an effort to help build that sense of belonging and love amongst the residents of our wonderful Orange County/City of Orlando community. Big reach...but a wonderful underlying arching goal to reach for!

An encompassing arts activity hub that a resident or visitor can go to (that's not skewed like Yelp or overly sponsored by a theme park or large corporation) to find out more information about not just annual and recurring art events but also how we can support these organizations beyond just a show. For example, FilmSlam (www.thefilmslam.org) was at the Orlando Museum of Art and was great, but they were priced out of OMA and, at present, have no affordable public place to screen the short films of our local independent filmmakers.

An even more beautiful county where everyone enjoys the arts often.

An expansion of creative offerings and Orlando continuing to be a renowned performing arts destination.

An ideal plan would include establishing a mixed use space for visual and performing arts that has adequate funding to be able to offer affordable rent for local and travelling groups with free and convenient parking and access to public transportation - accessibility for all.

An increase in spaces where residents can go to learn about the arts, and develop those skills. Places like the ceramics studio, or maker spaces in the library. These should be available in lots of neighborhoods, not just in proximity to downtown Orlando. Maybe this could be achieved with some kind of mobile unit?

Anything that gives residents safe water in Wedgefield that's affordable so we can spend money on arts.

Anything to enhance young people (students K-12) access/exposure to diverse cultural experiences for free.

Art district

Art of all kinds everywhere

Art spaces outside of Downtown

Artist fellowships

Arts accessibility to all.

Arts are central to Orlando and its residents

As mentioned, more art in public spaces. I would love to continue the pursuit of more murals from artists. Also, different mediums/pieces would be interesting; things as simple as fountain at Washington and Hyer are small additions that make Orlando unique. Could you add artwork to intersections or other public spaces? Pieces like the Mennello Museum has on their lawn dotted around Orange County would be amazing. Cities also often have recurring pieces in this capacity. Though I'm from Florida, I lived in San Francisco for a decade. SF has hearts <https://sfghf.org/hearts-in-san-francisco/> and they do an amazing job of placing sculptures through city parks and public spaces.

Awareness of environment and endangered animals. To be clear, I'm okay with ppl visiting but I don't want to attract ppl to move here.

Awareness of recourses and opportunities for artists and patrons.

Be lead by diverse community leaders and professionals

Better communication about upcoming events

Better museums. Modern.

Better promotion of the Orlando pottery studio. It is a real gem And lots of people do not know about it even after many many years of being here.

Better social media presence for advertising events, often times i find out about events too late

Better support for serious artists

Better transportation to and from the different events. Parking and traffic is such a hassle.

Bring stable funding to arts groups. If possible, reduce funding for pro sports.

Build Center for the arts education . Public schools should be free for our Community teacher sto teach Music and dand other arts education or Make Funding for ethnic arts teacher

Build up and give a community a face lift and more job opportunities, stores open space for shops

Building more individual donors and support from the community, particularly as state and federal funding are on the decline. Compared to similar communities, we have a lower than average level of donations from individuals and corporations.

Building up the current arts and theater districts (like Loch Haven and Milk district) with more spaces, more public transit, and, barring that, more FREE OR SUBSIDIZED PARKING. You can't expect someone to go downtown when it is a pain to park and you have to pay, on top of the ticket prices. Please use the sunrail to your advantage!!

Clases y eventos para adultos que trabajan. Programas en horarios flexibles (tardes) y fines de semana.

Cleaning up and beautifying the city - making it a destination for the arts.

Comfortable accessibility to all sectors of our diverse population, including scaled funding for seniors and students, and mentorships outside of schools with arts programs.

Community wholesomeness

connect and collaborate across industries and arts organizations

Continued growth, support, and funding for the arts.

County wide art projects that involve everyone from 6 to 99+ years old. Much like what the city of Orlando did a few years ago

Create a local currency based on and for the arts. It only takes courageous and imaginative artists, government and cultural institutions' managers to do things differently. Not throwing out the baby with the bathwater, but augmenting what is in place with a local currency based on the arts. A currency that could, at first, be traded not just within cultural spaces, but moving forward, for transportation, local food, and educational opportunities.

Create a maker space with community classes

Create a more consistent and supportive culture for artists

Create a state of the art museum that would contain art installations and performances and make it significant/outsdanding enough to draw tourists on its own merits alone.

create a vision that different organizations can embrace and a strategy so they can work together to accomplish the vision

Create affordable, large-scale venues for community activation, encouraging more business in the area, variety of organizations and types of events available to the public, and easier/better use of support like Orange County-specific funding.

Create an artistic environment that is SAFE to walk to and around. Better transportation and more art to look at.

Create more awareness for both residents and visitors about our arts scene

Creating a cosmopolitan city that allows our residents to be embraced for their different cultural backgrounds in a way that also benefits our future generations growing up in Orlando

Creating a fund to boost our publishing sector so publishers like Burrow Press, Autofocus, Beating Windward Press, etc can expand and grow the amount of publishing jobs we have in Orange County.

Creating a legitimately ACCEPTING art community within Orange County instead of providing lip-service of acceptance

Creating a place where artists can expect to thrive and have lots of support from the local community. And to have all public art awarded to local artists.

Creating a safe space for young adults to express themselves without being judged.

Creating opportunities for artists that are paid, not free.

Creating spaces for locals to engage with arts and design, to grow and support local artists, as well as draw artists to Orange County to make it a place for artists to thrive

Creation of community spaces for artistic programs and programming that would bring together various members of the community to share the arts and create art for the benefit of all. Dedicated support from local business and government entities to recognize and fund the arts as a viable and thriving part of our Central Florida community.

Cross pollination of artistic performances and events. Ticket price to cover several venues or make your own arts season.

Cultivation of art and not censoring art to conform to religious/political agendas.

Cultural Arts.

Cultural events for all at convenient locations such as the Multicultural Center at Hiawassee and West Colonial, libraries and community centers.

Cultural events for communities that don't have them at all or rarely like for Native Americans

Decentralize the delivery of culturally appropriate events. Support classes throughout the county. Recreation centers should offer passive recreation and arts programming not just sports.

Dedicate more public funding for the arts and make more grants possible from small to large. UA's lack of funding due to state cuts is quite a loss for Orlando and the people in it.

Dedicate TDT dollars to art & cultural facilities.

Dedicated and affordable artist spaces (studios and exhibition spaces)

Dedicated funding for cultural organizations.

Dedicated funding for local arts organizations to specifically hire graduating OCPS students and technical school graduates for internships in the arts. The pipeline must be created for sustainability to happen.

Dedicated funding for the arts would have such an impact on the industry, which gives Orange County. We have depended on private non-profit organizations to bring arts and cultural experiences to our residents for decades, and continually increase our expectations of them (compensate artists better, more detailed financial reporting, longer term planning, etc). If we raise the bar for them, we need to raise the bar of what we give them. Providing dedicating funding for the arts would accomplish this.

Dedicated support for arts and culture in the form of grants and/or sponsorships.

Dedicated support for premier arts organizations

Delivering an approach that is authentic to the region in a fresh, signature way. (See next answer.) My encouragement would be a hybrid that includes more social learning opportunities as programming--along with chances to try new forms of creative expression and collaboration with a broad array of others.

Develop more arts academies targeted to all walks of life.

Develop more creative spaces/venues.

Development of awareness and accessibility for events and classes so that a strong community of creative people is developed and easy to find and join in each local community and around the county

Development of the downtown Orlando core as a world destination for the performing and visual arts and by doing so, encouraging other business, i.e. restaurants, shops, galleries, etc. to open and thrive here.

Directly fund more artists to do their art in affordable spaces.

Distributing cultural events throughout the central Florida area and not just a specific downtown. Downtown well having a local populous, so much of Orlando is now growing both to the east and the west that traveling 20 to 30 minutes to come into town and have abysmal parking doesn't motivate many people. As a marketing professional, I can also say in addition to what's been outlined here is an understanding as to what is available in the way of cultural events feels nonexistent. Unless you follow local newspapers, or follow smaller community boards there's almost no way to know. Lastly, I think that we've reached a point both society and community that there is so much tied to brands, producing events, paid ticketing, or related fiscal incentives for businesses that it takes out the actual culture of the event. I think people don't attend events anymore because they don't think that there's any affordability to do so. Thinking of events that I would put into the 'walkout' category, but not feeling pressured to pay would be the winter Park art festival, and it is getting worse. Again, parking is terrible for that event.

Diversified and accepted artistic venues and work spaces for artistic education, exhibition, and cultural practices.

Diversity, accessibility, ADA compliant, closer to home, less expense.

Effective and efficient in representing the many cultures within the relevant communities.

Elevate the quality of the artistic product output and opportunities to be on par with larger cultural centers.

EMPHASIS ON THE COUNTY! AN ARTS VENUE THAT WOULD HAVE BOTH A THEATER AND VISUAL ARTS SPACE.

Encouraging and engaging word lines

Enhance Orange County's standing not just in the state of Florida but nationwide as a cultural destination. We need some key events to promote that will bring awareness to everything else. The Orlando fringe festival is one, we should really hype up MegaCon, the home show and more things like that and I really think that Adding a museum of science and industry next to the science center, and maybe even a science themed hotel with cool venues would make that area go to destination. Another awesome thing would be to have a world class Shakespeare theater. Not just another theater but a real world class Shakespeare theater. Go to London and get some plans. Let's make this happen.

Enhancing and diversifying arts/creative events and opportunities across the county.

Enhancing current channels for information on creative events, activities, and arts and culture offerings.

Enhancing the local soace- I want people who live here to be prioritized over tourists, and color to be brought to the area in a non- corporate fashion.

Enhancing the vibrancy of Orlando as a destination.

Enhancing the vibrancy of Orlando as a destination.

Ensure the arts stay alive

Ensuring local theater companies (including fringe theatre and theatre festivals) have adequate funding to put on their full schedule of events, employ artists in the community and bring new artists to our community, and develop new ways to reach out to the community (classes, events, etc)

Establish dedicated support(financial, marketing and venue) that ensures Orange County can continue to provide services and support for the arts community.

Establish the critical support needed for the arts and the reasons why

Establish ways for groups to collaborate more, create more synergy, and co-create.

Establishing Orlando as a major arts destination like New York and Miami, with international art fairs and music festivals. Orlando needs a world class art museum near Dr. Phillips Center. The area around Dr. Phillips Center should be surrounded by restaurants, art galleries and retail shops.

Every community to have a cultural center with arts classes for all ages and all abilities and several supported art studios for artists in those communities that reflects understanding of the varied work schedules of that community and embraces diversity and accessibility in all of their programming, events and performances, and education.

Expand events in the east side of orange country

Expand the arts/ support entrepreneurship in the arts

Expand the Dr Phillips Center for the Arts

Fair representation for Pine Hills.

Find ways to match the affordability to the current economy. Also be sure to plan ample parking for any new venues. Parking can be a nightmare and a deal breaker for many.

fine art not crafty

Five years from now, I want this plan to establish Orlando as a hub for critically renowned, high-quality arts initiatives that attract national and international attention. This could mean creating spaces and funding programs that empower local artists to innovate while also drawing world-class performances, exhibitions, and collaborations to the city. By prioritizing excellence and cultural impact, Orlando can elevate its artistic identity, inspiring both residents and visitors with a dynamic and transformative arts scene.

Focus on hosting more traveling art exhibits from regions outside the USA where Floridians can marvel at and enjoy seeing more classical exhibits from around the world - art; sculptures, tapestries; books; manuscripts; documents, etc. These are expensive to host, however, public interest and attendance should easily prove profitable for the hosting museum. Any time I attend a 'classical' event/exhibit, it is always well attended and/or sold out. I believe that there is genuine interest in this community for more sophisticated, historic and culturally important

exhibits that speak to our heritage and/or expands our world-view knowledge. It is my opinion that there is too much focus on contemporary exhibits.

folks never heard about half the art events in Orlando, I have a difficult time finding out . Parking, parking needs to improve & smaller venues for up & coming group- not everything is ready for Dr Phillips

For community dance like contra dance to make the papers, for there to be growing support for that and swing dance, and for healthy and creative activities and events like that to thrive.

For locals to feel excited and inspired by the art happening in Orlando, even if they aren't closely involved with the arts.

For Orlando to be considered one of the epicenter for art and cultures.

For the community and visitors to be more aware of what we already have, arts wise, and to improve on what is already in place, not necessarily add more.

For theaters to have the support they need to produce new or less common works versus only the type of work that guarantees butts in seats.

Free, accessible residency programs for artists including workspace.

Fund and support local artists

Funding and stabilizing funding and venues physical space.

Funding for the arts

Further enhancing Orlando as a cultural & artistic destination and not just a theme park destination.

Generate a framework that is future-focused, with opportunities for emerging and aspiring artists to grow, while lifting up established artists in ways that engage community.

Get people out of the house and into the community connecting with each other.

Get the participation rate of residents in arts programming at or above the national average.

Get the prices down at Dr Phillips and a different ticketing system.

Getting the word out about arts and cultural events in a coordinated and far reaching manner

Give a larger platform to more artists in more mediums

Give focus on excellence and uniqueness

Give Orlando a better name, specifically the downtown area.

Give reasons for people to live/come to/stay in the part of unincorporated Orange County that's next to College Park and Winter Park

Gradually defund it and save taxpayers money!

Grants and accompanying support for local artists to help diversify and amplify the creative voices being heard in our community.

Grants for local artists and arts organizations. Hands down.

Grow and maintain local theaters.

Grow funding streams to support arts enrichment programming for learners of all ages.

Growth in variety in arts offerings around Orlando and more community involvement. Partnership with schools, community organizations, businesses, churches etc. in encouraging youth development and expressionism. Recognition for Orlando's offerings outside of Orlando/OC drawing consistent numbers from out of town.

Growth.

Have a greater variety of art activities

Have ability for more family events to be attended

Have creative spaces in every community for making, teaching, and learning for all ages.

Have one of my plays professionally produced.

Having a newsletter with events throughout the county

Having a rotating food truck or Food Hall location in a permanent location

Having a staged artistic celebration of some sort in every neighborhood. At a park, in a parking lot, doesn't matter! Get people connected in the neighborhoods they already love and live in.

Having lots of activities in the Orlando neighborhoods for the residents.

Having more community theaters

Having more culturally appropriate art programs for young people in underprivileged areas of Orange County to keep them out of trouble

help artists financially

Help downtown Orlando become more than Dr Phillips and clubs

Help every neighborhood tap into its unique creativity and empower residents to create beauty in their neighborhood

Help fund local artists/small businesses

Help get people in seats / at events

Help local creatives to thrive by creating a business incubator with teaching/workshop spaces, studios and shops... similar to East End Market, but bigger, and more affordable.

Help local non-profit arts groups of all sizes survive and thrive and not struggle so much to stay open.

Help make the county more beautiful and cleaned up..

Help people understand that urban art can be functional and isn't just murals on blank walls

Help the cultural community have greater visibility for their program offerings. There is so much to do, and getting the word out to broader audiences would be helpful.

Helping the local arts scene grow and do well.

Higher quality arts offerings on par with other major cities — New York, Los Angeles, Seattle... Even Atlanta has a more nationally respected arts community. We aren't even seriously recognized.

Highlight the talent of OC and make events more well known.

Host an annual cultural arts festival that includes Italian, Latino, Haitian, Brazilian, Jamaican and African art and food. Host seasonal arts festivals featuring art from the local community. Free art therapy groups should be made available to residents of all ages. There should be free social and therapeutic art groups for residents 55 and up.

I could see the funding I selected above helping the four items I didn't select also improve. Focusing on creating a sustainable system for education/growth opportunities for individuals (including grants) would be an additional boon for the local economy, safety, and vibrancy of our community.

I hope this plan raises awareness of and interest in the local arts scene in Orlando. So many people I know say that they want to be more involved in the arts, but the advertising and word-of-mouth promotion of these activities are often poor or downright non-existent.

I think the bulk of local arts organizations in the region are a little too reliant on outside funding to continue operations and their programming is starting to seem a bit tired. Tough times make for innovation sometimes!

I think the county/city should be more receptive to spontaneous art - not government-approved art. It is more authentic of community/culture to let art happen as artists feel most natural, rather than the city/county government seeking, planning, and carefully approving art. Forcing art to happen for the sake of being perceived as an artistic community is inauthentic. It further portrays the Disneyfication of this city. There is a difference between LETTING art happen and MAKING art happen. Rather than carefully curating public art, encourage artists to make art in their respective communities. The communities throughout the city and county will feel more authentic and lived in because of it, instead of feeling

like the fake facade of a theme park neighborhood it currently feels like. But heaven forbid artists make art the white-dominant boards don't approve of...

I think the public transportation access needs to be improved for this plan to work.

I think there needs to be a dedicated arts districts with many art studios and exhibit spaces that the city can promote as a travel destination

I want local artists from all backgrounds to be fully supported as artists, not simply vendors that have to cater to the whims of the public.

I want more Hispanic artists to be included in the equation of Orange County. Currently, few artists are being considered, which is not enough to represent the diversity and talent within our community. We need more opportunities and platforms for Hispanic artists to showcase their work and contribute to the cultural landscape of the county

I want more options for venues that are affordable so we do not have to always go back to the one or two options that kind of work for us. I want us to be able to be selective about our venues and choose based on the need of the event, not the need of the budget.

I want Orlando to be known for more than just our theme parks, I want to see our unique local businesses and experiences thriving.

I want Orlando to be recognized for its arts scene and lifestyle. This will attract more talent to our area, which is so helpful to our local businesses.

I want the arts to run rampant in Orange County. I already see quite a bit of this in the Orlando, and even Winter Park areas at times, but I think it has potential to spread outside of these bubbles. People interested in the art and taking advantage of the things offered can only grab the proverbial hand if it reaches them. I would love a community championed by art that doesn't shy away from the voices of minorities and oppressed communities, but champions them and puts them on a pedestal. I believe in entry level job opportunities and apprenticeships in the arts that nurture career paths for those who did not choose traditional schooling.

I want there to be more money directly available to creatives. It should be allocated to both nonprofits and for-profit entities.

I want there to be multiple accessible venues across the county for music and for Theatre. Focusing on Theatre for a minute, you see how many wonderful writers and producers and directors that are in town... They just don't have any place to exhibit their work that is accessible. That is what makes our fringe festival so special, but what about the rest of the year?

I want this plan to accomplish the opening of at least one more professional theatre company in the county.

I want this plan to bring more vibrancy to Orlando. That way this county can become more creative, show more leadership than following, and people from outside will want in.

I want this plan to help drive traffic from other parts of the city to our Mainstreet so the local shops do t have to solely rely on the residents

I want this plan to improve the bottom line of arts organizations and artists/staff. Government can 1) help with cost control at DPC and other venues, so the arts-producing organizations and artists can grow and thrive too (not just the venues) . 2) improve the parking mess downtown

and at Loch Haven. 3) invest real marketing dollars which are far too few to promote the county's amazing arts offerings, diversify tourism, and help sell/fill the SEATS. 4) improve quality of life in distressed areas with artistic opportunities/access. 5) resupply the blockbuster fund with enough funds to actually develop the business side, not just buy assets/produce an event. 6) develop and fund a strategic capital reinvestment plan for older and historic facilities. 7) Commission task forces of professionals to actually drive these goals with community representatives; pay for professional facilitation; pay a small honorarium to honor the time donated, and finally — 8) provide some parking vouchers for people giving time every day/week.

I want this program to show how much creativity and diversity there is in Orlando (events, food, art...). So many people visit Orlando yearly and spend their entire visit at theme parks, missing so much of what makes Orlando unique. The ability to provide opportunities for those tourism dollars to be spent outside of just theme parks does a lot of good for the city of Orlando overall.

I want to grow our new and fledgling arts community in Lake Nona!

I want to have more activities to go to that enhance my life and well being and I want others to have the same, so that we grow as individuals and as a multicultural community.

I would be thrilled to this plan create safe and accessible spaces for artists to create and have access to equipment they need to polish their projects.

I would hope this plan is an open door to new aspiring artist. It's so hard to make your mark in the art world, especially as a black woman, and I really hope that this plan addresses that

I would like for the county to be known for its rich arts community.

I would like more classes and access to plays. Every time I go to purchase tickets for Dr. Phillips Center the affordable seats are sold out.

I would like more opportunities for new and growing artists to participate in an accessible way - like on a corner at Immerse, or on the lawn at the Dr. Phillips Center before an event. I'd love new and upcoming artists to be given opportunities to grown before they are polished- even if unpaid until they grow but supported and valued. Or if they exist to be easier to find.

I would like this plan to provide real support to the missions of artists and arts organizations by providing funding and expanding access. This plan needs to address the big-picture barriers to arts and cultural participation and community enrichment by examining infrastructure, transit, cost of living, etc. This plan needs to focus on the quality of life needs of residents and take an authentic approach to generating interest for visitors, not one which relies on flashy and ridiculous arts stunts which impoverish cultural workers and residents both financially and intellectually.

i would like to see a centralized easily accessible clearing house...perhaps by text...for rush/discounted 'day of' ticketing. The way traditional subscriber models have been slowly devolving, many shows/venues find themselves with excess inventory for access. If patrons are truly making more last minute decisions, they might partake in a text chain where seats/admission for same day events are posted, say at noon daily. Clickthrus to the rush/discount cyber purchase would allow inventory that otherwise might go unsold to at least earn some return, as well as

bolster individual performance attendance. Direct-to-consumer promotion (easily opted out by 'STOP' or 'PAUSE' return texts), for the day of, might eliminate cybersurfing through the many calendars, websites, social media, etc that can eat up patron time and interest. A sort of virtual Times Square TKTS booth, but for visual, literary, music, culinary, craft as well as theatre. Content providers could even list free events for consideration. 'Just' an organized cyber calendar updated each day at noon, centralized for easy access. Subscribers might even be able to opt for a daily email rather than text update/opportunity. A gateway to funnel discretionary cultural expenditure.

I would like to see an easier way to access events listings in Orange County.

I would like to see it focus on creating a sustainable arts economy that includes finding ways to support homegrown talent, by creating more (affordable) working spaces (think FAVO for example), helping to support affordable housing in a variety of communities so artists and arts workers can afford to stay/live here. I think our local governments spend a lot of effort supporting large venues and organizations, such as Dr. Phillips Center (and I'm absolutely thrilled that they do -- I cannot say how grateful I am that it is here), but the organic arts community seems to struggle. Our gallery culture/economy is small to nonexistent, there aren't a lot of incentives to keep artists here (residencies, live work spaces, etc.) are minimal, and it sometimes feels like we favor corporate sponsorships and big flashy eye-catching arts spectacles over investment and support for meaningful, long-term efforts to make Orange County a place artists can thrive and not just scrape by.

I would like to see more and more art in public spaces.

I would like to see more festivals celebrating our diversity (full disclosure, I'm an old, white, straight, cis-male) I'd like more festivals revolving around food and beverage of all the diverse cultures that make up Orlando.

I would like to see Orange County as an arts destination.

I would like to see several things, but have doubts. 1. I want to see more visual art venues, but I also would like to see current venues supported. 2. Financial incentives for independent businesses to host art event if new ones isn't viable. 3. Hidden Gems like Favo {Faith Arts Village} getting some real support perhaps assisted publicity? other Hidden Gems like The Fusion Gallery in OSC actually having city or United Arts Support to help the city know of its existence, same could be said of A Perfect Union Gallery. 4. Established places like CityArts or The Menello, or even The Polasek leading the way in assisting the less funded venues or organizations. 5. More Murals in town but also real communication so important ones don't get destroyed because no one bothered to tell new owners {recall the Pulse mural painted over by uninformed business owner?}

I would like to see the plan give a voice of oneness to the Orange County/Orlando community and all the people that live, work and serve here.

I would love city-funded arts spaces that include makerspaces but also multiple rehearsal and performance venues at an affordable price (or with special deals for non-profits or something)

I would love for more financial aid to help more theaters open/stay open in the area.

I would love to have public film or visual arts events at Lake Lorna Doone park, which would include (free) public transit to the park.

I would love to see a city block downtown lined with galleries, coffee shops, book stores, public art, small theaters.

I would love to see an Orlando with more professional theaters offering more opportunities for local actors, and more educational and outreach programs for young people who are interested in the arts. It would be great if Orlando also had a public venue that was easily accessible where artists could rehearse, create, and produce shows that was supported by the local government.

I would love to see arts organizations thriving! It hurts to hear about your favorite theater or collective needing to close due to funding. I would really enjoy more cultural and arts festivals where people can commune and experience arts and cultures together. And lastly, I would hope for more outreach-uplifting arts organizations that are dedicated to assisting lower income individuals of all ages in learning a new hobby or skill related to the arts.

I would love to see greater support (financial and public support) for local artists within the county. Local artists should feel fulfilled AND have a variety of opportunities to have sustainable careers as artists. Local artists should be able to have enough opportunities to financially support themselves while contributing to the county's culture and beauty.

I would love to see more classically beautiful public art. Also, local museums should focus on works that are beautiful, attracting and inspiring a new generation of artists, instead of focusing on edgy pieces that most people care nothing about. Expand the reach of the arts to people that aren't 'insiders'.

I would love to see more opportunities to attend classical music concerts.

I would love to see Orlando become a place that is considered more than just Disney World in Universal. more than just theme parks. Having more art in the area would definitely allow us to create a destination beyond the theme parks.

I would love to see the next phase of the Dr. Phillips Center for the Performing Arts completed, solidifying Orlando's reputation as a world-class cultural destination. Additionally, I believe it's time to shine a brighter light on our tech and digital media sector by creating a dedicated physical space where the industry can showcase its achievements, innovations, and artistic contributions to the general public. We have an incredible pool of talent in this field, yet there is no centralized hub to celebrate the intersection of technology, digital art, and storytelling.

I'd like the plan to let artists know what events are going on and give plenty of avenues for artists to know of a community that is available to their focus area

I'd like to see an arts culture that is as well known as the Austin Texas arts culture. I'd like to see the city supporting smaller arts organizations so that they can grow into larger organizations.

I'd like to see more local small venues for artists and performances.

I'd like to see more musicians outside. I'd like community art participation events. I would love to see more public sculptures.

I'd like to see this plan attract talented visual artists to the area

I'd love to see Orlando become a cradle of creation with new and inventive theatre starting here!

I'd love to see residency programs flourish, maybe making Orange County a destination for artists. Central FL and Orlando specifically has such a storied history, welcoming creative community and beautiful vibe that can really get folks' creativity flowing if allowed to.

I'm a graphic designer and screen printer, but I want to learn how to make wood furniture and or sculpture.

I'm just trying to be a good father.

I'm not sure

I'm not sure that I'll still be in Orlando in 5 or more years.

If this plan could accomplish one thing, I would want it to be the creation of more venue spaces and more affordable venue spaces. The paucity of appropriate theatrical and artistic spaces in the Orlando metro area is atrocious. Many venues that do exist at lower costs are either a) on the outskirts of the city away from main audiences, b) fail to have proper audience accommodations (like clean restrooms), or c) have any number of other issues with the building or performance space (like cracked walls, no actual stage or lighting, horrible audio/sound capacities, etc.). If you want to do a second thing, increase funding for local theatre and arts groups.

If this plan could help me in some way to quit my soul crushing hospitality job and focus on the arts full time, that'd be the BEST

Implementing a sustainable, accessible, and material benefit to local artists who already have created such an organic tapestry of culture that intersects with parts of this region. Empower those already doing the hard work, but do it with next to nothing. Follow the passion! (Also we should do a major 'Friends of the Library' sale akin to the one done in Alachua County - it is a major regional pull for antique/book collectors and is a huge fundraiser for the library system.)

Improve communication to local neighborhoods, especially about low or no cost entry events, which would go a long way to increasing diversity as more people could attend and be inspired.

Improve current venues and events that Orlando has to offer to the community and better promote must-see arts and culture activities to increase participation and excitement

Improve strategic transportation options between arts destinations in Orlando. For example, a shuttle to get people from arts-heavy areas to Maitland when the maitland art center is having a major event. Or shuttles to Ivanhoe from other neighbors when there's a major event. Physically getting people to the arts can be such a barrier and affects equity of access.

Improve visual arts in Orlando

In five years, I'd want to see more art galleries, affordable studio spaces and creative jobs for college grads.

In five years, my sincere hope is that the Fringe Festival thrives in a place of security and growth, no longer teetering on the edge of uncertainty. I envision a future where the theater groups I'm part of are no longer burdened by fear of finding an affordable venue—where access to performance spaces isn't hindered by exorbitant costs like \$2,000 for a single day's rental. I also dream of simpler accessibility to activities, like

beginner yoga, that don't come with a \$25 price tag per class or require a 30- to 40-minute drive. More than anything, I long to feel that Florida recognizes creativity as essential, prioritizing it as a core value that enriches the lives of its residents.

In order to promote and improve creative arts and culture in our community, our local government needs to provide the sufficient funding and venues to which anybody can embrace their love of arts and culture.

Include all our diverse cultures in the representation

Include child funding & facilities for growth in the arts

Include school kids and families

Inclusion inclusion inclusion, and thinking of creative way to host and have events, such as music festivals, and heritage festivals that are family friendly, but not just on the corner of some intersection with 5 tables. Take these festivals and events a notch up, get local grass roots community members and non profits involved, and local govt

Increase awareness of Orlando/Orange County as an arts and cultural center with a thriving community.

Increase communication and community involvement in arts programming

Increase dedicated funding for the arts. That said, Orange County does better than the State of Florida, which is deplorable.

Increase diverse events

increase funding for all arts groups!

Increase local appreciation for the arts

Increase local government funding that would support the arts, cultural, and creative growth in the county

Increase monetary support for our major local arts groups

Increase Orlando's profile for the arts and ability to attract the best talents

Increase sales locally and nationally to collectors and interior designers through personal sales, galleries, festivals and events.

Increase the amount and variety of arts and cute events in orange county.

Increase the amount of places around the county where local artists and communities can express themselves to further enrich our culture, or diversity thereof, in Orlando

increase the perceived value of the arts, encouraging 'non arts' citizens to try something new. In other words, repackage the arts in Orlando so it's a normal part of scheduling for families and individuals. Family activities, date nights, weekend and weeknight activities that are centered around music, dance, storytelling, visual arts...Marketing and branding the arts scene at this point is as important as funding it.

Increased art venues clustered in downtown, near other cultural options to draw visitors plus residents and get them to have a longer visit.

Increased availability of activities that are free or affordable to most of the community.

Increased funds for established institutions

Increased public music offerings and communication of public events, i.e. calendar of events as the Sentinel formerly published

Increased support for the film industry and its human components so that us LOCALS can depend on City and County connections.

Inspire more people to attend cultural events. Tough to compete in a sports driven population. Somehow, I meet people all the time that don't miss a museum or show in New York, or travels to other places, yet never or rarely attend our incredible art events here in Central Florida. So, I guess my ONE THING would be to make Orange County recognized throughout the country as an Arts Mecca.

Inspire the youth to see the arts as a viable path.

Interactive exhibition showing the process of an artist creating their art.

Investment in local arts organizations who are investing in artists.

It would be fantastic to have quality music opportunities (outside of school) for young people on the west side of the county instead of needing to travel 40 minutes to Winter Park.

It would be nice if the existing arts organizations, particularly the smaller ones could have enough funds to not have to rely so heavily on fundraising. Also so they could hire more people.

It would be nice to have free classes, free museum days, etc be more accessible to working parents and families. Not everyone is retired or stays home with their children all day.

Keep Black History events.

Keep our local talent local

Keep up the good work the awareness so that ARTS are always at the forefront of this community.

Keeping or creating local artist/performance showcase events such as Fringe Festival and others like that.

Learn more about the history of the area, and attend more art and music events.

Less gay shit and more Man and Women family shit.

Less intrusion of events and their loud music and noise, fireworks, traffic and parking problems

Living wages and proper working conditions for arts workers, especially union jobs and venues that support union pay and protections.

local arts sought after

Local government has a unique ability to ensure sustainability for the arts and organizations that sponsor these events. Given state funding uncertainties, it is more important than ever for this plan to identify strategic objectives that will foster a healthy future for well functioning established arts and cultural nonprofits since they are strong economic drivers for community businesses, create jobs for talented professionals, and contribute to the health and well-being of residents and visitors alike.

Local residents and out of town guests would have a place to go with family and friends to celebrate an occasion and have a glass of wine and paint or create candles in an affordable space.

Long term plays and more full scale venues than Dr Phillips center

Long-term commitment and fiscal investment to support local artists in our community!

Make access to ALL arts and cultural events more affordable for everyone!

Make art events in Orlando an iconic, must-do activity for visitors-- like going to Broadway in New York, museums in DC, improv in Chicago, etc.

Make artistic events more available in my community

Make arts and cultural events more accessible to everyone!

Make communities more visually appealing.

Make DPAC more accessible. It is customer hostile. It doesn't care for local arts organizations. It is a behemoth that doesn't help the arts community.

Make it easier for local groups to find performance opportunities and income producing events in Orlando and central Florida.

Make music, literature and performances where America and Orange County are objects of affection. Where two-parent families with mothers and fathers are celebrated. Few want drag shows, drugged out disarrays, and the prurient sexual fetishization of everything. This is not to say eccentricities and adult themes don't have their place. But a region's art should reflect the region, most of which, if you have not noticed, are heterosexual people with families that love their country and their community.

Make Orlando affordable for artists and provide the financial and political support for creatives to stay in Orlando. There is a MASSIVE artistic brain drain problem in Orlando and artists are generally trying to leave for lack of support

Make Orlando an Artistic Hub!

Make Orlando known for its creative sector, not just for what they contribute to the parks. This will assist in creating stronger city identity for Orlando. More public funding for the arts, too is necessary to achieve this.

Make people realize Orlando is an artist community

Make sure that as we enhance the arts and culture landscape in Orange County that it is done in an equitable manner, that includes and represents ALL cultures relative to their population.

Make us more aware of the different cultures that we have in Orlando

Making art/ creative activities or readily available for all families.

Making art/creative activities accessible to all residents. The arts are often overlooked and frequently are the first thing to be cut from budgets but they enhance a community in so many ways and bring joy in subtle ways.

Making Lake Eola Park a Placemaking park like Bryant Park in NYC. I would be willing to volunteer on a project like this.

Making Orlo Vista a recognized diverse community in Orange County

Making the arts a part of everyday life for anyone who is interested

Making the arts affordable and accessible for all people.

Making the Arts more available, visible and inclusive.

Más oportunidades de desarrollo y crecimiento

More accessible venues for arts of all kinds - performance, visual, etc

More activities for 25–30+ that are healthy. The pottery studio is incredible! But no one knows about it, and it's already too small. I love the classes, but they fill within seconds of opening. There are tons of other crafts that could be taught too!

More advertising and more events.

More affordable options - and being in underserved communities

More affordable places & outlets for creative, cultural, artistic presentations & classes

More affordable spaces for artists, especially theater.

More affordable opportunities and spaces for artisans and craftsmen. Not just fine arts and standard arts.

More art funding

More art galleries and help support an art studio district

More art galleries; venues

More art spaces

More art studios and spaces for artists, where the empty buildings around town in the outskirts are not left to Rob , but actually rent it out at a low cost or at least funded in a way where artist can feel safe to use the spaces to create more art rather than only the people that can afford high rent and representation can have those bases

More artistic events in meadow woods and southchase area.

More artistic outlets for adults. I'm a 52-year-old, three-time cancer Survivor. My dream was to dance. Now my friend and I want to share our love of dance with the community, but nobody responds to us. @MellieMezz @asayedance

More artistic spaces without the entry ticket of buying a coffee or scone

More arts funding for underserved communities

More Arts in the communities outside of downtown and winter park

More available funding sources and knowledge of for local artists to thrive

More awareness of cultural/art events taking place, more funding to provide free events to public and spaces for artists

More communication and advertising of events.

More community education opportunities --community events to teach interested residents, children as well as adults, different artistic and creative classes. The classes should be affordable for everyone, not just upper middle class people (which is the situation currently).

More convenient and permanent art locations with rotating subjects.

More creative opportunities for students of all ages. Provide more information platforms for what's happening in town, and create some venues in outlying areas of the county so travel would be shortened. Maybe an outpost of the Dr Phillips center, smaller venue for more intimate settings and performances.

More creative options for those seeking cultural experiences

More cultural activities outside. We need more outdoor spaces where people can take an art class, listen to live music, or just be in an immersive space filled with local art and gardens.

More cultural diverse plays that are affordable and accessible.

More cultural spaces in the Orlando region

More diverse cultural, music, dance and art events

More diversified offerings of music and large scale LOCAL musical activities such as festivals.

MORE DIVERSITY AND INCLUSIVE ARTISTIC/CREATIVE OPPORTUNITIES FOR LOCAL VISUAL ARTISTS AND AN EXPANSION OF PUBLIC ART THUSLY MAKING ORLANDO AN ARTISTIC HUB THATS INTERNATIONALLY RECOGNIZED AND RELEVANT

More diversity in art around Orlando

More early evening and matinee opportunities for Seniors

More events in Union Park (not just at UCF)

More events, more event affordable spaces and cultural shows for Juneteenth

More exposure and marketing for on going events public awareness and education

More festivals in local areas

More financial support for the arts.

more free exposure to the arts for children

More free family events

More funding & diversity in the arts & entertainment. Diversity includes being an American as well as other cultures & peoples

More funding allocation for artists, venues, and events.

More funding for artists, especially creating new works. More performance spaces.

More funding for the arts

More funding for the Arts

More funding for the arts Synergy between the arts sector and other business sectors

More funding for underserved communities

More funding opportunities for individual artists and local arts businesses, with a special attention to people of color, LGBTQ+ people, and disabled people.

more green spaces for family/.community gatherings with affordable pricing

More independently ran galleries, more local artwork and artists, fewer big projects focused on downtown (that create a lot of waste).

More interactive spaces for kids at cultural venues like bonnet springs park and bok tower

More jobs for actors that pay a living wage, ideally Equity. The only place we can work (without another job) is Orlando Shakes. But pinellas has MANY AEA theatres.

More local artists from all walks of life view Orange County as a viable patron of their work, and are inspired and supported in their pursuit of their craft, performance, creativity.

More local attendance

More maker spaces or an art district. More in Avalon Park, Maitland or other nicer areas of the county and Seminole county - so there is a draw to go places other than downtown Orlando.

More musical events that admission fees are low enough that everyone can attend.

More neighborhood level activities in currently under served neighborhoods. Many activities are focused around downtown Orlando or at major parks. More neighborhood block party type events or events where there aren't traditional venues

More of a variety of events.

More opportunities and support for local artists.

More opportunities for artists to make a living with their art.

More opportunities for cultural activities of a diverse genre for all peoples and ages.

More opportunities for people to enjoy art

More opportunities for professional local performers in classical music

More opportunities of young people, especially those with limited financial resources, to explore and embrace arts, cultural and creative opportunities.

More outreach in urban communities. They would increase awareness of their environment. Without a single person or organization to support them in their efforts to make a better community

More paid opportunities for artists of all kinds

More participation from the citizens in our central Florida sphere!

more places where theater can afford to happen

More public art

More public art

More public art around the city specifically downtown

More public spaces for artists and creatives.

More public venues for art.

More quality public art!

More rehearsal spaces for medium sized groups 24-60 performers

More representation from those communities that are currently underrepresented...specifically the African American community.

More robust representation of cultures in orlando

more studio spaces for artists

More support for smaller arts communities. Not like DPAC who basically took the money and ran instead of making an affordable space for smaller theatre companies. And incentives for creativity.

More support of young people (grammar to high school age) in the arts

More unique murals and art installations to beautify the city.

more venues

More venues for art along all the main street corridors.

More venues for artists to display art.

More venues for artists to work and display their work.

More venues for musicians to perform

More venues for Visual Arts display

More venues.

More diverse events and happenings. East Orange County is a cultural desert.

Museum should create more of a net work, and work together to promote local artist and help build an art market, that does not exist in Orlando. The ethos here is family, and family events, we need to build collectors, and pride in local talent, but that only happens with an educational program from our local museums.

Non profits need support since the state is now unreliable. (to me unthinkable) So local funding will become necessary.

non-competitive funds for small nonprofit arts organizations.

Not forget black residents and to stop pushing us out of this area I grew up in this area but to look at it you would never know it my daughter came home to help me with my mother when she was ill my daughter ask where are the black people I believe that question speaks for what is happening to the area where is the essence of this area? It seems that it has been destroyed

Not succumbing to narrow-minded people's attempts at censorship.

Not sure.

Often government only view that ethnic neighborhoods get only a one-sided view. Think of what people miss with the many facets of humankind!

One thing I hope this plan accomplishes is the opportunity to diversity and include the voices that are more than the traditional population. We live in time where it is UNACCEPTABLE to not include the global majority. There is no excuse why every race, color and creed shouldn't be celebrated and encouraged to participate in county events. Go beyond where you've reached. Get the buy in of the BIPOC community. Have the difficult conversations that you may not want to have, but for the sake of GROWING the events, participants, and attendance the discussions are more than necessary.

Oportunidades para el disfrute de toda la población

Opportunity for all regardless of income, race, culture or gender/sexual orientation.

Orange County merite envesti nan devlope ak ranfôse divèsite nan aktivite atistik, kiltirèl ak kreyatif ke zôn lan ap ofri non sèlman pou popilasyon divèsifye ki ap viv nan County an men tou pou pil al pakèt touris ki vizite zôn lan chak ane e ki ap kontinye ogmante.

Orange County to become an entertainment destination OUTSIDE of the tourist corridor.

Orlando as a destination for the arts not just theme parks

Orlando needs more public space. An active space is a safe space, so this is where skateboarding helps bring life to parts of town that are not typically ideal for people to hang out.

Orlando to be a destination known for more than just the theme parks. Creative downtown art displays, festivals and classes.

Orlando/Orange could become known as a creative incubator and an arts/entertainment mecca.

Our community areas with a variety of reasonably priced classes for all ages. Arts can be taught in schools when the children are teens are right there. Teens need a place to go after school, and senior citizens need a venue that is accessible and reasonably priced. But it is all for naught if you do not have good communication. Maybe thinking about having a variety of senior citizens and young people, even at risk teens, to get real input and help your community.

Outdoor concert venue

Outdoor events need more closed streets. It's hard to enjoy street fairs, outdoor performances, or public art when all we have are small sidewalks and fast cars.

Passion for all to get involved and support the mental wellness.

Performing opportunities that pay the performer an affordable wage.

Plan to build or retrofit existing spaces for exhibition venues. Casselberry opened the New Casselberry Arts Center in January of this year and it is very impressive and inspiring that the city has dedicated that kind of support for the arts.

Planned funding that can't be erased by politicians once promised and funded

Pop up art nights in different communities (not just in the city) on a monthly base so cultural enrichment can be emphasized. A venue where artists can show, perform and talk to the community about their vision milestones and challenges monthly bases making connections and opening to opportunities to sell their services.

Possibility for artistic unity

Preserve and diversify the arts in the city of Orlando and Orange County because it is vital for our community to be able to express themselves in creative ways and celebrate the arts.

Provide a dedicated source of funding for public enjoyment of the arts

Provide a variety of events throughout the County, not just within Orlando

Provide avenues that would allow up and coming local artists to be showcased on a community stage to gain awareness and increase the notoriety of these artists in our area.

Provide incentives and funding for arts organizations large and small.

Provide more funding for existing dance, symphony, science center & museums

Provide more funding overall for the arts in Orlando.

Provide more open art and music festivals where locals (without portfolios) can participate and feel appreciated for their talents. This would encourage young (and old) aspiring artists to continue with their dreams and talents, and stay local. Everyone needs a chance to start somewhere, make it here in Orlando

Provide MORE varied cultural event opportunities that appeal to all cultures represented in our county, free or low charge, available throughout the year, not just during two specific seasons or just several months of the year.

Provide programs for All ethnic group members!

Provide promotions to increase awareness of arts activities

Provide studio space to artists at an affordable rate in all the vacant spaces around the county

Public events, public art, festivals, make downtown more vibrant and creative for families. Not just bars.

Public/private partnerships on supporting the growth of artists. Corporate sponsorships will be key. Dr. Phillips (Dpac) gets tons of sponsors, so does sports. These tech companies, money managers, builders, all the business in the county that are making huge profits should be so happy to support the growth of the artists in the county. That enriches everyone and helps to retain their key employees to stay here!

Publicize county events more

Put African arts and culture in the plan by working with the local African Leaders Council Inc.

Put power and decision making in the hands of artists and not bureaucrats and donors

Put the ART on the table as a vital, even essential player in fostering the health and wellbeing of the community

Rather than concentrated events with thousands of people in one area; a plethora of smaller regularly scheduled events throughout the city and county with a diverse balance.

Really expand the offerings in Orlando. I don't know if I just don't follow the right accounts or channels but I feel like we don't have enough shows or they aren't really advertised. The scene in St. Pete could be a model. It's thriving.

Reduce prices for events.

Reopen the Winter Garden Theater

Residency location to get big name entertainment in Orlando for an extended time period

Sense of unity among arts organizations.

Should not be an arts plan. City/county needs to focus on more important issues

Signature Event in Orlando, specifically downtown (for example Immerse or a Juried Art Festival in Downtown Orlando (not Lake Eola)

Space for creators and artists

Space for performing arts for smaller companies. And that the space is safe and parking is available

Spend less on tourist and events and more on local creative spaces.

Stability for visual and performing artist and arts organizations.

Stop hostility towards creative venues

Stop wasting money on bull 🐮

Stop. Tech is better, send the artists away. Get a real job

storytelling about the cultural of arts. How it all began and when it was organized.

Strengthen arts orgs financially

Support and develop a growing cultural community.

Support and partnership between artists/creatives and the government, so there are bigger events and more events that are high-quality in nature that will make Orlando a name in the arts arena nationally. This should include focus on providing incentives to filmmakers to lure them here and boost the existing local film industry.

support arts events and venues so they continue and grow

Support arts groups by helping them build good boards and good spaces.

Support for all museums, not just art.

Support local small business and artists so that they thrive locally, domestically, and internationally.

Support our spaces for creativity and community and make it possible for the people who facilitate this aspect of our local culture to make a living where they are secure.

Support the cultural art organizations that are doing the work, struggling to be included and be seen.

Supporting and funding current arts programs/venues/businesses so they can grow and be well connected to the community

Supporting the non-profit arts and cultural organizations so they survive and thrive.

Sustainability

Sustainability for artists.

Sustainability paths for local arts organizations

Sustainable strategy that allows both the city and county to work collaboratively and enhance opportunities for artists and arts and cultural organizations to thrive.

Sustentar a los mayores de 50 y de escasos recursos para que puedan participar y desarrollar en actividades de arte.

Taking the peaks and valleys out of the funding cycle so organizations and artists can reliably plan.

That Orlando Becomes 'The Arts Capital of The World' - That Orlando benefits by being the home of a global, and eventual, billion dollar Arts commerce technology interface, much like The Olympics is for athletics. Orlando CAN achieve this easily. It is not costly. It is a matter of the use of technology, media, and brilliant strategic packaging of the plan...Please do not scoff at the reference to billion dollar commerce, as this is

the reality of WEB 3.0 and ART, as art is the VERY greatest value increase model on earth. Where else can you use less than \$100 of materials, then create something, eventually worth \$200,000,000? REFERENCE 'BLUE MARILYN' BY WARHOL How does this happen? It is through the use of media, technology, branding, packaging, and the things that Hollywood has known and mastered for about 100 years. The Arts is really about THE BANKING INDUSTRY. The production of art,.....IS THE PRODUCTION OF VALUE IN OUR WORLD. WORLD ART TV / 'Shepherd The Artist Who Shepherds Artists' shares stories along with other personalities via media. The Highwaymen Legacy is one that we promote, which is a perfect and absolutely ideal SOCIAL EQUITY LEGACY from Florida. We have that ready and have been in the process of promoting Highwaymen for years. This is a LOCATION BRAND SPRINGBOARD that I / we have been promoting and expanding upon with our media and technologies. BINGO !! LOL !! Orlando can be the new technological BRAND CITY by which the world is elevated via economics. Orlando 'The Land of Fame' is where great art talent is awarded via an art evaluation system in a new app, which allows the people of the world to assess Relevance, Originality, and Mastery. The people of the world participate on their phones. Many will come to Orlando to see and to buy and to experience art in a new EXCITING and profitable way. This brings me to a super important point, and that is TO PROFIT. People must profit as artists and as art collectors, as this is a superb and prestigious area of investing. Orlando can BRING THIS PRESTIGE TO BILLIONS not just the thousands in the market for a \$200,000,000 work of investment grade art. Orlando can make it PROFITABLE to purchase a \$100 work of art ... THIS IS KEY .,, In order to achieve this ... it is essential to provide a central, trusted, respected, inspirational nexus point ... just like The Olympics is for the world's greatest athletes. This is possible through WEB 3.0 technology. IT ALREADY EXISTS as The WORLD ART Digital Ecosystem. AKA 'W.A.D.E.' which is a great visual for Florida beaches and experience in The Arts. What is a more universal experience of serene beauty than wading in a tropical ocean? People may view art, collect art, trade art, and promote art and make money all via W.A.D.E. The WORLD ART Digital Ecosystem. W.A.D.E. Already Exists The KIA Center Already Exists Apps On Cell Phones Already Exist Social Media Platforms Already Exist The Orlando Convention Center Exists Our Extraordinary Back Story Already Exists How We Tell The Florida Highway Story Exists We have a World Championships in Lake Placid which is unique to figure skating history that is founded and judged by icons of art and sports entertainment. Please listen carefully to what it is I am saying, as this is highly developed business planning that I would love to see in Orlando, and to honor the memory of my mother, Suzanne, who passed away tragically in 2020. She helped me go from the worst to the best at figures, I am eight time world champion at artistic skating. This is a unique story that spans half a century, and there is a unique award in her honor that is in the museum hall of fame collection in Lake Placid, NY. This is truly a miracle story, and it is referred to as 'THE OTHER MIRACLE ON ICE'. You may recall the 1980 hockey game at Olympics when USA miraculously won gold, then the movie came out about it? Down the hall is another of their famous ice rinks, where Sonje Henie saved The Winter Olympics in 1932, and Shepherd an artist made figure skating history with the help of his mother ... This story is highly charged with emotion and connects to COVID and extraordinary neat coincidence. This is another springboard for The WORLD ART Movement 'The Movement Art Movement'. I am sharing this with you as it is already happening and we believe it will make your job easier and more successful and joyful !! Our vision IS NOT some distant pipe dream. All of the necessary concepts, and venues, already exist in Orlando... This is merely a matter of strategic planning using what we already have, so that we create THE TECHNOLOGY BASED ECONOMIC POWERHOUSE TO CREATE OUR VISIONS WITHOUT ANY LACK MOVING FORWARD. My colleagues and I have already created our World Championships and expanding upon it out of New York....We already have a history in Orlando. We have an art collection and we have had this museum hall of fame in Winter Park for several year

That Orlando becomes 'The Arts Capital of The World'. This is possible. What's important is that Orlando move away from being a FAR LEFT (Marxist) POLITICAL MACHINE. Florida received the people of America and the world, due to its stance on FREEDOM FROM COVID TYRANNY as well as the fact that the Florida Governor sought to protect Florida from horrific Constitution defying death shots. This is not a joke. People in The Arts typically make fun of our Florida Governor and President Trump, and THE ARTS IS PAID TO PROPEL FAR LEFT OPPOSING NARRATIVES WHICH RESULT IN THE DEATHS OF COUNTLESS PEOPLE. Consider the people they said should get the injection FIRST. The ELDERLY AND MINORITIES. It is vital that you understand that The Arts is being used to murder. People who expose this reality risk their lives. This is because they love you and that ususally comes from God's Holy Spirit. It's vital that you are aware of the truth, even if it is horrible. I am being your best friend right now. My family was DESTROYED by COVID. The Arts is a FAR LEFT 'culture', and this is no secret. The key to success, is not to use The Arts as a mechanism to OPPRESS PEOPLE'S RIGHTS AND TRUTH. There's an attitude in The Arts that is determined to DESTROY conservative people, and IMPOSE A MARSIST IDEOLOGY upon the populace. I was horrified when I overheard educators in a major university in Orlando state that their agenda was MARXISM. I was horrified by what I'd heard and the HATRED they had toward countless other people. This is why I am warning you it is not a 'theory' or conjecture, the connection between Arts and COVID INJECTIONS which are intended to reduce the population of America, in favor of people invading America who weren't ever FORCED TO RECEIVE AN INJECTION. GIVE THIS SOME SERIOUS CONSODERATION. WHY? It is because these people are here to REPLACE YOU. COMMUNISTS are famous for killing millions of thier own people in favor of domination. 'The End Justifies The Means' TAKE HEED THAT IS THE #1 PROBLEM WITH THE ARTS - THE ARTS IS BEING USED TO MURDER PEOPLE VIA PROPAGANDA SUPERSTARS THE STAGE HOLLYWOOD AND THIS IS NOT A NEW CONCEPT THE ARTS HAS BEEN USED FOR GENERATIONS BUT THINGS HAVE COME TO A DEADLY POINT

That the opportunity to see or do artistic and cultural activities can be affordable for everyone and that those who are not fully exposed become so.

The various art types bring both resident and visitors an extraordinary experience. As a museum docent I frequently hear how often people enjoy Winter Park and Orlando arts as a respite from the theme parks. Within a small radius between downtown Orlando and Winter Park we are blessed with numerous opportunities to experience a wide variety of art and culture. But these venues have operating costs not totally covered by ticket sales. They need consistent support from the County.

Thinking ahead five or more years, I want the city of Orlando to provide affordable spaces for artists to create, showcase, and sell their work, strengthening the local arts scene and positioning Orlando as a leader in creativity and innovation. Currently, Orlando faces a negative reputation in the arts community nationally due to book bans and cuts to arts funding, making it even more critical to invest in and support the creative community.

Thinking five or more years ahead, I would like this plan to focus on sustainability and long-term commitment to its projects. While initial enthusiasm for initiatives, like organic gardens in parks, is encouraging, these projects often lack proper design and maintenance, leading to neglected spaces that detract from the parks' appeal. To truly benefit the community, I hope this plan ensures that resources are allocated effectively, with built-in strategies for long-term upkeep and measurable outcomes that enhance the community over time.

To be a designated place for people to come for unique experiences and activities in the arts.

To become enveloping, & encouraging for the developing (beginner) artist & have a space for them as well.

To create a creative destination where people will come for more than just theme parks and locals will want to participate.

To create a designated arts district for studio spaces that are affordable .

To create spaces, where people can create community with each other through art and culture.

To educate people about how rich and diverse the pool of talent is here in Orlando, and recognize the world class artists that we have right here.

To encourage more people to participate in the arts.

To end the backbiting and toxicity that rewards bullying and erases arts institutions and working artists.

To get funding and city support to artists themselves not just large organizations that often fail to effectively and efficiently spend the grants they are provided

To get Pine Hills known to arts events

To have the city and county support literary arts like it has started performing visual and performing arts.

To help create (or at least put us in the right path) a vibrant multi-cultural destination, innovative, avant-garde and empathic.

To identify challenges alongside suggestions for addressing outcomes.

To increase information about cultural/art events in Orange County to engage more residents and artists.

To make Orlando/Orange County a more vibrant arts community.

To make skateboarding permissible county-wide, with adequate planning for how to incorporate skateboarding into all existing and future developments.

To make the arts and cultural events available for everyone in the county and not centralized around Downtown, Maitland, and Winter Park.

To position Orlando as a global cultural destination and redefine its identity as not just the home of world-famous attractions, but also as a forward-thinking city where creativity and culture thrive, offering lasting benefits for residents and visitors alike.

To promote, celebrate and expand the rich artistic community we have.

To see more variety, more multicultural events happening in our City.

Together

Transition studio/housing so art school graduates or young artists have affordable live/work space. These spaces should be accessible to the public and in walkable areas.

try to create a framework to support all kinds of the arts without trying to impose any ideals

Unify our community through partnership and participation at an affordable price (Dr. Phillips center is over priced for our residents to participate) similar to Winter Garden downtown area or Apopka sports complex where they have multiple venues for sports, arts, music festivals

Unity and creativity for the community as a whole. Turning our social issues/ struggles into artistic opportunities for growth as individuals and together.

Unity diversity exposure of artists in all ages and cultures

Unity is a goal we need to nurture.

Value and perspective is always relative. The best outcome of this plan is a better quality of life for all residents by integrating the best aspects and offering from various cultural backgrounds and experiences.

Variety of locations; better access (transportation/parking); more and consistent annual events

We need more artists working spaces. Studios. Affordable and available and not temporary. Dedicated spaces that local Artists can rent and work from.

We need more venues for artists to perform and display their work. The number of galleries for visual art in Orlando is small. On the music side, it often feels like many shows or small artists skip over downtown Orlando for the parks.

With the closure of several arts spaces in the county, developing more locations for the arts is an important accomplishment we need to hit. A space that is welcoming to all, affordable, and well publicized.

Work with 'arts' (including music, theater, dance, as well as visual arts) to create a slightly less 'competitive' (understanding that competition is inevitable) environment. More collaborative opportunities.

Working with art-based organizations to provide these events and offerings, providing funding and locations.

Would love for the CANVAS plan to support local artists, help them bring their visions of Orlando to life.

26) Please share any additional thoughts you may have about the CANVAS cultural plan.

A society needs the arts!

A well-diversified culinary class is needed in the community.

Actividades accesibles para todos

Activity place for families

Africa has a lot to offer in this project and will highly enhance the cultural fabric of Orange County

Age-related and consideration of the prices of the venues that are offered.

Another way to piss away tax dollars on bull 🐮

Apply fairly in all neighborhoods.

Appreciate that Orange County is engaging in this endeavor and look forward to seeing how our increasingly diverse community embraces the arts in our community.

Around 2010, I conducted a similar survey I'd developed as a precursor to opening Urban ReThink, a creative community hub in downtown Orlando. We took a fresh approach to cultural programming and aimed to draw together and serve a wide variety of independent-minded, community-spirited folks, both 'creatives' and enthusiasts. The hope was to also serve as a pre-incubator and spark collaborations. I would be happy to discuss this experience further with CANVAS committee, as it was an incredibly promising concept that ended awkwardly. The name of the original survey was 'First Orlando,' as I was taking the approach of not trying to copy other cities as much as develop a model that had other cities copying us. Feel free to reach out: Darren McDaniel 407-616-7546. Thanks!

Art is therapeutic and healing and helped me process the grief from the loss of my Mother and my dog. People need more access to art. There should be free groups for people to attend such as Diamond Art, Adult Coloring Books, Sketching, Healing Through Art, Art Journaling, and Crocheting. People need to be able to connect with others and share art, and this will boost the mental health of people in Orange County.

Arts and STREAM.

As a full time artist for the theatre, I've seen too many fellow artists have to skip meals, go without electricity or water, and not be able to afford gas because they lost a job due to funding being cut, poor management at a theatre after funding cuts, or not being able to find a well-paying job in their chosen field. If the arts are so central to Orlando as a destination, then we need to start treating Orlando's artists as the heart of our community instead of disposable.

Best of luck to our comminty leaders and the leadership of CANVAS!

Better communication of this survey. It was kind of buried in a newsletter. Maybe a dedicated email with info just on this initiative.

Bring beauty to greater Washington shores please

By investing in the arts, we foster and develop community.

Collaborate with our existing local independent art studios and gather spaces.

create dedicated open-access spaces for emerging artists and established artists to co-create

Creating an inclusive space where ALL ethnic backgrounds are not only welcomed into, but encouraged to engage and participate are vital to the growing community in Winter Garden. Of the events that are held here, I have not seen ONE that geared to draw people that look like me. Having an event and INVITING & specifically targeting BIPOC has been a problem in this county since I moved here in 2002. MLK Day and parades DOES NOT do enough and in my personal opinion, is done just so a box is checked. Winter Garden IS a growing diverse community and should not be a battleground to find local events for people of color. We should invest in more events and activities not only geared to involve and welcome the BIPOC community and global majority, we should actively seek out members of such communities and gain an intentional relationship to help build and create events for us.

Creative projects and making are best built on the concept that no one can learn without failing. These spaces should embrace failure and use it as stepping stones towards learning and innovation. If someone demonstrates a level of mastery and stops, they are no longer learning. In order to learn, we must push against the boundaries of what we know and keep advancing. The current testing system in schools creates a fear of failure that is the exact opposite of what is needed in order to learn. We need a space free of judgment. One that embraces questioning and seeking understanding through exploration, demonstration, reflection, and revision.

Diversidad

Diversity, inclusion and access are important to the community. Broad based prosperity is key.

Do not try to corporatize the network of artists that live here. Talk to the community builders that already have done a lot of this work organically. Don't patronize, be a patron of the arts.

Don't know much about it.

Don't rely only on social media to tell people about the arts. Some sort of democratized or wide ranging website with all arts and cultural events could be a help for awareness, paired with call outs for the transportation options like circuit, lynx, etc

Engage the Pine Hills community.

Establish clear benchmarks and make sure there's adequate opportunity for public feedback and input and make sure that elected officials are held accountable. Do something that is meaningful and matters the arts are important I repeat the arts are important and they need to be emphasized it is hard to put a value on music and art and culture but it does have value it makes life worth living.

Establishing Orange County as a robust arts area is a critical milestone in making us a beautiful place to live and a great place to visit.

Every plan needs financial support. We need to learn from other communities and structure tax revenues derived from tourists to pay for cultural and other priorities.

Excellent

Fewer big tentpole artworks and events and more day-to-day artist support. Celebrate all communities in the county, not just downtown and Dr. P. Give I-Drive more local artwork. Encourage more art and unique paintings on local buildings.

Fix the traffic lights so people don't give up and go home because it's already taken them 20 minutes to go two miles on orange avenue because the traffic lights are ridiculous.

Focus on the public musical events and festivals

For representation to increase, there should be some sort of task force created where ideas are presented from those underrepresented.

Fund SunRail nights and weekends so these venues are more accessible to a broader population in Central Florida. Winter Park gets tourists and locals via SunRail on weekdays to visit museums and matinees.

Funding opportunities for individuals

Get the word out !

Glad to be here. Can't wait to hear what everyone has to say.

Glad you're doing this. Good luck!

Good effort

Good luck. I hope Orlando's arts scene expands and grows to what it really can be.

Good survey well thought thru

Great idea!

Have diverse representatives on the plan to provide what their culture wants and needs.

How can I get involved to help bring this plan to fruition?

How do I work or volunteer for this?

I am a grandparent now - but I would love to see all forms of the arts more accessible to the children/youth. Many families would not be considered 'poor' but are struggling or just making it by too, and can't afford to expose their children to the arts. Would love to see how we can help those families and children

I am happy that this is being taken seriously, and I hope we can use this plan to create a sustainable future for arts that balances the interests of the larger venues with the need to cultivate our small and mid-size venues and talent.

I am happy to have the opportunity to have a voice

I am hopeful that we are talking about this... it will be interesting to see how it plays out as we look into the future. Best wishes to all involved

I am pleased to hear it is happening

I applaud your efforts. More work is needed to support the organizations that support artists, cultural and creative activities. Not just money - I have also worked as a nonprofit administrator in the community and have been shocked by the financial and regulatory shortcomings in many of our country's institutions.

I appreciate the opportunity to participate and share my thoughts.

I believe it is important to include in the program people that live and/or work in our local communities and have knowledge of the arts and culture to properly address the needs.

I cannot afford most plays, musical performances, not accessible to elderly, need more daytime activities.

I don't know enough about the CANVAS plan to have any specific thoughts, but I am all for there being a plan to supports artists, makers, and creatives in Orange County. Happy to support in any way I can. StefanFX@gmail.com

I don't know what the CANVAS cultural plan is.

I hope grants to artists rely on merit and not need community benefit. These are two separate things. An effort to educate the public about visual art. An effort to make Orlando a visual arts destination. Bringing quality curation to visual arts in Orlando.

I hope it happens. The best cities have thriving arts scenes.

I hope this can help the University obtain a well needed and deserved performing arts venue on their campus.

I hope this committee actually goes somewhere. I would like to get more involved. Thank You. Longtime resident and artist, Teri Boardman

I hope we can build a theater and arts district that is accessible to everyone and won't heartbreakingly lose funding and close due to lack of folks being able to park/commute in via public transit.

I look forward to the opportunity to review and comment on the CANVAS cultural plan draft when available.

I love the idea of it and would love to be a part of it if possible.

I remember completing a survey for downtown Orlando and shared results with other neighborhood associations. Not a need for one bar was desired, but we ended up with bars and a crappy downtown.

I see the local arts scene as bigger than Orlando or OC. Things in the surrounding counties is part of this area's legal limits. The Garden, Theater West End, and so forth are part of this scene. Include them. OK, the Garden is its own train wreck, but still part of the local scene. Think of it this way: You live down town and have a car. How far would you go to see a show or other entertainment as a casual date night? That is, ignore super mega high \$\$ destination shows like Taylor Swift or a super bowl or Cochilla.

I think having the city and county work together would great. That way we are streamlining funding, making it better and accessible to more people.

I think most residents are not educated on the cultural they bought into. Most came for our local school. With more inclusive option of input in the community not the people who lived here since the 80's I think our little Mainstreet could encourage neighbors to embrace the garden identify and our events have more participation

I think that this plan is very promising, and I am encouraged to see an interest in supporting and growing the arts in Central Florida. Having a vibrant cultural scene enriches the lives of our residents and it could also provide revenue and tourism opportunities for Orange County.

I think the county/city should be more receptive to spontaneous art - not government-approved art. It is more authentic of community/culture to let art happen as artists feel most natural, rather than the city/county government seeking, planning, and carefully approving art. Forcing art to happen for the sake of being perceived as an artistic community is inauthentic. It further portrays the Disneyfication of this city. There is a difference between LETTING art happen and MAKING art happen. Rather than carefully curating public art, encourage artists to make art in their respective communities. The communities throughout the city and county will feel more authentic and lived in because of it, instead of feeling like the fake facade of a theme park neighborhood it currently feels like. But heaven forbid artists make art the white-dominant boards don't approve of...

I think this is wonderful and would love to be involved!

I think this would be a great opportunity for a county that is growing so rapidly, it is easy not to feel connected or for people not to feel like orange coy Ty could be a long term home, I think more opportunities for creative spaces would help foster that growth and help people stay in the area, and commit to seeing the community thrive

I truly hope you get enough input and funding so that Orlando has something of interest to share besides theme parks, and I hope you have not forgotten senior citizens who have helped make this city.

I will be following up with Arts and Cultural Affairs regarding this survey because I would like to be involved in the development of this plan. My experience in the community could add real perspective.

I work at Full Sail University, and they could be great partners to support this initiative.

I worry about arts, cultural and creative organizations relying heavily on government funding because I don't see it as sustainable when govt is tasked with building and maintaining infrastructure and services needed....lots of competition for govt funds.

I would love for resources like the Melrose center, Center for Health and Wellbeing, Makerfaire, etc to be able to expand their offerings and inspire more similar facilities; so that all residents can have a supportive creative outlet regardless of age, income level, or amount of free time.

I would love to be involved with the CANVAS cultural plan as an aspiring urban planner pursuing a Bachelors of Fine Arts, minor in Urban Planning, and undergraduate degree certificates in both Geographic Information Systems (GIS) and Community Planning at the University of Central Florida. I have experience working in nonprofit arts establishments such as the Enzian Independent Theatre and in the museum setting as an intern at the Orlando Museum of Art and as the Director of Communications for the UCF Urban Knights Student Planning Association I have experience with social media and community engagement. Gabriela Garrard gabrielagarrard@gmail.com

I would love to connect with you to help grow our organization and reach this part of Orlando.

I would love to see more mural opportunities

I would support funding of classically beautiful public art. I would not support funding for visual identity politics.

I'd love to see somebody come up with a plan to connect local artists with local arts patrons and philanthropists.

I'm glad we are doing this

I'm happy to see that someone is working towards spearheading the enrichment of our community via the arts. Everyone will ultimately benefit from any improvements to the support of and the accessibility of the arts.

I'm hopeful, but not expecting anything.

I've never heard cultural events that included white people. All cultural events seem to exist in spite of white people.

If we are diverse show it not just include a few and leave the rest behind just because they don't share the same values and beliefs. Let's stop the Hypocrosy

If you dream it, you can achieve it.

Increased local government funding is important for the continued development of quality art exhibits in Orlando. However, the direction of the initiative will be determined by the makeup of the committee who will determine what exhibits to target. It is my hope that this committee represent a broader view of our human experience as it is expressed in art and artifacts, and offer that to the Orlando community.

Investing in the arts is an investment in the future of our community. Studies consistently show that young people who are exposed to the arts are more likely to excel academically, develop critical problem-solving skills, and thrive in their careers. According to research from Americans for the Arts, students engaged in the arts are four times more likely to be recognized for academic achievement and are twice as likely to graduate college. In the workplace, creative problem-solving—fostered by arts exposure—is one of the most in-demand skills across industries, including tech, healthcare, and business. By ensuring that Orlando continues to evolve as a hub for both traditional and digital arts, we not only enrich our cultural landscape but also provide new career pathways for emerging talent. The arts are truly the backbone of our community, and this plan should reflect their transformative power.

It is not only important to raise funding for the arts, but to ensure that said funding is allocated wisely.

It would be interesting to have cultural ambassadors from each part of the county/communities to work on a task force to enable planning for broad reaching and culturally inclusive programming for CF residents to experience where they live and encourage them to broaden their horizons by experiencing the arts in other places.

Itilize kanal ak estrateji ki ka pèmèt plis moun patisipe nan ankèt sa a. Emisyon nan radio - Rezo Sosyal - Legliz - Komès - Lapòs - Lekòl e latriye.

Just do it! There's a ton of diversity in the county, and that seems to be a big part of your picture.

Keep artists involved! Directly. And listen to them.

Keep up the good work and may you continue to grow by improving on your ability to include and represent not just few but all cultures in the world.

Keep up the good work, CANVAS!

Keep up the programs

Less emphasis on the big spaces and more emphasis and support for the small groups, artists, actors, etc.

Let's get out of the destination mindset! Let's create a vibrant local arts scene for those of us who live here.

Looking at my property taxes, I believe they're going to the right things, but if there were an additional a la carte option to give a small percentage to, I would choose the arts.

Looking forward to seeing how this will enrich Orange County further

Love that you are investing in Orlando and making it beautiful with expression.

Love to see this! As an art market runner, I know people crave art and to talk to artists, I'm glad to see the local gov is invested in this stuff!

Make sure you are actively collecting survey responses and interacting and collaborating with ALL demographic groups and residents. Not just those who work in or for arts and cultural institutions. You are serving the people of Orlando/Orange County. Not just the workers of the orgs in it.

Matt Palm is doing a good job at the Sentinel, but there's too much for one person to cover everything.

Me gustaria asistir a sus charlas educativas, si las proveen para el publico.

Mid 20th century homes is an architecture of the modern era. It needs to be admired and preserved

More art!

More diversity and inclusion for local visual artists

More festivals on celebrating as many cultures as possible in each county. Recognizing everyone not just certain cultures.

More field trips to the museums, concerts and gardens for students of all ages.

More opportunities for adult artists and performers and those who want to learn.

More public venues for art. OIA, public buildings, KIA Arena, Dr. Phillips Center

Murals to beautifying our county

None at this time. I just wish I could afford to attend events.

Not sure at this time. Deeper conversation with others may help.

Not sure we need more overall funding. Just need funding that's not dependent on the state, which might mean more local funding. I think funding for the arts is important but we also lack dedicated funding for things that are more fundamental like transit.

not too happy about putting art on I-4 how does one look at it while speeding down the highway ?

OC needs to improve its presence in minority communities throughout the year rather than specific months

Orange County has amazing artists that are being underserved and not utilized in this county. It is a shame.

Orange county schools should Fund the arts of ethnic community >Also lat organization have use of Classroom to teach in where needed

Orlando is great at supporting Théâtres but needs work in regards to visual arts

Parking is the #1 deterrent to arts and culture attendance.

Pine Hills Safe Neighborhood Partnership is working on a program to develop art/ shopping /entertainment to pine Hills

Please also draw attention to the need for a comprehensive public transportation solution!

Please communicate with Dr. P PAC management about their lack of community mindedness. That there is no resident company at the Pugh Theater is absurd... in any other city, the PAC would invest in local production rather than acting as a 'for profit' style presenting venue.

Please continue campaigns like creative performances of all types in public spaces and creating regular if not daily platforms to be a patron and/or a creator of local art.

Please dedicate some of the plan's focus to urban arts that are also functional such as pop up parklets, innovative seating installations, etc.

Please don't encourage ppl tp move to Florida. We just need to be a tourist destination. We need to create awareness of bears in the area to protect them through art. We need to bring out more emotions through the arts to helpe the environment. Create pride in the area instead over destroying and overdeveloping the area.

Please invite professional experts from larger notable cultural centers to provide input and review of the draft plan.

Please revitalize the old Church Street station area. It has become an embarrassing eyesore.

Property taxes are increasing at an unsupportable rate. Activities in demand fund themselves...

Provide serious funding and grants for individual artists

See my comments above.

Skateboarding is one of our state's most vital and exceptional heritages. It's an outrage that the county refuses to embrace that legacy properly.

Society needs art to be a great culture, equally the artist needs the spectator and the government to create.

Some of these questions seem poorly worded and I assume it's because this survey is actually meant to create 'data' to 'support government funding for the arts' or some other lobbying purpose versus an actual attempt and strengthening the art community. Shame on you for acting like you care.

Story time! The Artful Exchange, a small arts studio local to me just opened about a month or so ago. The owner hosts several drawing events in our community and I was so excited for her to open a studio, where she planned to offer classes and host events. I was able to attend a figure drawing class last week and with her studio being walking distance from my home, I had planned to attend more. I was also looking forward to her gallery events. I bought canvas and intended to submit paintings. Unfortunately the studio space she just moved into was deemed 'unsafe' and therefore she was forced to terminate her lease and cancel all of her events. I would love to see part of the the CANVAS cultural plan support people like her. Whether offering her a grant to get a new studio space, or working with the building owner to make the space safe again, or some other way to provide her with the space she needs to bring our community together through the arts - it is my hope that the plan would be able to help people like her.

Support of local artists and organizations - places and people that are not often represented in the media market place. In my opinion, this is a focus on Theatre and Visual Artists. The Opera, Ballet, and Philharmonic offer get press and pushed out front, but there is so much more happening in Orlando.

Supporting you guys always! I've friends with so many artist and scene makers in town. I want them to have work, make money, and enrich us all!

Take into account all residents not just the majority culture repenting on the decision making board.

Taking in consideration that by the time this plan gets executed more than half of the county population will have another native language than English (if not already), everything in the plan should be address bilingually.

TEST: Orlo Vista Chamber of Commerce/Community Center 407/292-1702

Thank you I love CFL and know we can be even better

thank you ! Downtown is less & less appealing- fix it ! Better parking, on the weekends have the train for downtown extend hours

Thank you for allowing me to participate in the survey.

Thank you for bringing this forward. We are ready as a community for a cultural plan.

Thank you for caring about the arts!

Thank you for doing what you do!

Thank you for the time and effort to create this plan for our community

Thanks for asking the people what they want instead of guessing. I wish you all the best!

That's all I have to say

The Ah-Ta-Thi-Ki Museum is a gem that seems overlooked - there's an exhibit at Disney but it's either rare to see other exhibits across the city/county or it could be not as publicized. Would like to see a more in depth focus at least for Native American History month

The canvas cultural plan must be primed and painted with virtuous qualities, intentions, strategies and intellectual resources. It must not be tainted in any way by political ideology or biases. Our community and nation has been soiled by misperceptions and hijacked by wealth seekers and financial jargonry. This effort must rise beyond all that could derail is success by those calling it irrational spending spree. The focus must be clearly defined: 'A better quality of life for all!' How this is achieved is up to the skillful nature of the various satellite programs.

The CANVAS Cultural Plan's timeline feels unnecessarily long, delaying much-needed action for Orlando's arts community. A more efficient process could address pressing issues sooner while still incorporating community input.

The impact of the arts on the well being of residents and visitors is critical to our ability to bring people to our area to work, play and live. Enshrining arts funding as an ongoing priority in the state and local government funds.

The money spent on planning this could be used to save residents of Wedgefield from economic disaster.

The Orlando Shakes needs to spend a few years without funding until it is held accountable.

The plan needs to communicate with the Orlando visionaries and actually incorporate their plans in any sort of vision, and that the vision is not mere patronization, but a roadmap to global relevance. Today, this can happen almost in an instant, with the technologies that exist, and the communication via social media.

The plan should have a focus on children at the elementary level so they can grow up to appreciate the value of art in a community.

The very biggest mistake you can make, in my opinion, is to continue in the cycle of dividing people via the political agendas that patronize, and further WEAKEN THE ARTS. How does this happen? It happens when The Arts is politicized and people with money, are driven away from The Arts, and that with changes in the world of great consequence, by association, The Arts is then vilified. What you need is a universality as well as UNIFYING GREATER MECHANISM, like we see in athletics, such as The Olympic Games, which you could also say is 'politicized', but it is so massively branded and been respected that The Olympic Games has survived much controversy. People of high levels of achievement are not inspired by Arts politics. Florida AND THE WORLD have a lot of money to buy and support The Arts, yet a set of VERY EASILY FIXABLE challenges exist, AS DO THE ANSWERS WHICH ALREADY EXIST. Orlando needs an Arts quantification and awards system which exists to INSPIRE CONFIDENCE AND JOY INTO THE PROCESS OF COLLECTING ART. By collecting, I also mean collecting PERFORMING ARTS in a new collection format that makes collecting a profitable endeavor. ARTISTS ARE ALL PROFIT BUSINESSES for the most part, AND IT IS THE ORGS which are

non-profit. People have to be able to pay for their lives, and we have just seen a huge amount of inflation. It is VITAL, like life and death, that artists and art consumers have a way to profit via The Arts, which is what The WORLD ART Digital Ecosystem provides and is in process to do. We have momentum doing in a unique TV media, retail, events, exhibition, tech platform. Orlando can be the home of this vision as it expands further by ADOPTING The WORLD ART Movement as an idea that is built upon and is located in Orlando, and the annual event is at The KIA Center. The central art activity can be figure skating, which blends Fine Performing, Decorative, and Recording Arts, and it also is a blend of Olympics Hollywood and The Arts like nothing else. The talent and venues exist and it is possible to build this vision up and work with the Orlando Museum of Art and build out what is needed in Orlando, actually quite easily. All of the necessary factors already exist and are very developed as a logical assemblage of people and talent and history, such as WORLD ART media telling the story of The Florida Highwaymen in a way that satifies and emphasizes your Cultural Equity directive. Our world changed in the past few years. What is needed is a bigger vision. EVERYTHING now, is GLOBAL. 'Orlando starts and ends with a circle. I love art. I do not love the universal DIVIDING of people by economics, race, religion, sex, and or sexual orientation through Art communities. What people need is to be unified and yes we are able to celebrate our history and variety and The Arts is a GREAT PATH to achieve this objective. I am thrilled to be a part of this endeavor, as I am sure that you can tell by my detailed responses. I believe it is essential for Orlando to be The Arts global nexus point, 'The Event Horizon' / 'The World's Arts Capital' via technology and events that award artists from all nations on the earth. I believe that it is important to know that there are individuals present who are far more potent and gifted and positioned than your company or the Orlando / Orange County officials may know or be aware exist. There is a UNIVERSAL reality of concern for a lot of people, and that is how a city or county comes to make sweeping MAJOR decisions without the input of the populace, or even the consent of the populace. This is a huge violation of public trust and it is UNIVERSALLY observed via The Arts, and artists are destroyed. The arts economy, is completely UNDERMINED. What I have observed is that people of my own beliefs are discriminated against, and we are not TREATED EQUALLY in The Arts. I have seen and experienced discrimination and hatred in The Arts, as a conservative Christian American who is caucasian and male. YET I AM ONE WHO IS PROMOTING THE FLORIDA HIGHWAYMEN AS ***ONE OF THE WORLD'S GREATEST ART LEGACIES*** Give this some thought. I sense that I am constantly being minimized as a white male ARTIST, and collector, and benefactor (!!!) I am an ARTIST and I am an ART COLLECTOR and I am an Arts benefactor. From experience, I can say that I feel very strongly disenfranchized as I am a white American male in my mid fifties, and I love a lot of the people in Arts, but I know that what I believe as a Christian is HATED by a lot of people in The Arts, who have much power. People are aware of this fact It is not a reality that is COMFORTABLE to address, but as a REAL businessman, a strategist, it is essential to face reality, and address it, and overcome obstacles in business, as a result of candid communications. I am speaking the absolute truth as openly as I possibly can, and it is my hope that you value and appreciate

The Winter Park Library facility could be used to support arts & cultural events, but instead it's a wedding venue. I'd like to see that space truly be a community arts center.

There arent any visual arts training facilities that promote and teach artistic expression of varying cultures to underserved populations and demographics that are affordable and display a sense of value to their contributions on a continued basis.

This is a Good Vision . . as the City of Orlando Raising Fees or adding on fees to the Park it Kills the small group . .We attract Visitors from MANY State and Over seas , to Our festival. Leaders attend our Orlando Event and Go back to the County and Country and duplicate whats we do

This is truly a task of eating the elephant a bite at a time

This plan should also look more deeply at creative placemaking and the intersection of arts and community/economic development. Loch Haven park needs to be refurbished as our premiere cultural park. The Dr Phillips Lawn needs to be an open and welcoming front yard for free concerts. The Zora! Festival needs to be our premier Black heritage festival and area. We need to up our game in Orlando!

This seems amazing and I'm excited to see what comes of it.

This survey kept asking about my opinion on cultural activities in my 'community' (Winter Garden). I am not focused or limited to arts/culture in any one community. I travel all over the four-county area to attend or perform at arts/cultural events/activities.

Too many of these arts organizations are run by career bureaucrats that are completely detached from the vibrant local art scene in the city

Transportation and parking for all events not just theme parks and airports.

Turn Rosie O'Gradys into artists spaces/galleries. Downtown needs an Arts District.

Two suggestions. It feels like many arts organizations are having trouble balancing their board expectations with audience desires and staff insights. Part of this plan should address making organizations (even the big ones) meet in the middle. Second, I suggest considering some organizations that may not typically be considered arts and cultural in nature. One that jumps out is the Orange County Library System.

Use the vacant buildings for artist spaces

Very excited about it. Would like to get more involved

Very proud of Commissioner Emily Bonilla and her actions regarding a Film Incentive Work Group.

We have quality arts in Central Florida but we need a bit of a rebranding to residents and visitors to raise awareness of this amazing community and the value it brings to all who visit and engage.

We have to work on public transportation so we are not drawing cars instead of people into town for cultural events.

We need anything to pull the citizens together and the arts are one way of doing this. That's why I suggested neighborhood activities; sponsored by or funded by the governments.

We need more free 'third spaces.' The libraries are not enough

We need more opportunities for up and coming artist to be seen. Now that SNAP has closed who is going to provide showcases of new artist and give them opportunities to meet, be seen, and get feedback from professionals.

We need more public performing arts places. My 12 yo son is a pianist and it is too hard outside of churches to find venues for recitals that the public can watch.

We need to improve the culture of unions in Orlando.

We should survey profitable entertainment options around the world and make sure that Orlando has representation in everyone of them. For example-in Prague in the Czech Republic they have many theaters centered around black light shows. Seriously you should check them out.

We want to positively represent ourselves and believe this plan will facilitate that goal

What sort of communication happens between arts and the convention center? What if there was a 'Celebration of Local Arts' at the convention center. A one-stop-shop for organizations to hire, promote, and showcase their events. Start small, and work it up to something the community gets invested in.

What's the canvas cultural plan?

When making decisions please keep in mind that your decision affects someone else's decisions and your actions are the only thing keeping them safe and secure in their lives and you are responsible forming great relationships with others diverse communities

While I understand that this is just a survey and there are no guarantees at this stage, I want to thank you for being open to gathering feedback and listening. It means a great deal to have our voices heard. My hope is that this effort sparks meaningful change in the future. Thank you again for your time and consideration.

With state and national funding on shaky ground, I believe our local communities have to find a way to keep the things we love (that bring so much back to us) going.

Write grants that draw more artists into Orange County.

You need do a better job about disseminating information to the community. I just found out about this today, Jan 6th, 2025, through the Wesh2 news. I am frequently in social media and watch the news almost daily and this was the first time I had heard about this plan.

You will have succeeded if the artistic community (artists, professional staff, boards, volunteers, investor/donors, attendees) feel this is a non-biased and actually helpful set of recommendations that get traction and funding. If this looks like partial truths and/or favoritism is at play, then it will be very harder to gain support. Thank you!

Canvas Cultural Plan Benchmarking

The comparison counties are:

1. Charlotte/Mecklenburg County, NC
2. Clark County, NV (Las Vegas)
3. Hillsborough County, FL (Tampa)
4. Miami-Dade County, FL
5. Palm Beach County, FL
6. Travis County, TX (Austin)

These six counties were selected as peer comparisons to Orange County, FL for analyzing arts and culture governance, funding mechanisms, public art programs, cultural tourism strategies, and municipal relationships.

Benchmarking Key Highlights:

Governance Models

Most Common Structure: Arts councils or departments with advisory boards (11-18 members) that include civic leaders, artists, and government representatives. Orange County's tripartite model (County + City + United Arts) is relatively unique.

Staffing Variations: Ranges from robust teams (Miami-Dade has 25 staff) to more modest operations, with most having dedicated arts leadership positions that Orange County currently lacks in some areas.

Public Art Programs

Percent-for-Art Requirements:

- **Standard:** 1-2% of capital projects (Austin: 2%, Charlotte: 1%, Miami-Dade: 1.5%)
- **Orange County Gap:** Limited enforcement of existing requirements
- **Private Development:** Most peers don't require private development contributions, but some cities within counties do

Governance: Most have dedicated public art committees with 7-15 members including artists and design professionals.

Cultural Tourism Integration

Revenue Sources: Tourist Development Tax (TDT) or Hotel Occupancy Tax (HOT) funding is standard, with 15-35% typically allocated to tourism promotion including arts.

Measurement: Most participate in Americans for the Arts Economic Prosperity studies (AEP), with Austin notably not participating in recent rounds.

Promotion Strategies: Integrated arts/culture sections on tourism websites, dedicated cultural tourism marketing plans, and coordination between arts agencies and convention/visitor bureaus.

Funding Mechanisms

Tourism-Arts Linkage: All peer counties heavily rely on tourism taxes for arts funding, similar to Orange County's TDT approach.

Diversification: Some combine tourism taxes with general funds, grants, and private philanthropy, suggesting Orange County's mixed approach is appropriate.

Municipal Relationships

Coordination Approaches:

- **Formal:** Joint funding pools and shared governance (Charlotte/Mecklenburg)
- **Representation:** Municipal representatives on county boards
- **Regional:** Multi-county consortiums (South Florida Cultural Consortium)
- **Orange County Opportunity:** No formal municipal convening currently exists

Special Initiatives

"Arts and..." Programs:

- **Health:** Miami-Dade (Arts for Wellness, Mental Health through Arts)
- **Business:** Las Vegas, Miami-Dade (Arts & Business Council)
- **Homelessness:** Austin (ARPA-funded initiative)
- **Climate/Environment:** Palm Beach County, Miami-Dade

Evaluation Practices

Common Methods:

- AEP participation for economic impact
- Tourism data analysis
- Annual strategic plan assessments
- Some conduct equity audits of funding distribution

Orange County Positioning: The benchmarking suggests Orange County's current approach aligns well with peers, but reveals opportunities for enhancement in municipal coordination, public art enforcement, and specialized "arts and..." initiatives.

CANVAS Cultural Plan – Definitions

ACS: An abbreviation for the American Census Survey, the ACS is an annual survey conducted by the U.S. Census Bureau since 2005. It collects social, economic, housing, and demographic information as taken from sampled households in fifty (5) states, the District of Columbia, and Puerto Rico.

Adaptive Reuse: The process of repurposing old buildings for new uses, particularly converting underutilized structures into cultural or community spaces while preserving historical or architectural significance.

Americans for the Arts: National nonprofit organization that serves as a leading advocate for the arts, producing research including the Arts & Economic Prosperity studies that measure economic impact of nonprofit arts organizations.

ARC (Application Review Committee): Orange County's funding program that distributes Tourism Development Tax (TDT) funds for cultural and tourism initiatives. In 2023, the Board of County Commissioners approved \$75 million over five years for this program.

Arts Ecology: The interconnected system of artists, arts organizations, venues, funders, audiences, government entities, and support services that together create a region's cultural landscape.

Arts and Cultural Affairs Advisory Council: Orange County's advisory body that guides arts and cultural policy and funding decisions, established in 2002 with subcommittees including Grants, Sustainability in the Arts, and Public Art.

Arts in Health/Arts in Medicine: Programs that integrate creative arts therapies and activities into healthcare settings to improve patient outcomes, support healing, and address mental health and wellness.

Artist-in-Residence: A program that provides artists with time, space, and resources to create work, often in exchange for community engagement, educational activities, or site-specific projects.

Artist Live/Workspace: Residential units that are specifically zoned and often purposely designed to allow artists to both live and maintain studios or workspaces at the same location.

Bonus: See Land Development Definition

Capacity Building: Organizational development activities that strengthen nonprofits' ability to fulfill their missions, including strategic planning, board development, fundraising training, and operational improvements.

Chapter 163, Florida Statutes: This Chapter addresses the framework for local government planning in Florida. It primarily includes provisions for comprehensive plans, which are essential for guiding land use and development within local jurisdictions. Key components of this chapter include comprehensive planning, interlocal agreements, land development regulations, public participation as well as rules addressing Community Redevelopment Agencies (CRAs).

City Code: Varying by jurisdiction, a city's code generally comprises laws that include ordinances, regulations and administrative rules as established by local government authorities to manage various community-related activities and includes zoning, building codes and land use regulations all critical for civic life standards. For instance, within the City of Orlando's Code of Ordinances, under Chapter 2-Administration, it addresses Article XXIII or the Public Art Ordinance (Sec. 2.168 to 2.175).

CIP (Capital Improvement Project): Public infrastructure projects funded by government and as it concerns Orange County must include 1% allocation for public art for all civic building projects consistent with ordinances.

Community Cultural Centers: Facilities that provide arts programming, venues, and cultural activities at the neighborhood level, designed to serve local communities with accessible programming.

Comprehensive Plan: Also known in Orange County as Vision 2050, the Comprehensive Plan for Orange County, Florida, aims to guide smart and healthy growth over a multi-decade period. It includes a community vision for managing growth, ensuring quality of life and features a Future Land Use Map that designates land use across the county. With an expected population increase of 500,000 by 2050, new development rules, referred to as the Orange Code, are being introduced to accommodate this growth. The comprehensive plan for the City of Orlando is the Growth Management Plan (GMP).

Creative Class: Term popularized by Richard Florida referring to workers in creative industries whose economic function is to create new ideas, technology, and creative content.

Creative Economy: Economic systems where value is based on imaginative qualities rather than traditional resources of land, labor and capital, encompassing industries including arts and crafts, advertising, design, entertainment, architecture, books, media and software.

Creative Placemaking: Projects that help transform communities into lively, beautiful, and resilient places with the arts at their core, integrating arts, culture, and design activities into efforts that strengthen communities.

Creative Strategist: A Los Angeles-based program that places artists within government or organizations to bring creative perspectives and problem-solving approaches to policy, planning, and program development.

Creative Vitality Index (CVI): A Creative West (formerly WESTAF) tool that measures the relative concentration of creative activity in a specific geographic area compared to the national average, using data on creative industries, occupations, and cultural nonprofit revenues.

Creative Workforce: Individuals employed in creative occupations across all industries, including both for-profit and nonprofit sectors, encompassing artists, designers, writers, performers, and creative professionals.

CRA (Community Redevelopment Agency): The Downtown Orlando Community Redevelopment Agency, established in the early 1980s, pursues redevelopment and revitalization activities within a 1,664-acre area consistent with Florida Statutes Chapter 163.

Cultural Asset: Any resource that contributes to a community's cultural identity and quality of life, including venues, organizations, artists, festivals, traditions, and historic sites.

Cultural Corridors: Physical and programmatic connections between cultural assets throughout the county that integrate arts into everyday spaces and strengthen community identities.

Cultural Planning: A strategic planning process that integrates arts and culture into community development, economic development, and municipal planning efforts.

Cultural Tourism: Travel directed toward experiencing arts, heritage, and special character of a place, extending beyond traditional attractions to include authentic cultural experiences.

Culture Pass Program: Initiatives that provide free or reduced-cost access to cultural events, classes, and venues, often through partnerships with libraries or community organizations.

DDB (Downtown Development Board): Created in the early 1970s with a mission to strengthen downtown Orlando's role as the economic, governmental, and cultural center of Central Florida, governing a 1,000-acre area within the CRA footprint.

DeVos Arts Ecology Study: A 2023 assessment of Orange County's arts landscape funded by the Dick and Betsy DeVos Family Foundation that identified opportunities and challenges within the regional arts ecosystem.

Downtown Arts District (DAD): A non-profit that serves to lead, stimulate the downtown arts and culture district, enhancing economic development in Downtown Orlando, it is housed in CityArts.

DTO Action Plan: DTO Action Plan: it is an initiative aimed at revitalizing downtown Orlando, addressing mobility and accessibility, community engagement, infrastructure and longer-term vision to transform downtown into a vibrant and accessible area for all.

Downtown Orlando Partnership (DOP): The Downtown Orlando Partnership (DOP) is a 501(c)(6) organization founded in 1961 that focuses specifically on Downtown Orlando's business community.

DTO Live!: A DDB funded initiative, administered by the United Arts of Central Florida, that activates downtown Orlando public spaces with regular entertainment, performances, and art installations throughout the week.

DTOutlook: The Community Redevelopment Agency of the City of Orlando's regulatory plan that details the CRA's multi-year redevelopment strategies and activities.

Economic Impact: The measurement of spending and economic activity generated by arts and cultural organizations and events, including direct, indirect, and induced economic effects.

FAR (Floor Area Ratio): A zoning regulation that limits the total floor area of a building relative to the size of the lot, which can be modified through incentives to encourage cultural development.

Form-Based Zoning: A land development regulation approach that focuses on building form and its relationship to surroundings rather than land use classifications, enabling greater flexibility for arts and cultural uses.

Future Land Use: Consistent with Florida State Statute 163's future land use definition, future land use is a key component of the comprehensive planning process. Required as part of a comprehensive plan, it serves to designate proposed future growth distribution as well as location and land uses for various categories such as residential, commercial, industrial,

agriculture, recreation, conservation, public facilities and others. There are also standards for population density and building intensity control.

Future Land Use Subarea Policy: In the City of Orlando's Growth Management Plan specific subarea policies are allowed to guide development within designated areas and which are part of a broader comprehensive plan that outlines the City's vision for the future and translates it into policies, programs and public investments.

General Fund: The primary operating fund of a municipality or county, funded through property taxes and other local revenues, as distinguished from special-purpose funds like TDT.

GIS (Geographic Information Systems): Technology used to capture, store, analyze, and display geographic data, useful for mapping cultural assets and analyzing spatial relationships.

GMP (Growth Management Plan): Orlando's GMP is a comprehensive plan outlining the City of Orlando's vision for the future and translates that vision into goals, objectives and policies across multiple chapters, formerly presented as elements. First adopted in 1991, the GMP has been updated periodically throughout the last 30 years to reflect changes in state law, in particular, Florida Statute 163 pertaining to comprehensive planning and development regulations, as well as changing conditions over time. The former standalone Cultural Arts element is now integrated into a larger subpart or Chapter 2 - A Vibrant, Livable, and Inclusive Community.

Land Development Code: Land Development Code is a compilation of regulations that governs the use of water, land, and in some cases, air rights in a community. It is designed to ensure the compatibility of abutting or area uses and allows for signage regulation, environmental regulation, open space protection, etc. It is critical for creating and maintaining desired community character and regulating development consistent with the comprehensive plan. In the most general terms, the code may entail certain components that allow development or use flexibility, which are often referred to as incentives or allowances, and may include density (dwelling units) bonuses, intensity (FAR) bonuses, waivers/allowances (modifying certain standards (i.e.: FAR or ISR), and incentives (financial tools pertaining to infrastructure for economic development), etc.

In-Lieu Fees: Payments made by developers instead of directly providing required amenities (such as public art), which are then pooled to fund projects elsewhere.

ISR (Impervious Surface Ratio): A zoning regulation limiting the percentage of a lot that can be covered by impervious surfaces, which can be modified to incentivize cultural development.

KPI (Key Performance Indicator): Measurable values that demonstrate how effectively an organization or program is achieving key objectives, used to evaluate success of cultural plan implementation.

Local Arts Agency: Municipal or private organizations whose primary mission is to support and advance arts and culture across a city or county, providing support infrastructure for the arts and leadership for cultural policy.

Loch Haven Cultural Park: A 45-acre cultural park in Orlando serving as the region's premier cultural destination, home to multiple cultural institutions including Orlando Shakespeare Theatre, Orlando Science Center, Orlando Museum of Art, and others.

Main Streets Program: Orlando's program following the Main Street America approach, designed to develop distinct commercial neighborhood identities through historic preservation, economic development, and community identity.

Mixed-Use Development: Real estate development that combines residential, commercial, and sometimes cultural uses within a single building or development area.

MSA (Metropolitan Statistical Area): The Orlando Metropolitan Statistical Area, which includes Orange County, Seminole County, and Osceola County, ranking as the second-fastest growing MSA in the nation.

Orange County, FL Code: The code constitutes a complete codification of the general and permanent ordinances of Orange County. Ordinances are laws passed for Orange County by the Board of County Commissioners and are codified in the Orange County code.

Orlando Economic Partnership: The Orlando Economic Partnership (OEP) is an economic and community development organization that works to advance Broad-based Prosperity®. Through the power of partnerships, we grow the economy, attract companies that create new jobs, drive investment, improve competitiveness and fuel regional leadership.

Overlay Zone: A zoning district that is applied over one or more previously established zoning districts, establishing additional requirements or incentives for specific purposes like cultural development.

Percent-for-Art: Ordinances requiring that a percentage of construction costs for public or private development projects be allocated to public art or in-lieu fees for art.

Public Art: Artworks created for and placed in public spaces, accessible to all community members, often funded through percent-for-art requirements or dedicated public art programs.

Public Art Ordinance: Local legislation that establishes requirements, procedures, and standards for public art in municipal capital projects and sometimes private development.

Public-Private Partnership: Collaborative arrangements between government entities and private sector organizations to finance, build, and operate projects or services traditionally provided by the public sector.

Ride DTO: An eco-friendly ride option, on demand transit service within the Downtown Orlando CRA.

REDC (Regional Economic Development Council): Organizations that coordinate economic development activities across multiple jurisdictions, often incorporating cultural development as an economic strategy.

Setback Requirements: Zoning regulations that specify minimum distances between buildings and property lines, which can be modified to encourage cultural development.

Social Practice Art: Art that focuses on social engagement and community interaction, often addressing social issues and creating dialogue between artists and communities.

Stakeholder: Any individual, group, or organization that has an interest in or is affected by cultural planning decisions, including artists, residents, business owners, and government officials.

Teaching Artists: Professional artists who work in community settings such as schools, community and recreation centers, parks, hospitals, and social service organizations to provide arts education and programming.

TDT (Tourist Development Tax): A 6% tax on hotel stays and other short-term rentals, with Orange County allocating 5% of the first four cents (two-thirds) for the arts, representing the largest source of public funding for arts in the county.

Third Places: Informal public gathering spaces outside of home (first place) and work (second place) where community life unfolds, often enhanced through creative placemaking.

Transit-Oriented Development: Development patterns that concentrate housing, commercial, and cultural uses around public transit stations to encourage public transportation use.

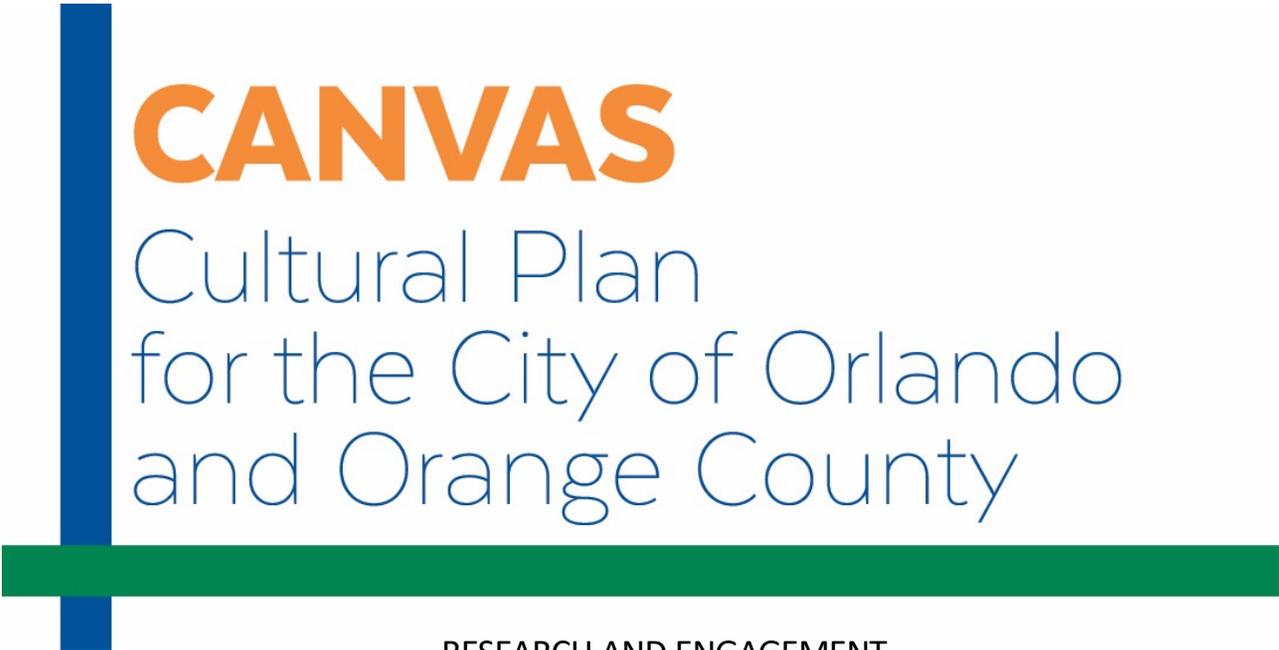
Triangulation: Research methodology that uses multiple data sources or methods to validate findings and increase confidence in results.

United Arts of Central Florida: United Arts is a non-profit organization dedicated to supporting the arts, sciences and history in the region. It plays a vital role in uniting the community and fueling the arts, inspiring creativity, building community and strengthening the economy. The organization facilitates arts education programs for all ages and provides critical funding and comprehensive marketing for local art, science and history organizations, ensuring that all people of Central Florida have access to quality arts, sciences and history. the leading local arts agency in Central Florida. We fund and fuel the organizations and events that shape our community.

Value Engineering: A process during construction projects that seeks to reduce costs, sometimes resulting in the elimination of art or design elements that were originally planned.

Visit Orlando: Visit Orlando is a not-for-profit trade association that brands, markets and sells the Orlando destination globally, representing more than 1,600 member companies comprising every segment of Central Florida's tourism community. The association also performs research and develops planning documents.

Zoning Incentives: Modifications to standard zoning requirements (such as increased height allowances or reduced parking requirements) offered to developers in exchange for providing community benefits including public art, parking or third spaces.



CANVAS

Cultural Plan
for the City of Orlando
and Orange County

RESEARCH AND ENGAGEMENT



Survey and Engagement Summary



BACKGROUND: Planning Goals

County cultural plan to serve all residents.

Shared countywide vision with specific focus for downtown City of Orlando.

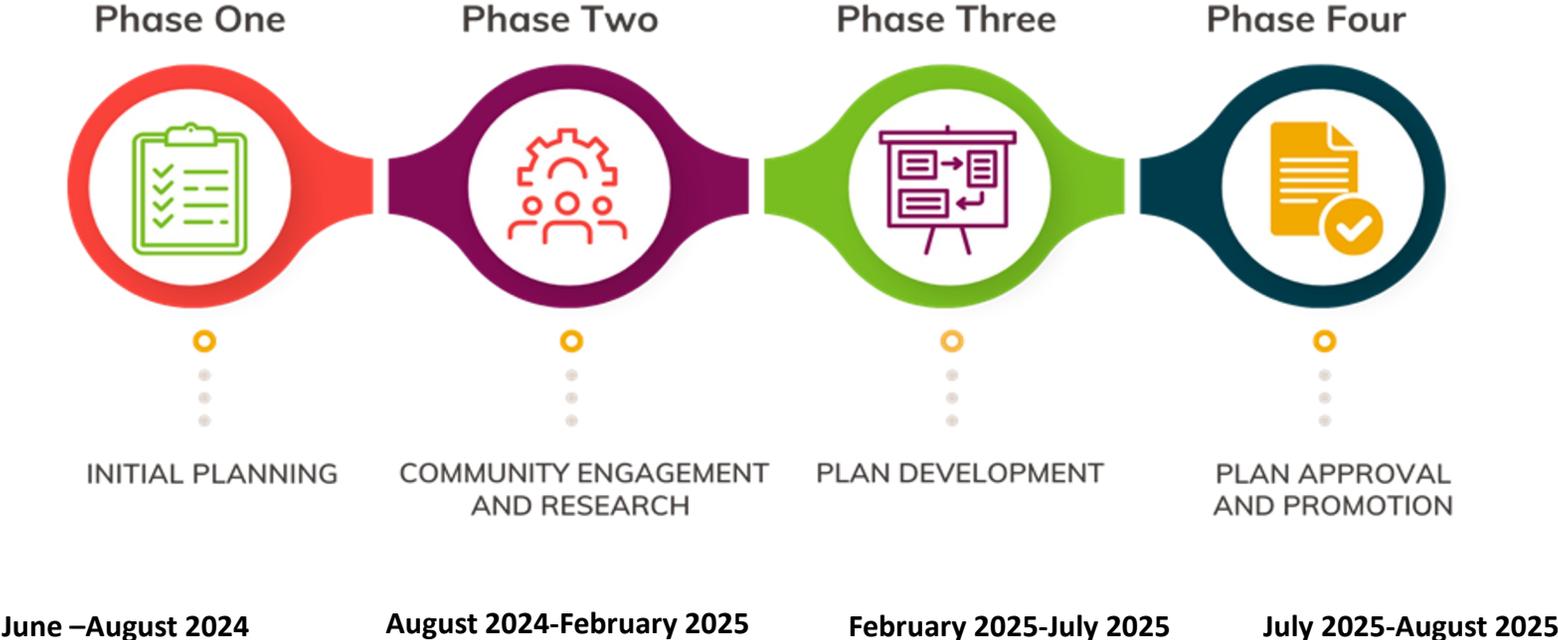
Aspirational and achievable roadmap.

Policy level goals and cross-jurisdictional strategies.

Cultural arts development and access across county.

Creative sector as economic driver.

BACKGROUND: Timeline



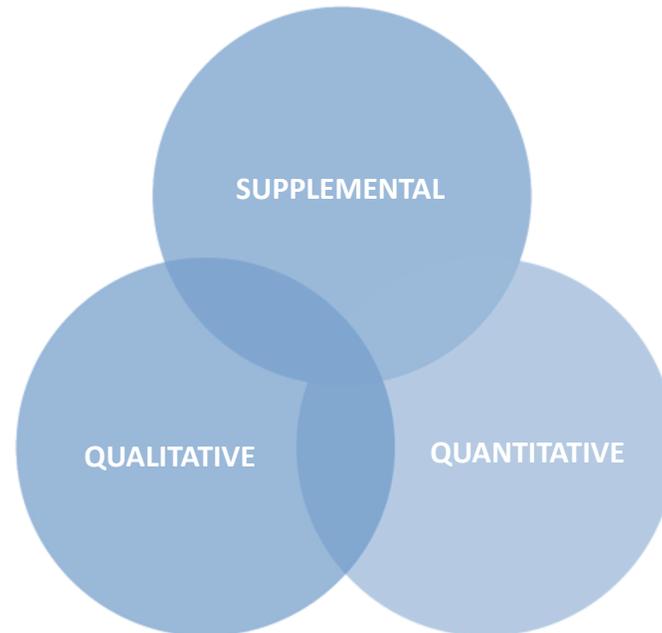
BACKGROUND: Process and Methodology

SUPPLEMENTAL

Align with Policy and Plans
County Tour/City Tour
County History/City History

QUALITATIVE INSIGHT

Community Vision
Community Engagement
Stakeholder Engagement



QUANTITATIVE INSIGHT

Community Survey Findings
Creative Economy Profile
GIS Community Mapping
National Best Practices

WHAT WE ACCOMPLISHED: Overall

Background/context review

Cross county site visits

Cross sector workshop

County and City leadership discussions

OVER 50 Stakeholder and community discussions

Staff engagement at events across county

Community survey with over 1,000 responses (825 for analysis)

*Arts and Health
Arts Education
Arts Organizations
Leaders
Corporate Leaders
Community Artists
County Leadership
Municipality Leadership
Developer leaders
Faith Community
Funders
Staff Interviews
Main Street Directors
Teaching Artists
Tourism Discussions
United Way/Social
Service Organizations*



Key Survey Findings





Orange County values the arts.

People VALUE the arts and want to support the artistic community

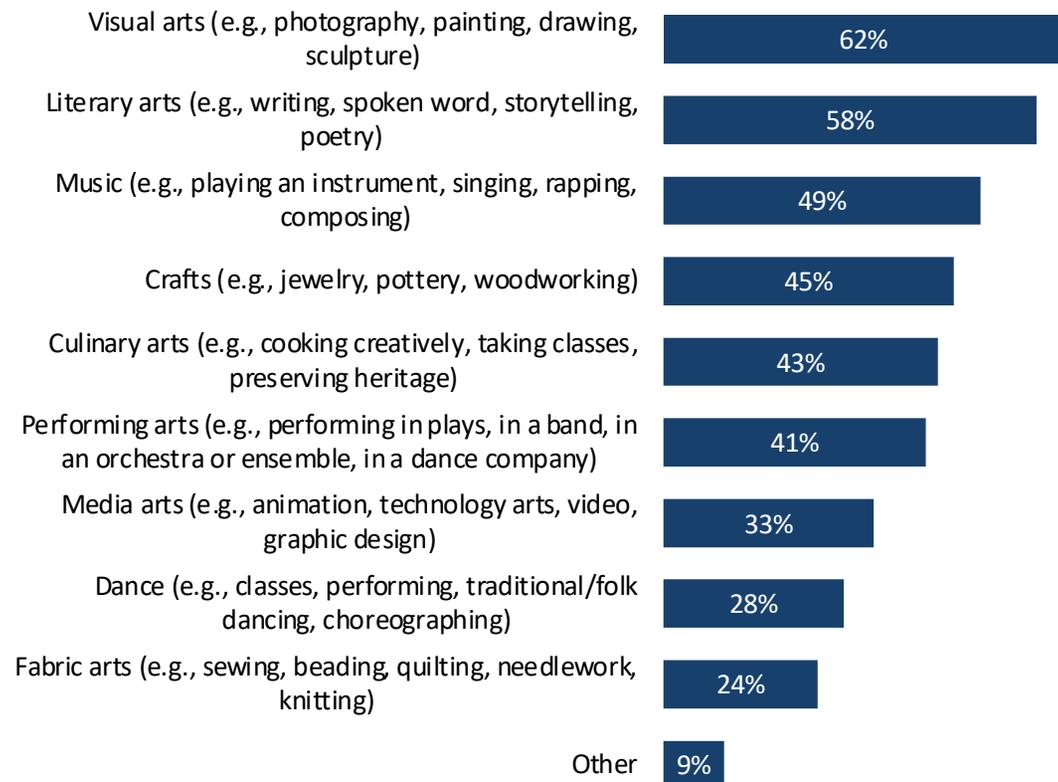
- 88% view arts/creative learning as essential for families.
- 51% rate current offerings as excellent or good.
- 53% feel their culture is well represented in the arts and culture activities in their local area.

People PARTICIPATE in Orange County

- 90% attend events within Orange County, 70% in the community in which they live and 20% in another community in Orange County.
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%.
- The most popular personal creative activities are centered around visual arts (62%), literary arts (58%) and music (49%).

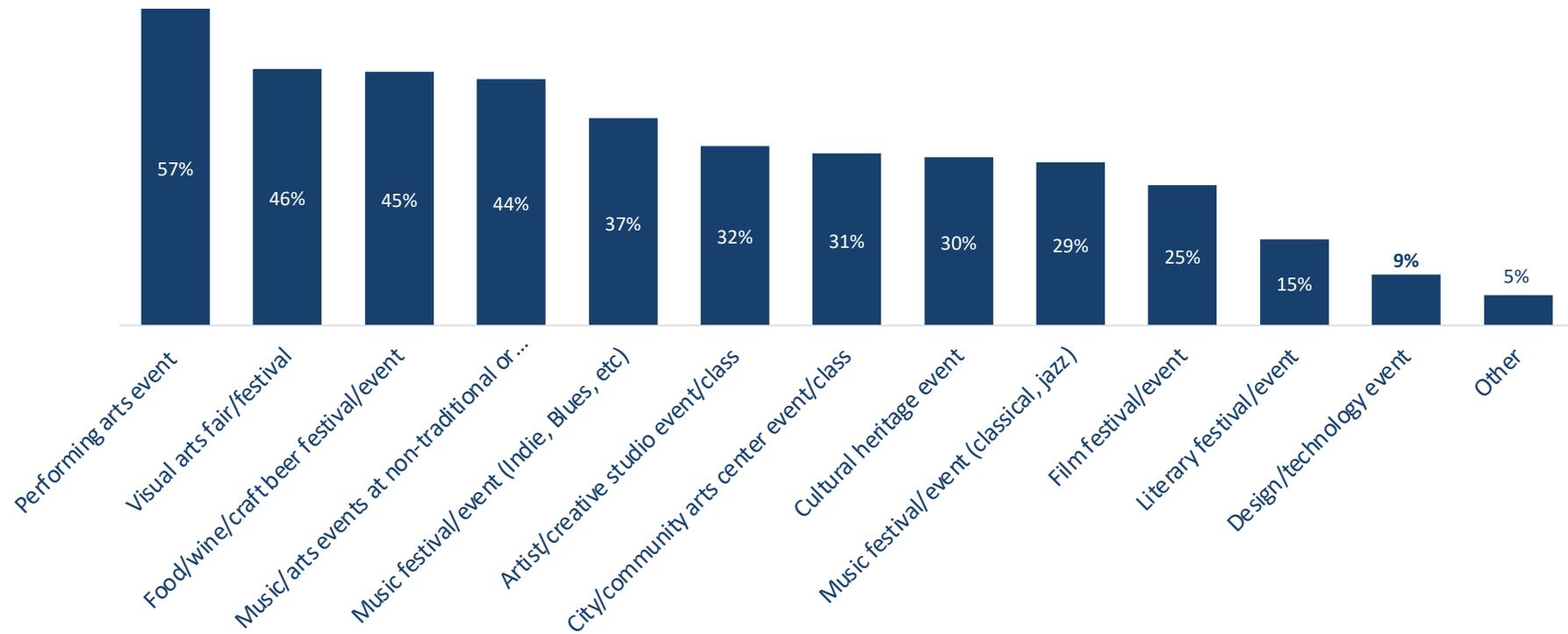
**Residents
are creative.**

Personal Participation



Performing arts, visual arts fairs/festivals, food/wine/craft beer festivals, and music/arts events at non-traditional places were the primary draws for many respondents within the last 12 months

Arts or Cultural Events Attended in Last 12 Months Where Residents Live in Orange County

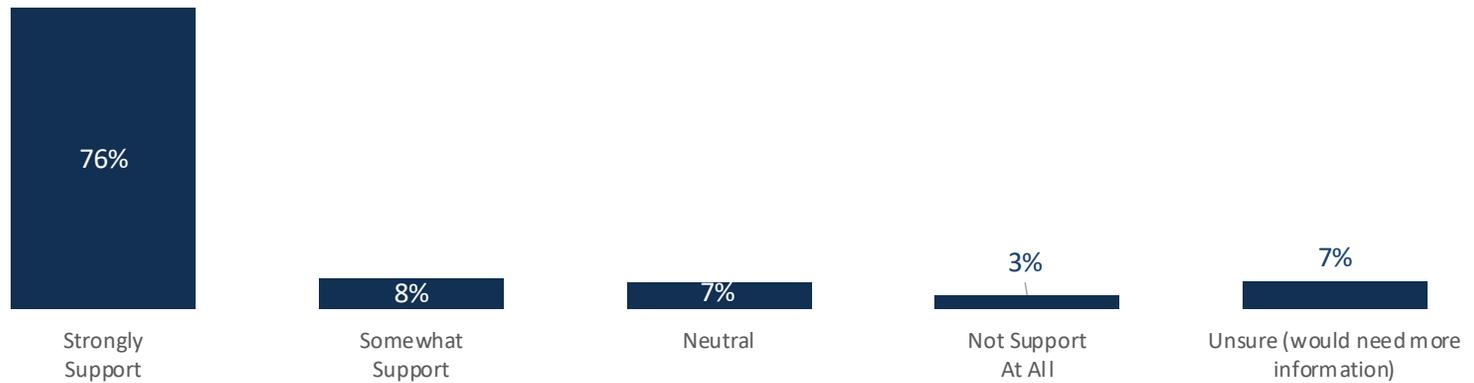




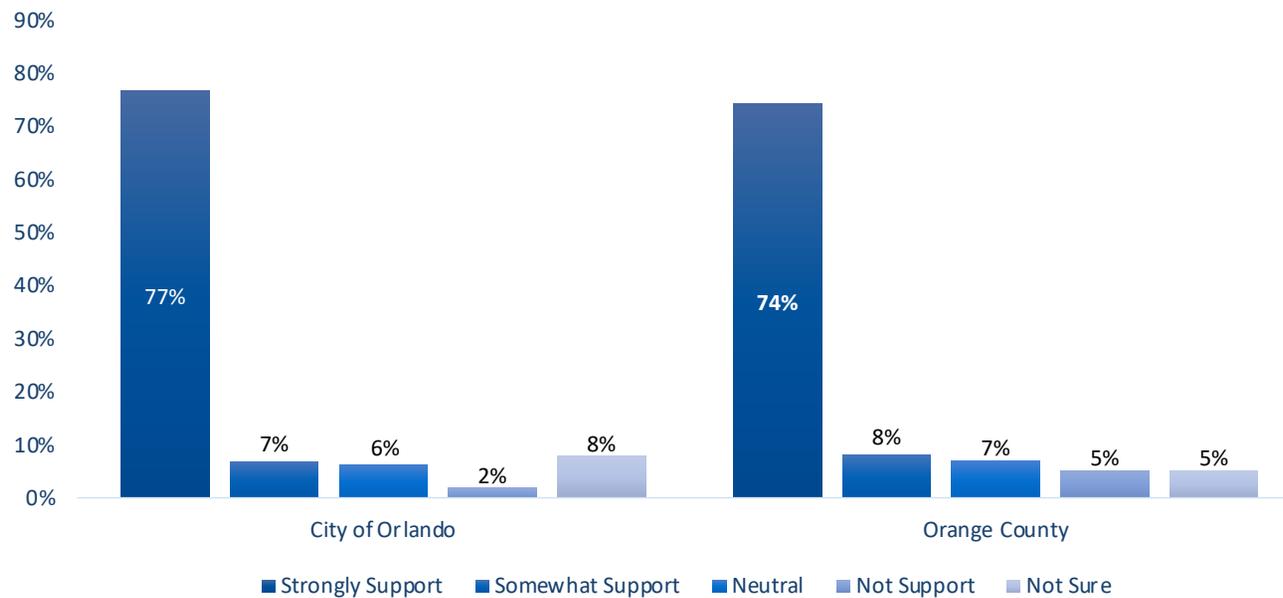
There is significant support for dedicated arts funding.

- 84% favor increased local government funding to support arts, cultural, and creative growth in the county.
- 67% consider dedicated local arts funding a top priority for the plan.
- Of those respondents that participate in arts and cultural activities less than 6 times a year 57% support increased local government funding.
- Support for increased funding is strong among respondents residing in both the City of Orlando and elsewhere in Orange County.

Support for increased government funding of art, cultural, and creative growth in Orange County.



Residents of both the City of Orlando and all of Orange County express strong support for government funding for arts, cultural, and creative growth of Orange County.



Art and cultural experiences throughout the county is a priority.

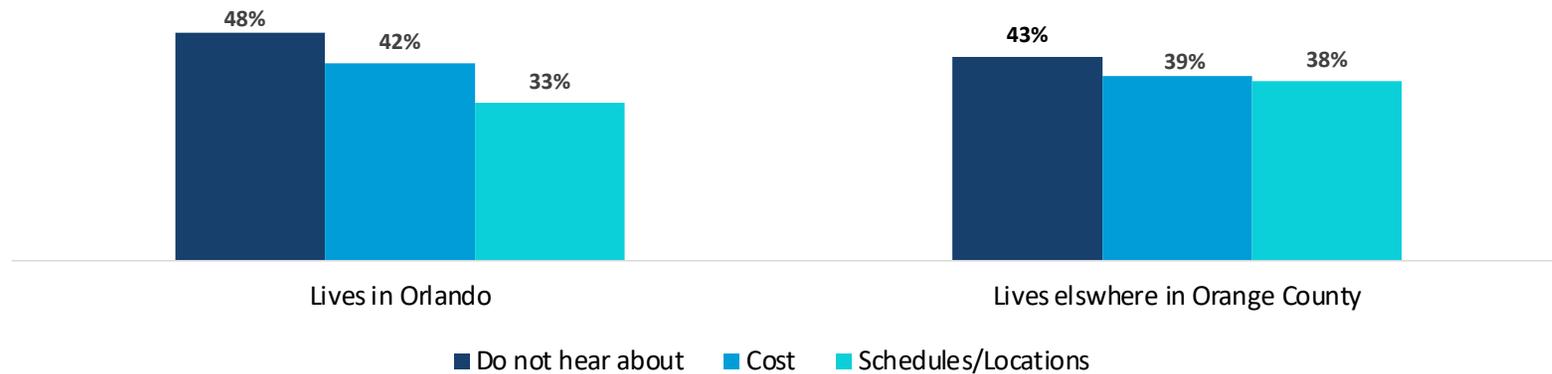
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%.
- Access to offerings is a priority.
- Where people participate depends primarily on ease of access, area amenities/safety/vibrancy, and feelings of community connection.
- Schedules and inconvenient locations are the third highest barrier to participation, behind lack of awareness and cost.

**Awareness is
always a
challenge.**

- 48% cite lack of awareness as a primary barrier to participation.
- Respondents who have lived in the area for 10 years or less and those under age 45 feel the least informed.
- 83% of respondents want more information about arts and cultural events/happenings.

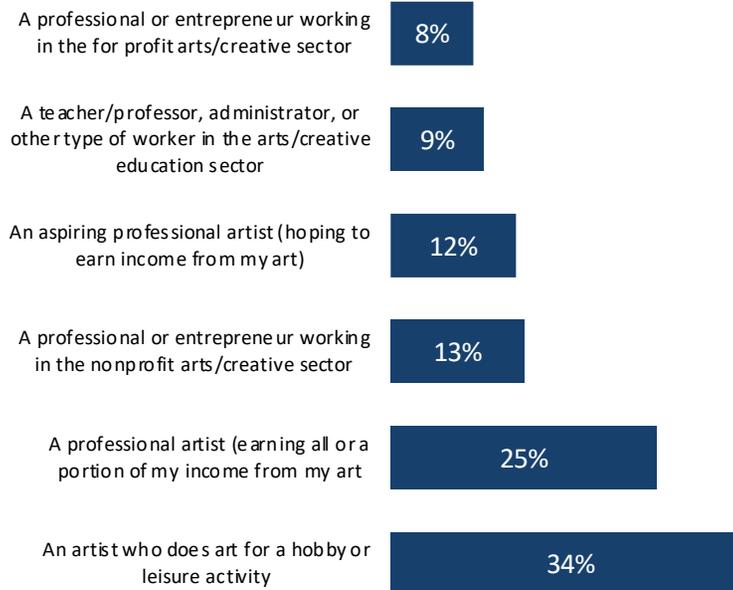
Issues of information and cost are slightly higher among respondents who live in Orlando and schedules/locations are more of a barrier to respondents living outside of Orlando

Barriers to Participation by City of Orlando or County Residence



Artist
community is
robust...

Self-Described Type of Artist/Craftsperson/Creative Worker



Those **under age 35 years** of age and those **over age 65** are more likely to identify as artists compared to other age groups.

Professional artists are concentrated in two age groups: **35-44** and **45-55** years of age

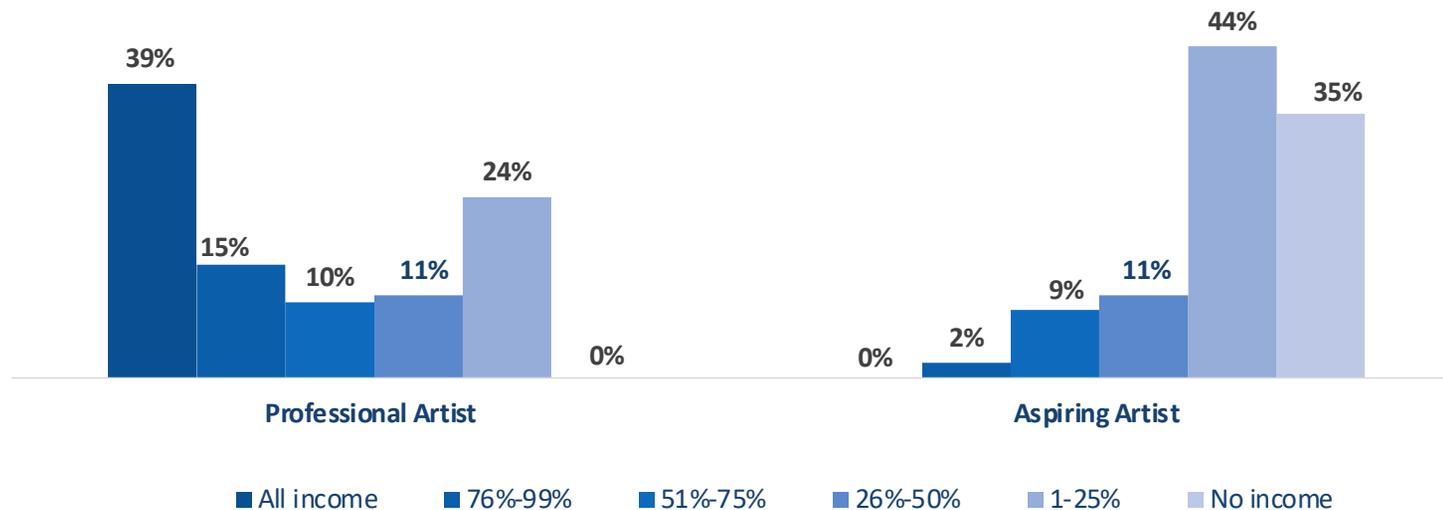
**...although facing
today's national
challenges.**

Top Ranked Priorities Among Artists

- #1** Affordable workspace and/or live/workspace
- #2** Exhibition, performance, and sales/work opportunities
- #3** Networking and connection opportunities with other artists in the area
- #4** Professional development assistance (marketing, promotions, accounting, etc.)
- #5** Opportunities for leadership in the community

39% of professional artists generate their entire income through their creative work. In contrast, 35% of those in the early stages of their artistic careers derive no income and 44% derive 25% or less of their total earnings from their creative pursuits.

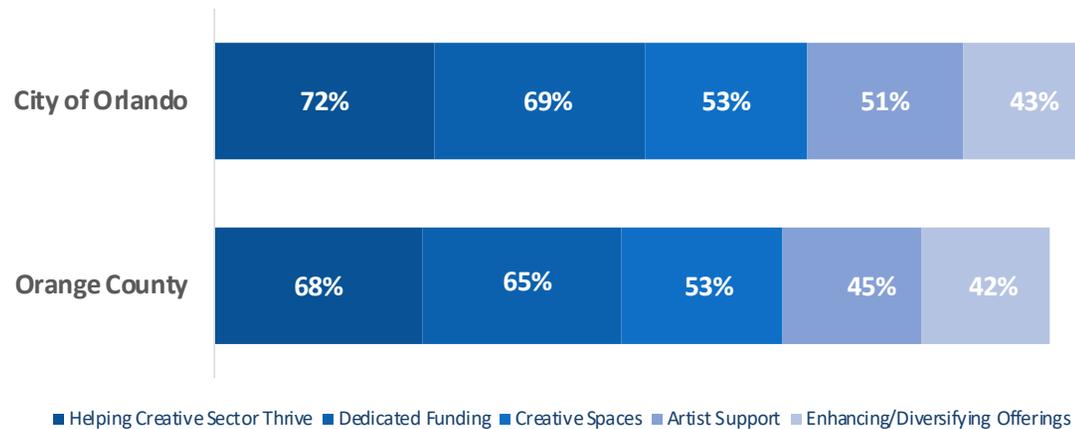
Portion of Total Income from Creative Work



Overall Cultural Plan Priorities (from survey)

All Respondents

- 70%** Helping local arts and creative businesses grow and do well
- 67%** Providing dedicated funding for the arts
- 53%** Developing more creative spaces/venues
- 49%** Supporting local artists so they stay in the county
- 40%** Enhancing and diversifying arts/creative events across county





Summary of Focus Areas





**Spaces and
venues at the
top of the list.**

- Creating more spaces for organizations, performances and exhibitions.
- Developing community arts facilities across county.
- Affordable and shared spaces to create and work.
- Considering adaptive reuse and accessibility

Marketing and awareness initiatives that create long term impact.

- Positioning Orlando as a cultural destination.
- Better systems to promote arts and cultural offerings, both to residents and visitors.
- Coordinated calendars, expanded media coverage, strategic promotion to tourists,
- Address both traditional marketing and digital/social strategies.



**Creative market
development for
individual artists
and creatives.**

- Arts markets and artistic-focused hubs and districts for artisans.
- Nurturing local talent, developing professional opportunities and residencies.
- Creating connections to collectors and audiences.
- Networks that combat isolation and allow for shared experiences.
- Showcasing the uniqueness of the arts sector.

**Arts as part of
the daily life and
placemaking
across the
county.**

- Updating current City and County public art programs.
- Celebrating the cultural uniqueness throughout county by showcasing more multicultural events.
- Strengthening opportunities for communities through artistic collaborations and connections between neighborhoods.

Cross sector and governmental partnerships to create more community-based access.

- Integrate arts programming MORE with parks across county.
- Align and support arts initiatives with county priorities like affordable housing, revitalization, community.
- Explore and develop arts and health partnerships and initiatives.



**Brand cultural
identity and
promote cultural
tourism.**

- Tell the authentic stories of Orlando/Orange County's diverse communities through arts and culture.
- Developing cultural corridors and districts.
- Enhancing the region's cultural brand identity in addition to theme parks.
- Creating cultural tourism initiatives and experiences.
- Supporting creative industries and jobs.



Funding and Sustainability.

- Investing in individual artists through grants, fellowships, internships.
- Expanded corporate donor bases.
- Sustaining arts organizations with diversified funding options (operational).
- Securing long-term stability through dedicated, reliable revenue streams.



CANVAS
Community Survey Report

BACKGROUND AND METHODOLOGY

To ensure a comprehensive understanding of the needs, interests, and beliefs of residents in Orange County and the City of Orlando, Cultural Planning Group (CPG) conducted this survey as part of the CANVAS cultural planning process.

Designed in collaboration with the project partners at the city and county, this survey will inform the development of the plan by enabling community members to voice their perspectives and contribute to the vision, goals, and strategies for cultural development.

Survey Details:

- Time Period: October 2024 - February 2025
- Total Responses: 825 valid responses
- Format: Online survey
- Length: Approximately 7 minutes
- Question Types: Multiple choice, ranking, rating, and open-ended
- Languages: Available in English, Spanish, and Creole
- Distribution: Municipality and county email lists, organizational email lists, steering committee promotion, social media, and word of mouth



Core Survey Findings

Value and Perception of Arts and Culture

Value to Community

- 88% view arts/creative learning as essential for families.
- 51% rate current offerings as excellent or good.
- 53% feel their culture is well represented in the arts and culture activities in their local area.



Participation in Arts and Culture

Participation in Orange County

- 90% attend events within Orange County, 70% in the community in which they live and 20% in another community in Orange County.
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%
- 95% participate either frequently or occasionally (more than 6 times a year).
- The most popular creative activities are centered around visual arts (62%), literary arts (58%) and music (49%).



Participation in Arts and Culture

Participation in Orange County

- Where people participate depends primarily on ease of access, area amenities/safety/vibrancy, and feelings of community connection (open-ended response summary)
- Schedules and inconvenient locations are the third highest barrier to participation, behind lack of awareness and cost.



Support for Arts and Culture

Public Funding Support

- 84% favor increased local government funding to support arts, cultural, and creative growth in the county.
- 67% consider dedicated local arts funding a top priority for the plan.
- Of those respondents that participate in arts and cultural activities less than 6 times a year 57% support increased local government funding.
- Support for increased funding is strong among respondents residing in both the City of Orlando and elsewhere in Orange County.

Awareness of Arts and Cultural Events/Activities

Awareness

- 48% cite lack of awareness as a primary barrier to participation.
- Respondents who have lived in the area for 10 years or less and those under age 45 feel the least informed.
- 83% of respondents want more information about arts and cultural events/happenings.



Artists in Orange County

Needs and Plan Priorities

- 39% of professional artists earn all of their income from their creative work.
- 60% of respondents consider themselves “creatives”
- Affordable work/living spaces is the top priority for professional and aspiring artists.



Desire for More

Respondents desire more, in priority order

- Information about arts and cultural events/happenings
- Creative career opportunities for young residents
- Artistic spaces
- Cultural venues
- Diverse programming
- Variety of opportunities
- Public art



Overall Cultural Plan Priorities

Top Areas of Focus Identified by Respondents...

- Improving venue accessibility, infrastructure, and information
- Cultural diversity of events and activities and community development through the arts.
- Funding for the arts and cultural life of county residents, creative workers, and creative businesses.
- Expanded public programming and creative learning opportunities



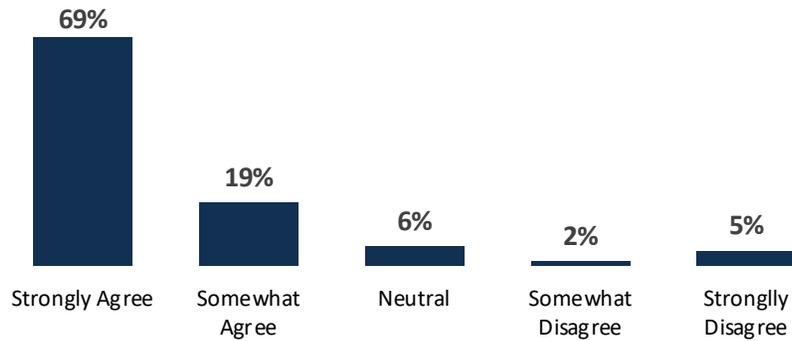
Detailed Survey Data



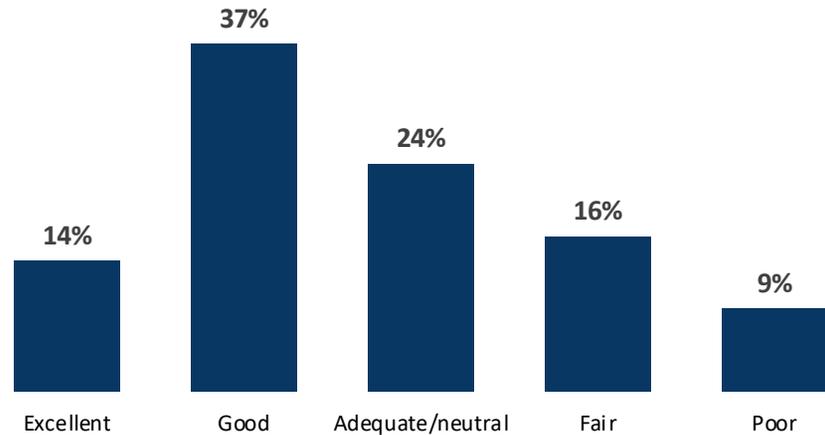
Value and Perception of Arts and Culture

There is strong community support for artistic and creative opportunities, with about half of respondents expressing satisfaction with current programming

Having arts and creative learning opportunities available in my community is essential to me and/or my family

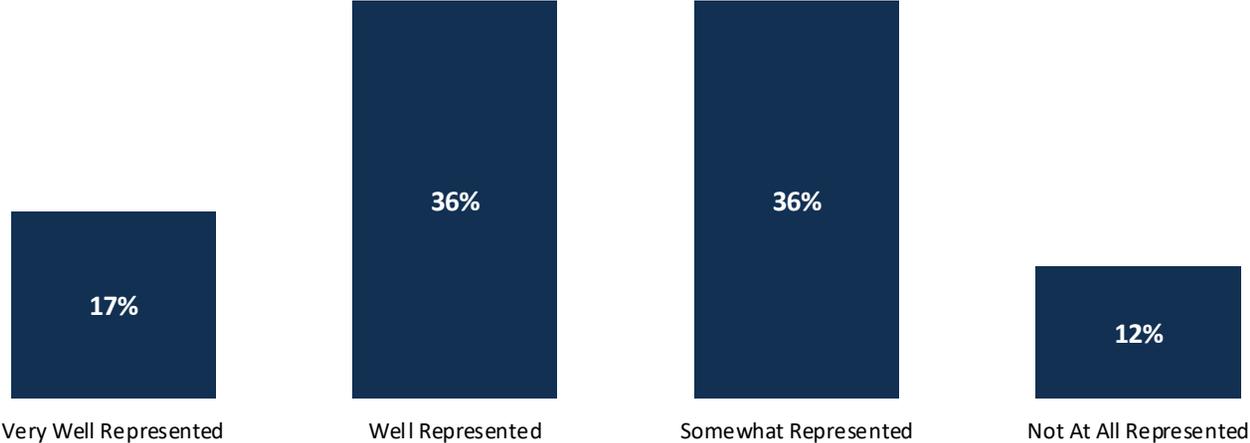


Current rating of arts, cultural, or creative activities in Orange County



Participants feel that their culture is adequately represented in the arts and cultural events and activities in their local area

My culture is represented in arts and cultural events and activities where I live

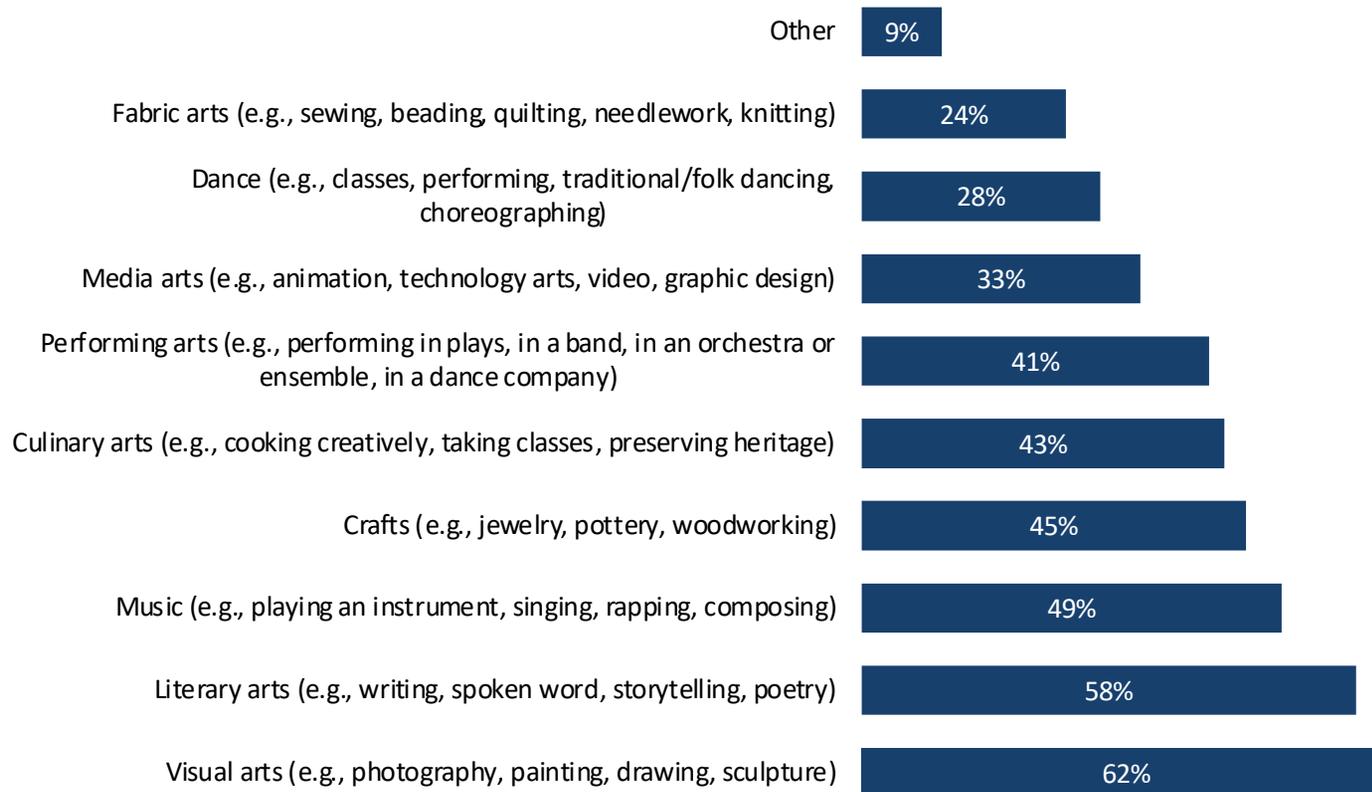




Participation in Arts and Culture

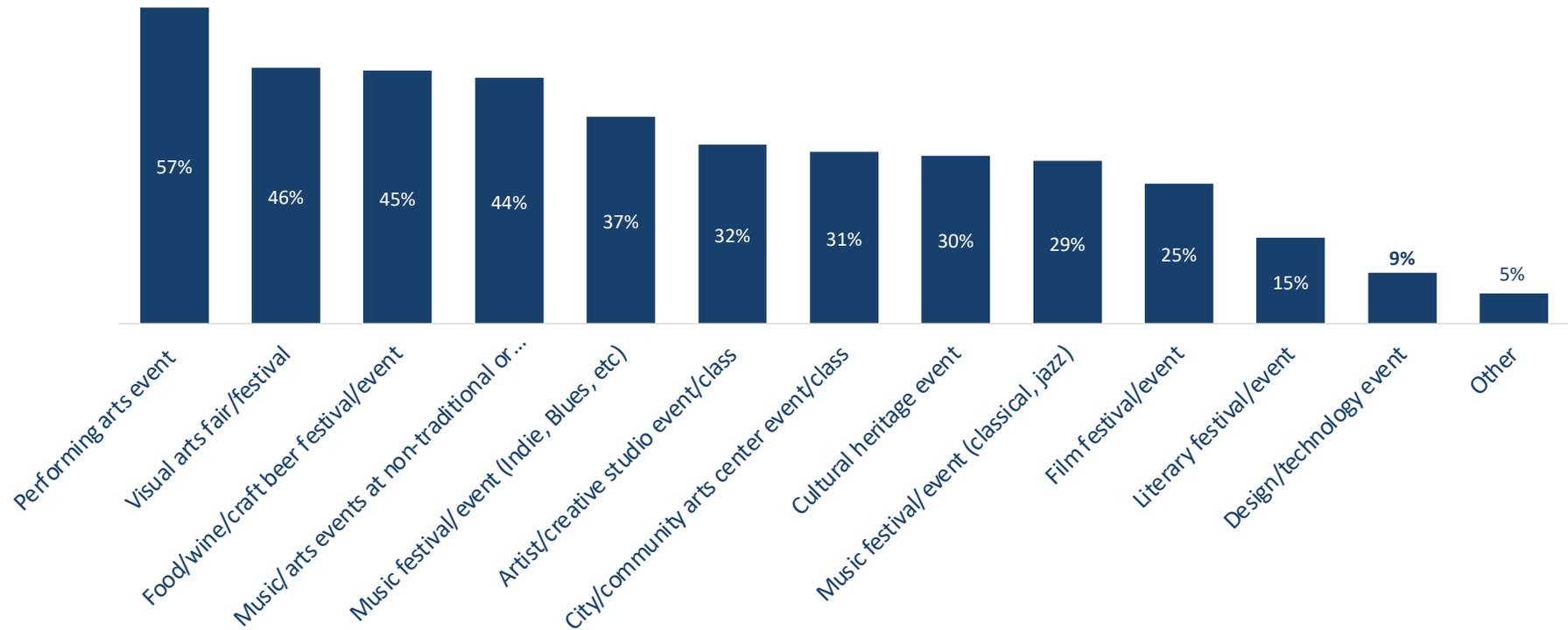
Orange County resident personal participation in arts and creative activities is diverse with visual arts, literary arts, and music topping the list

Personal Participation

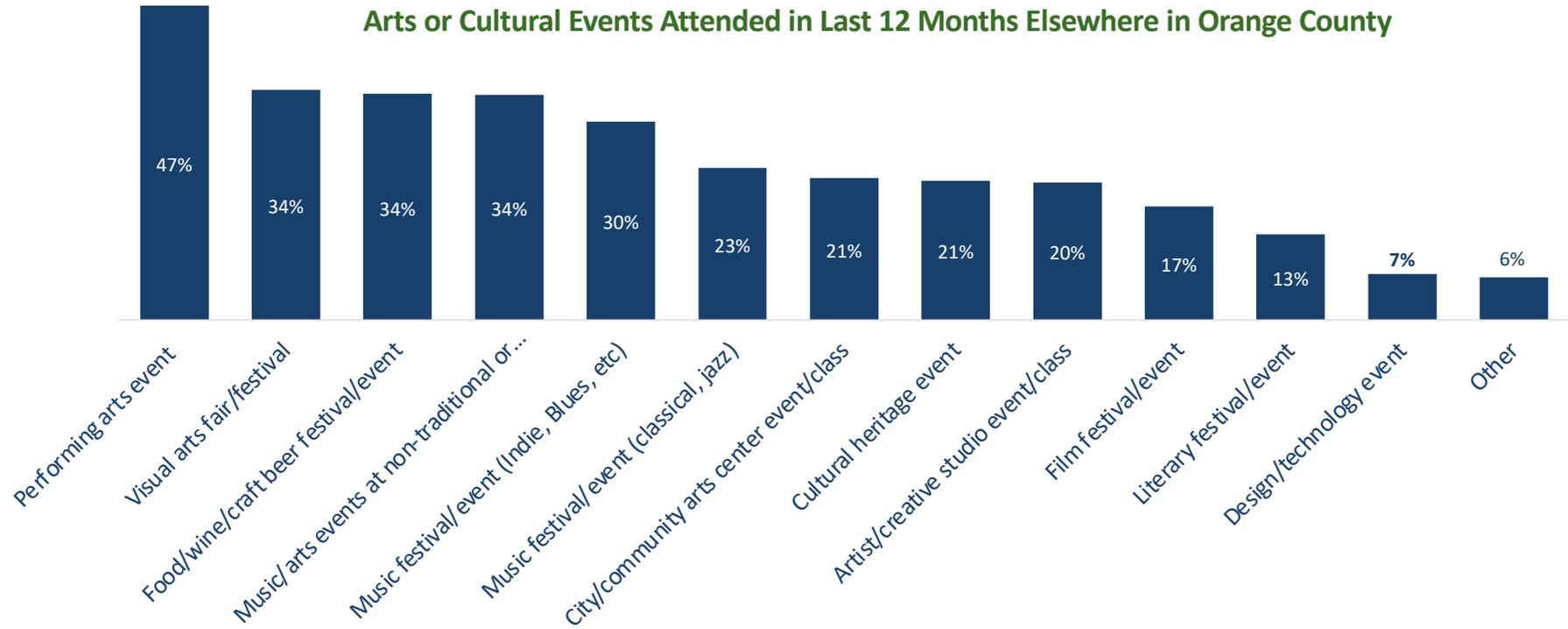


Performing arts, visual arts fairs/festivals, food/wine/craft beer festivals, and music/arts events at non-traditional places were the primary draws for many respondents within the last 12 months

Arts or Cultural Events Attended in Last 12 Months Where Residents Live in Orange County

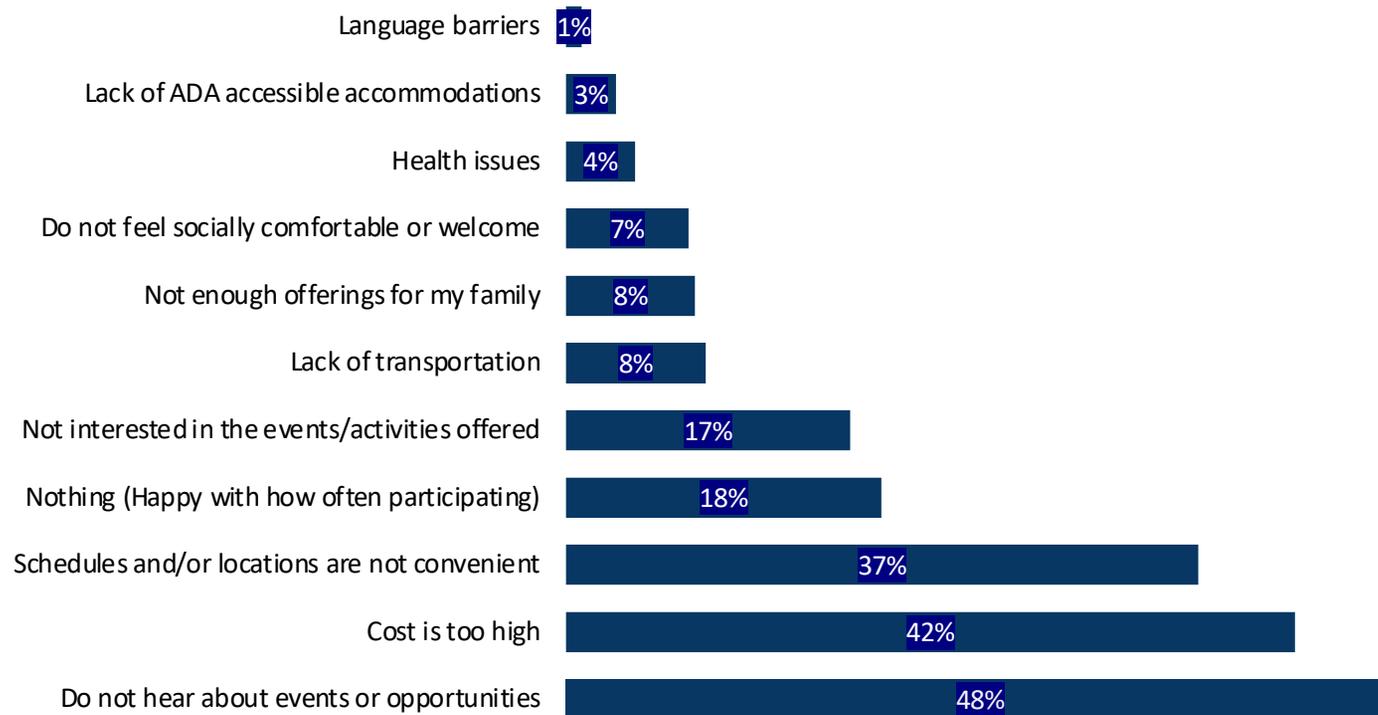


Performing arts, visual arts fairs/festivals, food/wine/craft beer festivals, and music/arts events at non-traditional places were the primary events respondents attended elsewhere in Orange County (not where the live)



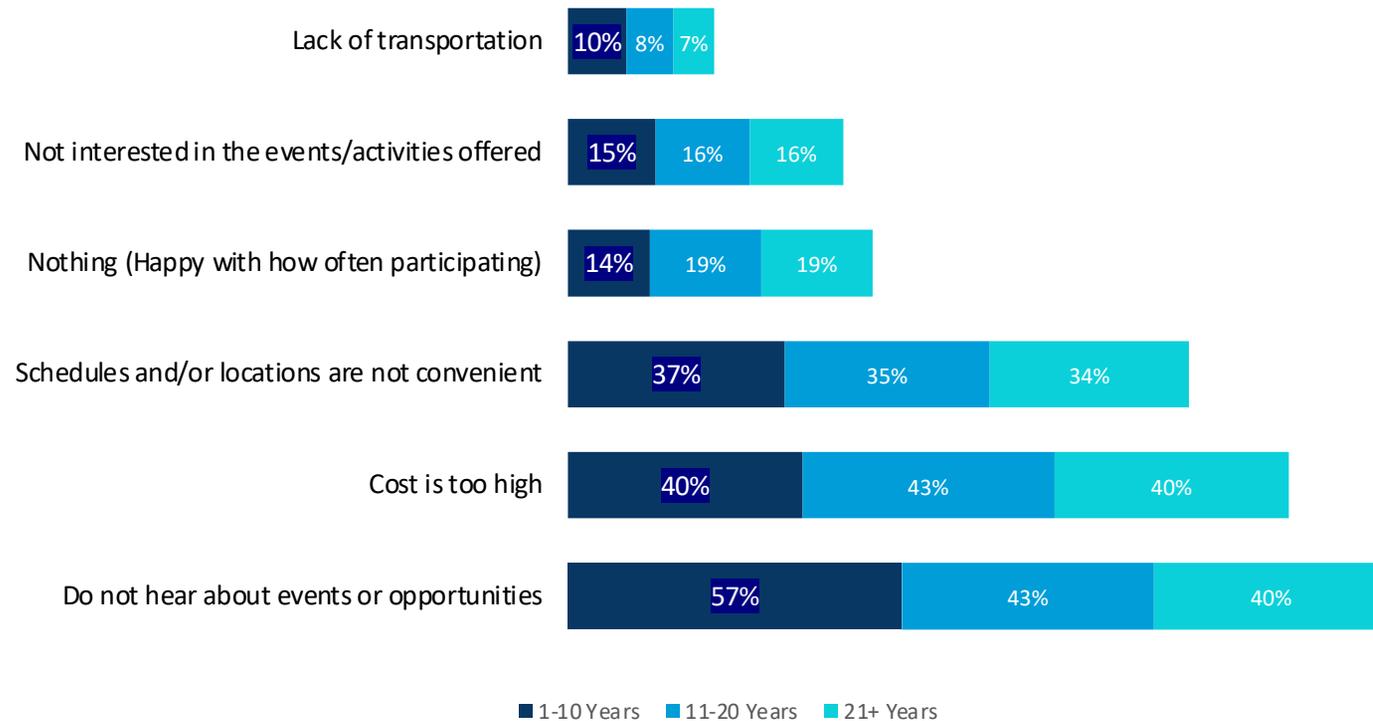
When asked about barriers to participation, respondents mainly cite lack of awareness, cost, and inconvenient schedules and/or locations

Factors Prohibiting Arts or Cultural Events Attendance



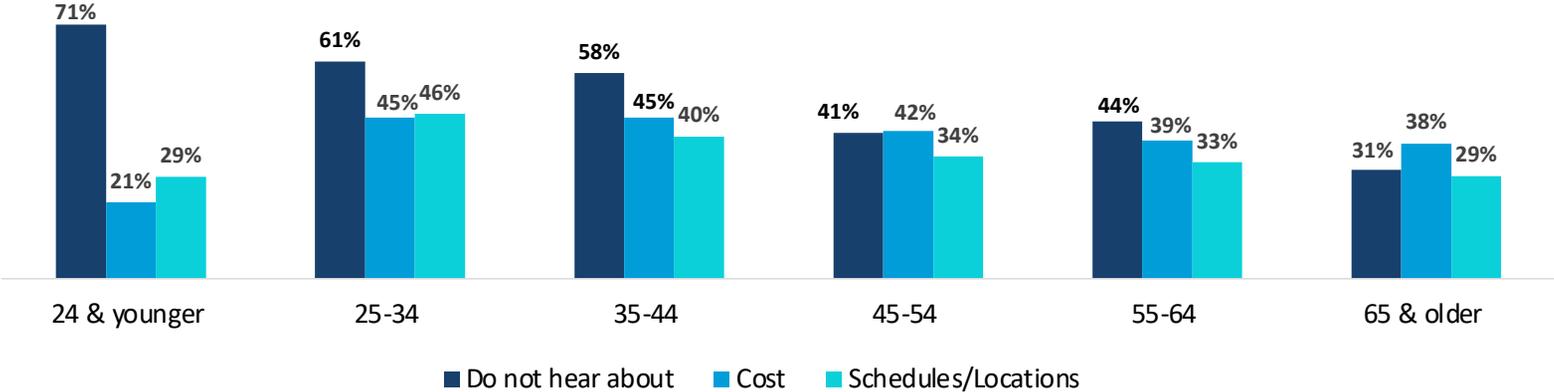
Lack of awareness about events and schedules and/or locations are slightly stronger barriers to participation among respondents you have lived in the area for 10 years or less

Top Factors Prohibiting Arts or Cultural Events Attendance by Length of Residence



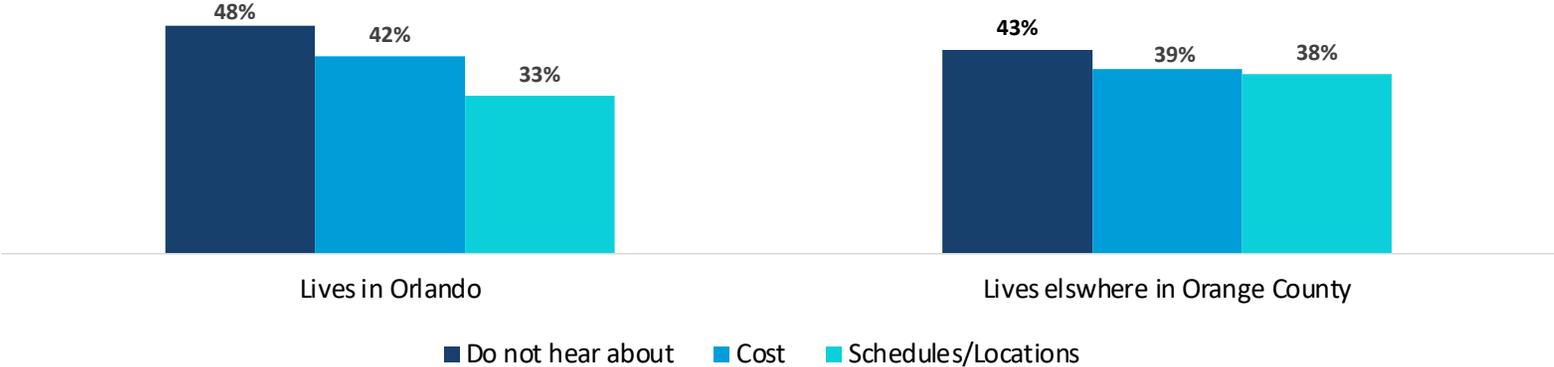
Younger respondents cite higher issues with lack of information more than older respondents. Cost and schedules are higher issues for respondents between age 25 and 44 than other age groups .

Barriers to Participation by Age Group



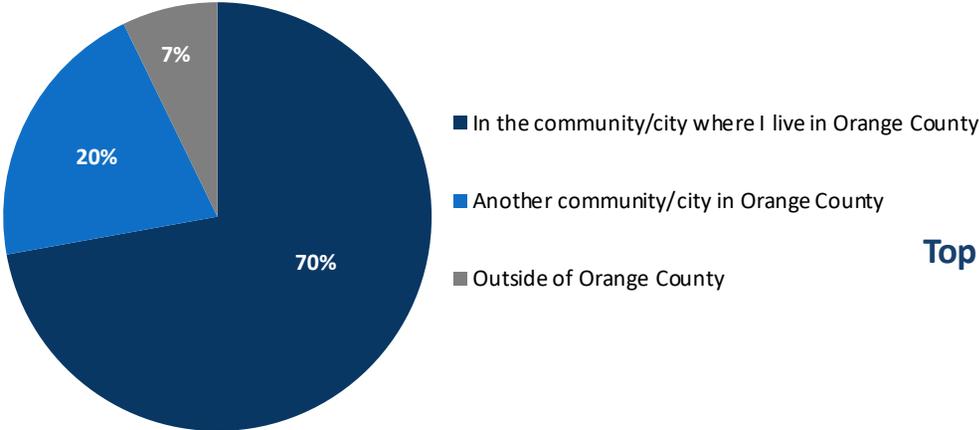
Issues of information and cost are slightly higher among respondents who live in Orlando and schedules/locations are more of a barrier to respondents living outside of Orlando

Barriers to Participation by City of Orlando or County Residence



Residents primarily attend events such as theater, festivals, and music events close to home, with 2 out of 10 saying they attend in elsewhere in Orange County

Where Arts and Cultural Events Are Most Often Attended



Top Locations of Event Attendance in Orange County

City of Event Attended	%
Orlando	73%
Winter Park	11%
Winter Garden	4%
Unincorporated OC	2%
Maitland	2%
Lake Buena Vista	1%

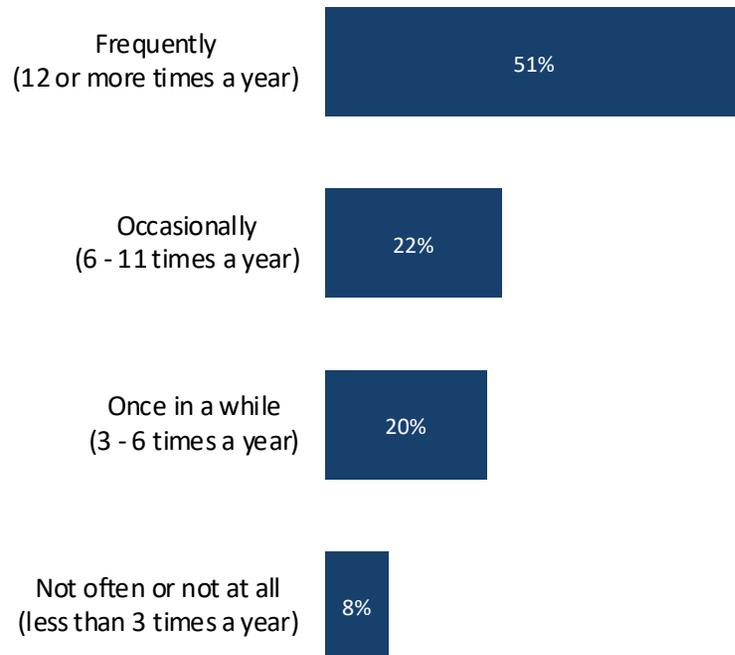
Where people attend events depends primarily on ease of access, area amenities, and community connections

Why Residents Attend and Participate Where They Do

- Geographic concentration of venues (e.g., Loch Haven Park, Winter Park)
- Major venues (e.g., Dr. Phillips, Orlando Museum of Art, Enzian)
- Parking availability (e.g., no or low cost)
- Walking, biking, and public transit accessibility (e.g., non-drivers)
- Cultural hubs with other activity (e.g., Winter Park, Lake Eola, Mills/Milk District)
- Economic factors (e.g., free events, senior discounts)
- Active arts (e.g., FusionFest, Winter Park Ballroom, Third Thursday at CityArts)
- Social opportunities and community feel
- Supporting neighborhood artists, community pride
- Family activities available
- Areas that that feel safe
- Diverse cultural program offerings
- Venue quality and amenities

Most people regularly participate in arts, cultural, and creative activities, with 73% attending events either frequently or occasionally

Arts/Cultural Events/Activities Involvement



Age Implications

Age is not a strong predictor of participation frequency

45 years and younger age group is **more** likely to participate **frequently** and/or **once in a while** compared with those over **45 years of age**
45 years and older age group is more likely to participate **occasionally** and/or **not often** compared with those **under 45 years of age**

Respondents want more of everything, but information about arts and cultural events/happenings, career opportunities and artistic spaces top the list

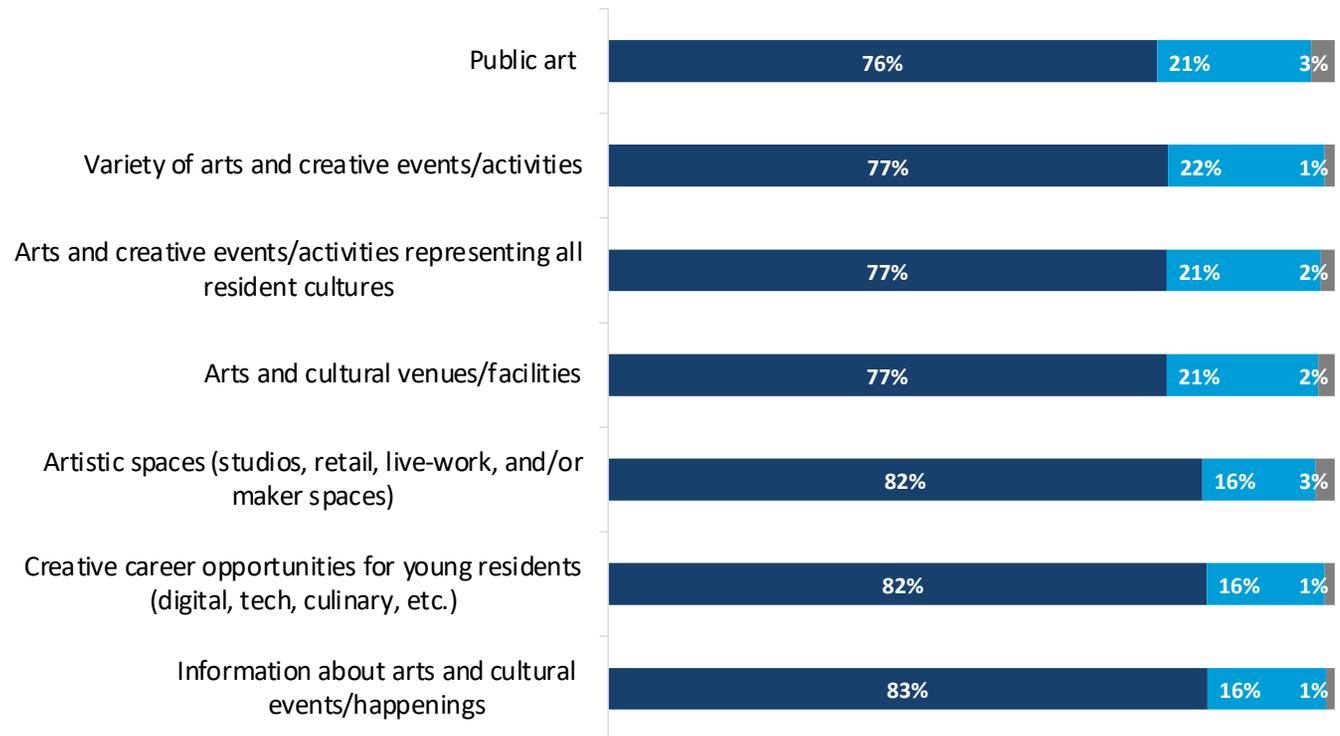
Other Implications

Age 34 and younger desire more **creative career opportunities** and **variety of activities** at a higher rate than other age group.

Artistic spaces are needed more by respondents who live in the City or Orlando compared to those who live elsewhere in Orange County

County Art and Culture Needs

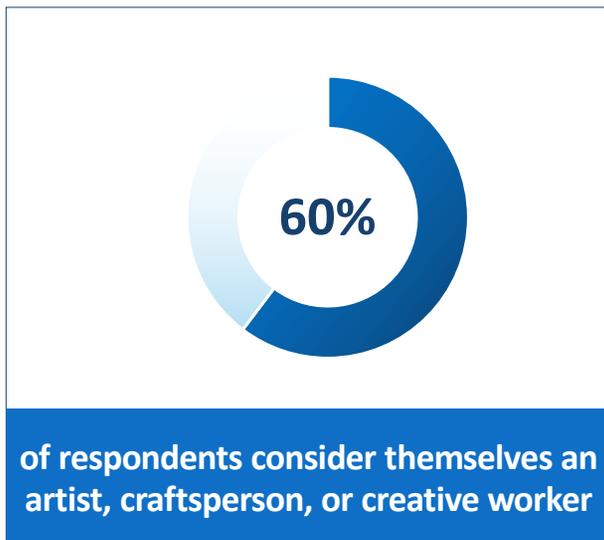
■ Need More ■ Just Right ■ Need Less





Artists in Orange County

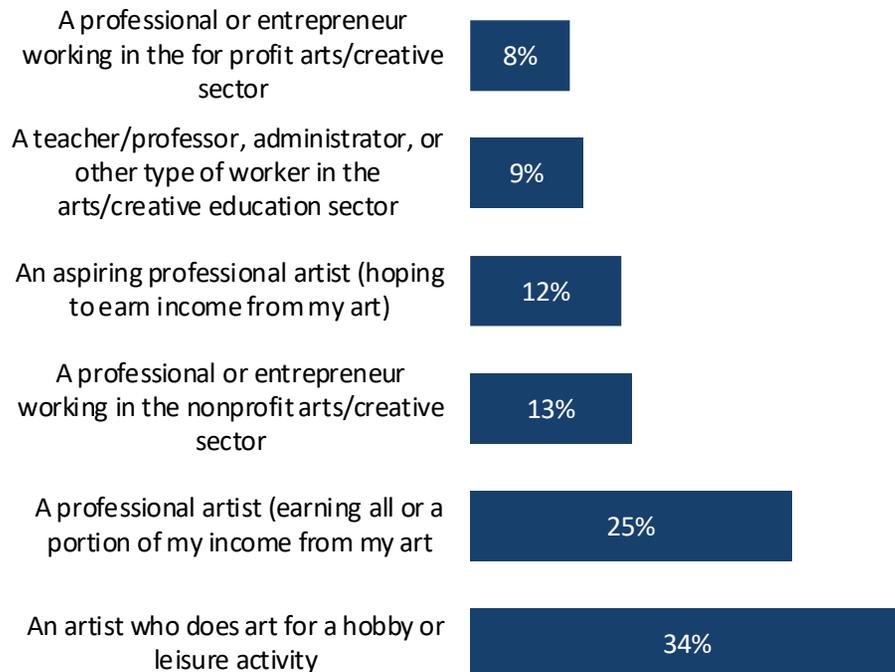
60% of respondents consider themselves “creatives”. Of those, 37% are aspiring or professional artists



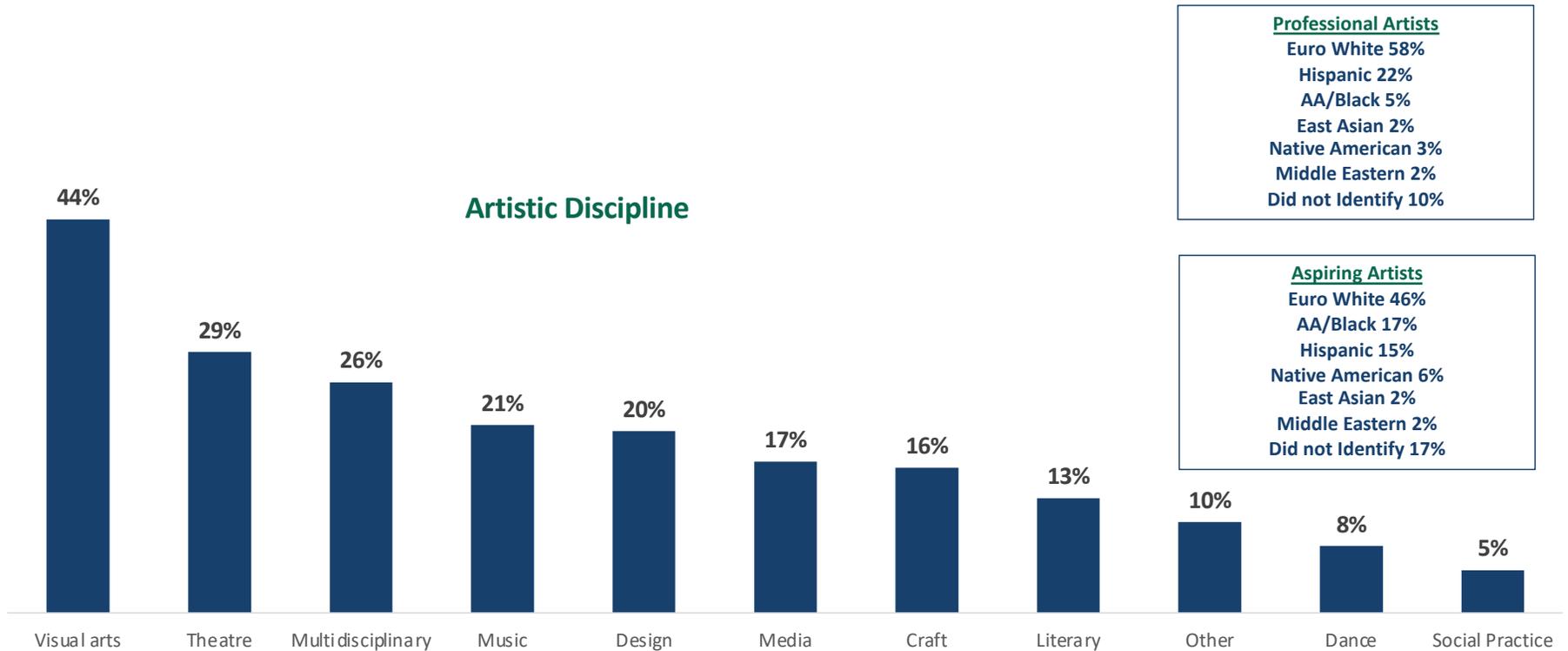
Those **under age 35 years** of age and those **over age 65** are more likely to identify as artists compared to other age groups.

Professional artists are concentrated in two age groups: **35-44** and **45-55** years of age

Self-Described Type of Artist/Craftsperson/Creative Worker

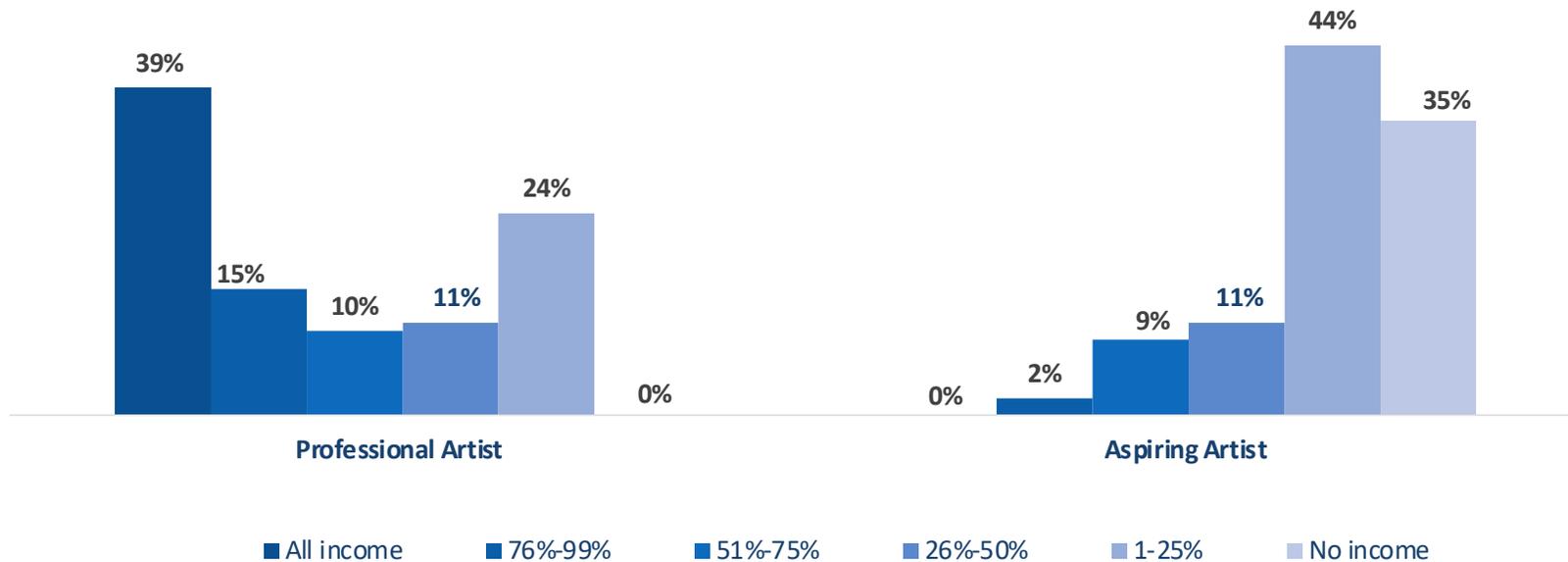


Most responding artists practice in the visual arts discipline, followed by theatre, multidisciplinary, music, and design



39% of professional artists generate their entire income through their creative work. In contrast, 35% of those in the early stages of their artistic careers derive no income and 44% derive 25% or less of their total earnings from their creative pursuits

Portion of Total Income from Creative Work



Availability of affordable spaces for both living and working and spaces to show, sell and perform their work are the top priorities for professional and aspiring artists

Top Ranked Priorities Among Artists

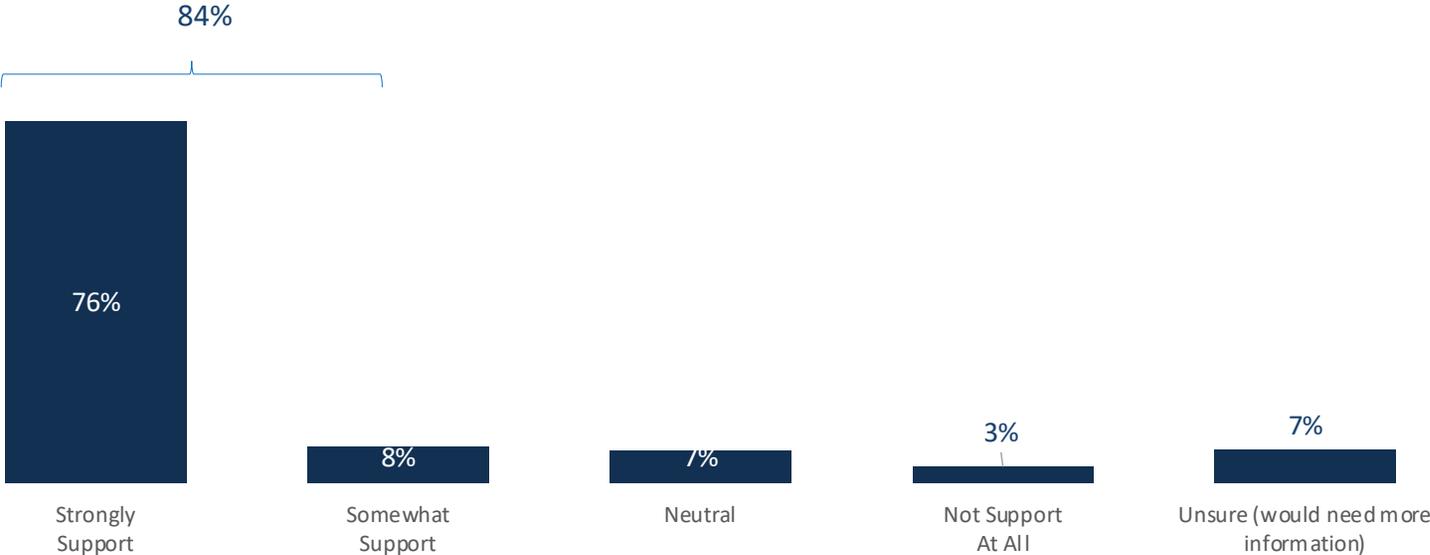
- #1** Affordable workspace and/or live/workspace
- #2** Exhibition, performance, and sales/work opportunities
- #3** Networking and connection opportunities with other artists in the area
- #4** Professional development assistance (marketing, promotions, accounting, etc.)
- #5** Opportunities for leadership in the community



Funding Support and Plan Priorities

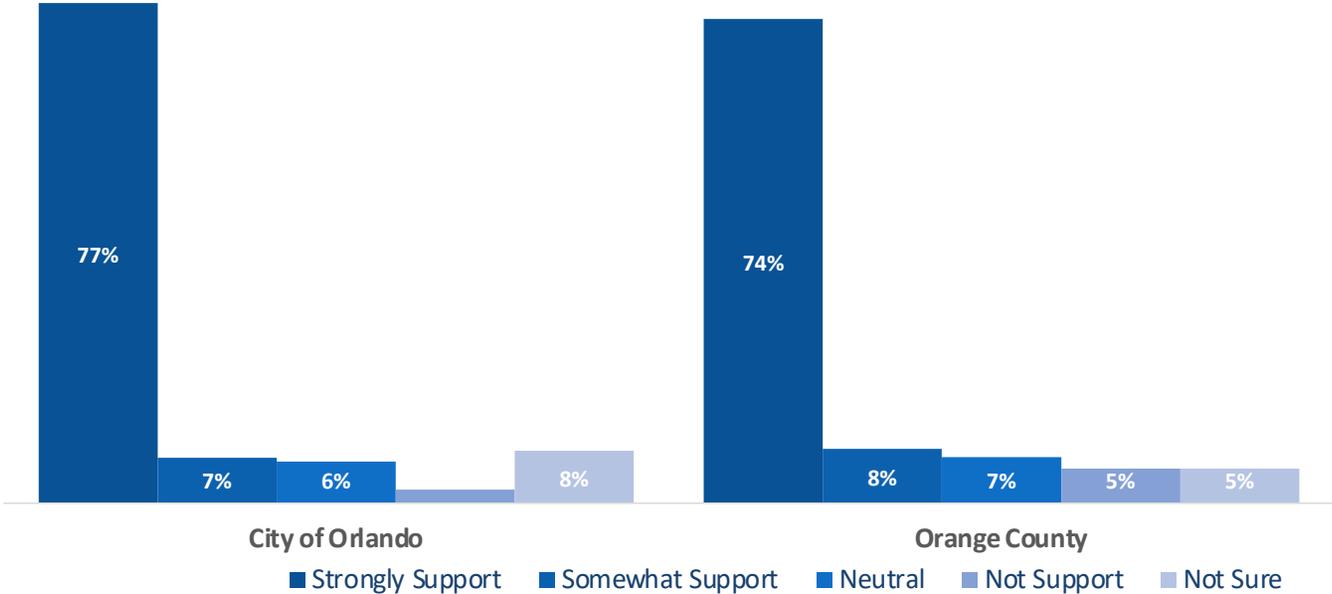
Support for increased government funding of art, cultural, and creative growth in Orange County is strong

Support for Increased Government Funding of Arts, Cultural, and Creative Growth of Orange County



Residents of both the City of Orlando and Orange County express strong support for government funding for arts, cultural, and creative growth of Orange County.

Support for Government Funding by City/County Residents



*Grouping: Knightdale, Wendell, Rolesville, Zebulon

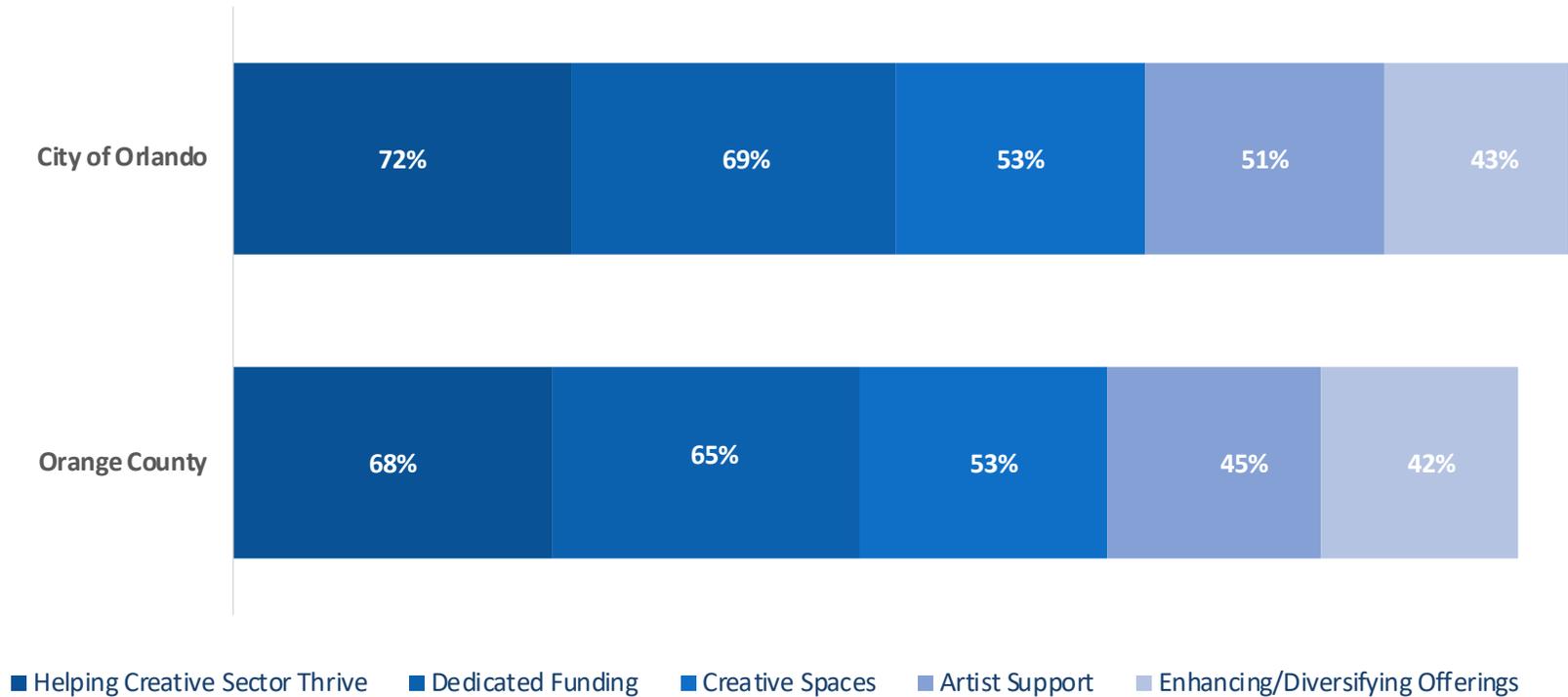
Respondents' top priorities for the County's plan are helping the creative sector grow and do well, providing dedicated funding for the arts, and developing more creative spaces/venues.

Top Long Term Plan Priorities

70%	Helping our local arts, culture and creative businesses grow and do well
67%	Providing dedicated funding for the arts
53%	Developing more creative spaces/venues
49%	Supporting local artists so they stay in the county
40%	Enhancing the diversifying arts/creative events and opportunities across the county

Priorities are similar for respondents from the City of Orlando and Orange County

Long Term Plan Priorities for Cultural Plan



The ONE THING respondents want this plan to accomplish (Open-ended Question)

Accessibility and Infrastructure (187 mentions)

- Creating and maintaining affordable art spaces such as low-cost studios and reduced rate rentals
- Expanding venue options by renovating and transforming vacant buildings
- Improving transportation access through public transit, parking solutions, and venues throughout the county

Community Development and Diversity (156 mentions)

- Celebrating cultural diversity by showcasing multicultural events, amplifying diverse voices, promoting inclusive events
- Empowering local artists by nurturing homegrown talent, developing professional opportunities and residencies
- Strengthening community bonds by fostering artistic collaborations and connections between neighborhoods

Funding and Sustainability (134 mentions)

- Investing in individual artists through grants, fellowships, and direct financial support
- Sustaining arts organizations by funding operational costs, venue maintenance, and program expansion
- Securing long-term stability through dedicated, reliable revenue streams

Arts and Education Programming (97 mentions)

- Expanding learning opportunities through workshops, mentorship programs, and creating youth academies
- Enriching public programming through festivals, public performances, and curated public exhibitions
- Connecting across generations with multi-generational family programming and engaging seniors and youth

Respondent Characteristics

Overall Responses

Orange County: 48%
 Orlando: 52%

Orange County Distribution

Unincorporated Area: 14%
 Winter Park: 7%
 Winter Garden: 4%
 Ocoee: 4%
 Maitland: 3%
 Not specified: 2%
 Apopka: 2%
 Windermere: 2%
 Belle Isle: %
 Oakland: 1%
 Edgewood: 1%
 Lake Buena Vista: <1%
 Bay Lake: <1%
 Eatonville: <1%

Orange County Residency

Full-time resident: 98%
 Part-Time resident: 2%

Age Distribution

24 years old or younger: 2%
 25 to 34 years old: 15%
 35 to 44 years old: 21%
 45 to 54 years old: 21%
 55 to 64 years old: 18%
 65 years or older: 19%
 Prefer not to disclose: 4%

Gender Identity

Female: 60%
 Male: 32%
 Non-binary: 4%
 Prefer not to disclose: 4%

Employment/Work Status

Work PT or FT: 73%
 At home caregiver: 2%
 Retired/not I workforce: 16%
 PT or FT college student: 4%
 Seeking work: 5%
 Prefer not to disclose: 4%

Length of Residence

1-5 years: 16%
 6-10 years: 15%
 11-15 years: 11%
 16-20 years: 9%
 21+years: 49%

Race/Ethnicity Identification

European-American/White: 58%
 Hispanic or Latinx: 16%
 African American or Black: 11%
 East Asian: 3%
 Native American/Alaska Native: 2%
 South Asian: 1%
 Middle Eastern or North African: 1%
 Native Hawaiian or Pacific Islander: <1%
 Prefer not to disclose: 6%

Nonprofit Cultural Workers/Contractors

Works for/serves a nonprofit cultural organization in Orlando or Orange County: 22%

Disability Status

Have or live with a disability: 13%
 Do not have or live with a disability: 82%
 Prefer not to disclose: 6%

Children Under 18 in Household

Yes: 18%
 No: 79%
 Prefer not to disclose: 3%

U.S. Military Status

Veteran: 4%
 No: 94%
 Prefer not to disclose: 2%

Appendix

Orange County, FL

Creative Economy Summary

Orange County has a robust creative economy with over 67,500 jobs in the creative sector based on the most recently available data (2023). This represents approximately 8.5% of all (2023) employment in the county. The top 5 occupations reflect the presence of the theme-park industry and include: 1) software developers; 2) actors; 3) writers and authors; 4) musicians and singers; and 5) marketing managers. The top creative industries with the highest earnings reported are: 1) architectural services; 2) i media content providers; 3) advertising agencies; 4); artists, writers and performers, and 5) interior design services.

Orange County's Creative Economy

Overview

The creative economy¹ is an evolving concept which builds on the interplay between human creativity and ideas and intellectual property, knowledge, and technology. It is the knowledge-based economic activities upon which the 'creative industries' are based.

The creative industries – which include advertising, architecture, arts, design, fashion, film, video, photography, music, publishing, research & development, software, computer games, electronic publishing, and TV/radio – are the foundation of the creative economy. They are also an important source of commercial and cultural value.

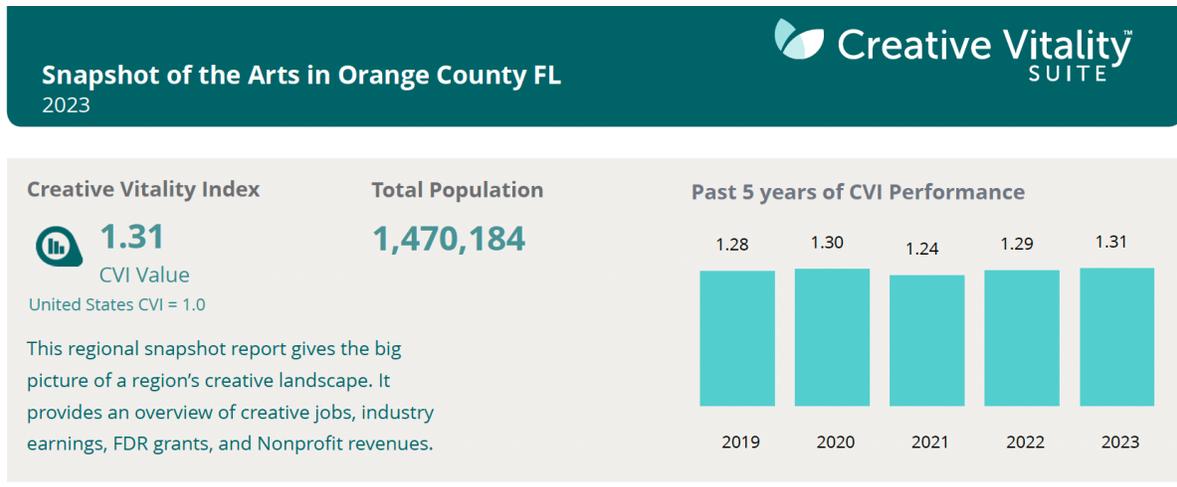
The creative economy is the sum of all the parts of the creative industries, including trade, labor and production. Today, the creative industries are among the most dynamic sectors in the global economy and are a vital force in individual and community development. They empower people to take ownership of their own development and stimulate the innovation that drives inclusive sustainable growth. When well-supported, the creative economy is a source of structural economic transformation, socio-economic progress, and job creation and innovation.²

The term, creative economy, may be misunderstood to mean commercial or profit-driven arts activity. In actuality, it is an inclusive term, encompassing the full range of fine arts, arts as social justice, and commercially successful creative businesses and the entertainment industry. Creative economy is defined by its creative dimension, not its artistic motive or profit motive.

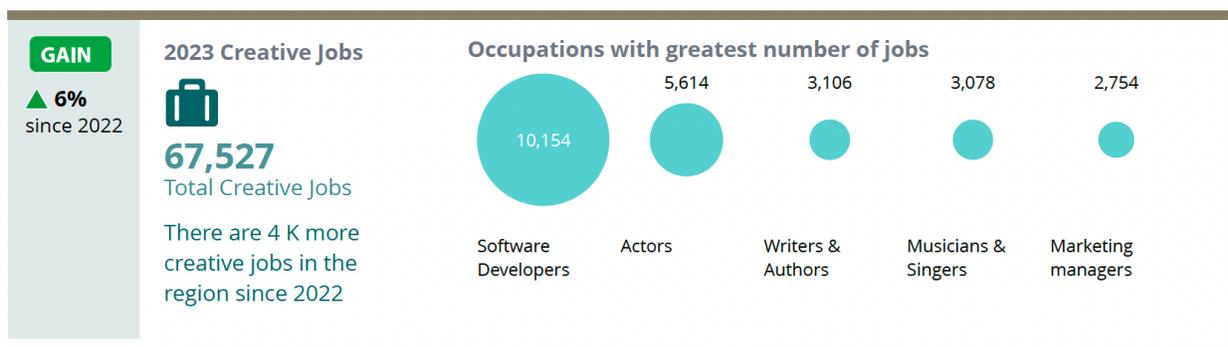
Orange County Profile

¹ <https://unctad.org/topic/trade-analysis/creative-economy-programme>

The Creative Vitality™ Index (CVI), a data source provided by Creative West (formerly WESTAF)³ provides a portrait of Orange County creative economy. Orange County's CVI value based on data from 2023 is 1.31, which is above the national average (the national average among all 3,043 counties = 1.0), and is higher than two of the five comparison counties examined for this report - Clark County, NV (1.20) and Hillsborough County, FL (.90). Fairfax County, VA is slightly higher at 1.66 and Travis County, TX is the highest at 1.80. As evident in the following illustration, Orange County's CVI Value has remained relatively constant over the past five years.

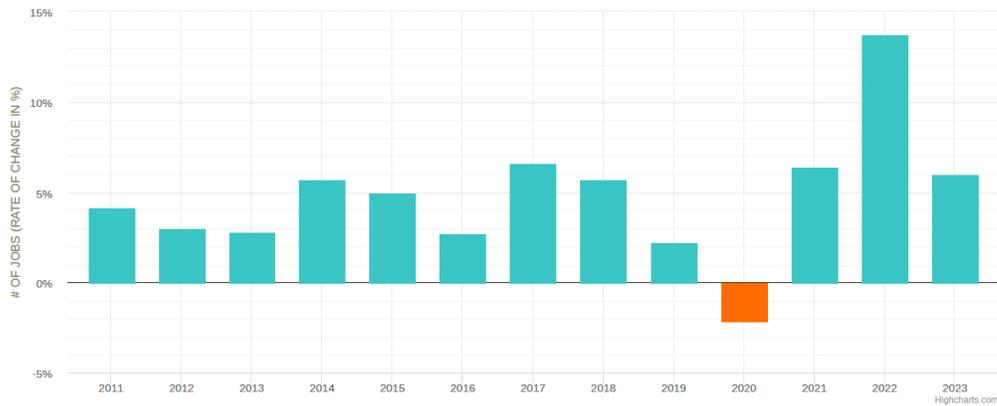


In 2023, CV Suite indicates Orange County had a total of 67,527 creative jobs in the county which represents approximately 8.5% of all employment in the county⁴. The top creative sector occupations are: 1) software developers; 2) actors; 3) writers and authors; 4) musicians and singers; and 5) marketing managers. The following illustrates the annual percent change in creative jobs since 2011. The impact of the Covid-19 pandemic in 2020 is evident in the loss of jobs in the creative sector. The recovery from the pandemic is most evident in 2022 with solid job growth continuing in 2023.



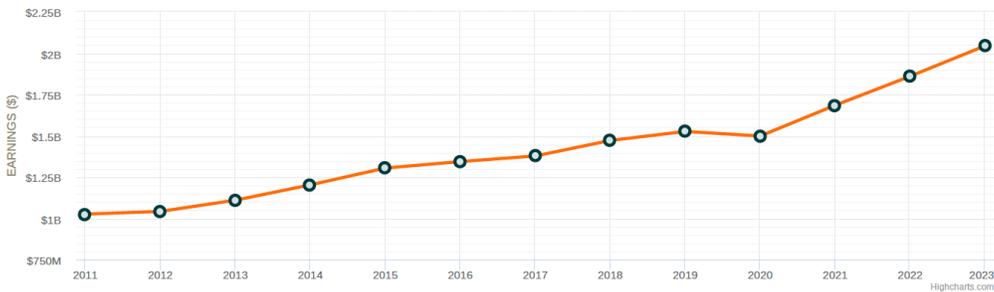
³ Creative Vitality™ Suite is an industry standard data solution for measuring the for-profit and nonprofit arts, culture, and creative sectors provided by Western States Arts Federation.

⁴ Source: DataUSA



Creative industry earnings increased steadily from 2011 through 2019, with a slight decrease in 2020. There has been significant growth in creative industry earnings between 2020 and 2023, growing from approximately \$1.5B in 2020 to over \$2B in 2023.

The top creative industries with the highest 2023 earnings reported are: 1) independent artists, writers and performers; 2) web search portals; 3) promoters of performing arts and sports; 4); architectural services, and 5) publishers.



Community Comparisons

The table below compares the CVI Value and past performance of Orange County and four benchmark counties: Travis County, TX; Fairfax County, VA; Clark County, NV and Hillsborough County, FL. These benchmark counties were designated in discussions with Orange County Planning Division. When compared to the national index of 1.00, Orange County indexes in the center of the five counties in the benchmark cohort.

Creative Vitality Index Value Comparison 2023	
Travis County, TX	1.80
Fairfax County, VA	1.66
Orange County, FL	1.31
Clark County, NV	1.20
Hillsborough County, FL	0.90
National CVI Benchmark	1.00
<p><i>For purposes of this comparison, each county is compared to the national benchmark of 1.00. The Creative Vitality Index compares the per capita concentration of creative activity in two regions. Data on creative industries, occupations, and cultural nonprofit revenues are indexed using a population-based calculation. The resulting CVI Value shows a region's creative vitality compared to another region.</i></p>	

Comparison Summary Creative Occupations and Creative Industry Earnings 2023 (comparison against Orange County)					
	Orange County, FL	Travis County, TX	Clark County, NV	Fairfax County, VA	Hillsborough County, FL
Population (approx.)	1,470,184	1,346,536	2,342,234	1,135,165	1,530,734
Creative Occupations - Jobs	67,527	85,522	66,711	71,420	46,149
Creative Industry Earnings	\$2B	\$4.4B	\$9B	\$1.7B	\$1.6B
Cultural Nonprofit Revenues (2023)	\$146.5M	\$364M	\$98.2M	\$295.9M	\$117.8M
Creative Occupations Comparison (SOC Codes)					
Software Developers (15-1252)	10,155	24,408	4,777	33,884	10,954
Actors (27-2011)	5,615	800	962	613	684
Writers and Authors (27-3043)	3,107	4,247	4,160	2,626	2,125
Musicians and Singers (27-2042)	3,078	3,096	3,792	1,602	1,638
Marketing Managers (11-2021)	2,755	5,666	4,171	2,945	2,339
Creative Industries Earnings (NAICS Codes)					
Architectural services (541310)	\$264,773,828	\$353,951,852	\$135,691,463	\$128,256,492	\$134,391,185
Media Streaming Distribution Services (516210)	\$254,010,721	\$233,799,808	\$128,070,431	\$90,147,925	\$58,742,358
Advertising agencies (541810)	\$134,941,734	\$408,673,619	\$314,483,500	\$93,381,368	\$149,532,125
Independent artists, writers, and performers (711510)	\$113,1409,611	\$233,174,755	\$45,945,335	\$172,253,961	\$163,029,375
Interior design services (541410)	\$99,274,616	\$149,266,379	\$159,488,942	\$60,345,391	\$62,307,143

City of Orlando Component

Corresponding creative economy data for the City of Orlando was examined based on zip codes within the city. Zip codes provide the most consistent and reliable methodology for comparison, recognizing that zip codes do not adhere strictly to municipal boundaries.

For this comparison, zip codes were determined by utilizing the map [published](#) by the City of Orlando Economic Development Department. The zip codes used are:

- 32789
- 32801
- 32803
- 32804
- 32805
- 32806
- 32807
- 32808
- 32809
- 32810
- 32811
- 32812
- 32814
- 32819
- 32822
- 32824
- 32827
- 32829
- 32831
- 32832
- 32835
- 32839

The following table examines creative economy data for Orlando as a component of Orange County.

Orlando Component of Orange County Creative Occupations and Creative Industry Earnings 2023			
	Orange County, FL	Orlando	% of Orange County
Population	1,470,184	773,668	52.6%
Creative Occupations - Jobs	67,527	41,889	62%
Creative Industry Earnings	\$2B	\$1.5B	75%
Cultural Nonprofit Revenues (2023)	\$146.5M	\$118.2M	79%
Creative Occupations Comparison (SOC Codes)			
Software Developers (15-1252)	10,155	6,109	60.2%
Actors (27-2011)	5,615	2,973	53%
Writers and Authors (27-3043)	3,107	2,132	68.6%
Musicians and Singers (27-2042)	3,078	2,090	67.9%

Marketing Managers (11-2021)	2,755	1,750	63.5%
Creative Industries Earnings (NAICS Codes)			
Architectural services (541310)	\$264,773,828	\$221,129,228	83.5%
Media Streaming Distribution Services (516210)	\$254,010,721	\$205,178,931	80.7%
Advertising agencies (541810)	\$134,941,734	\$104,595,639	77.5%
Independent artists, writers, and performers (711510)	\$113,140,611	\$73,156,959	64.6%
Interior design services (541410)	\$99,274,616	\$79,046,788	79.6%

Top 25 Creative Industry Earnings

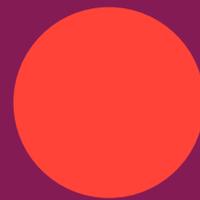
NAICS Code	Industry	Orange County	Travis County	Clark County	Fairfax County	Hillsborough County
541310	Architectural services	\$264,773,828	\$353,951,852	\$135,691,463	\$128,256,492	\$134,391,185
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks	\$254,010,721	\$353,951,852	\$128,070,431	\$90,147,925	\$58,742,358
541810	Advertising agencies	\$134,941,734	\$233,799,808	\$151,114,990	\$93,381,368	\$149,532,125
711510	Independent artists, writers, and performers	\$113,409,611	\$408,673,619	\$314,483,500	\$172,253,691	\$163,029,375
541410	Interior design services	\$99,274,616	\$233,174,755	\$45,945,335	\$60,345,391	\$62,307,143
512110	Motion picture and video production	\$84,930,659	\$149,266,379	\$159,488,942	\$89,516,381	\$35,417,404
519290	Web Search Portals and All Other Information Services	\$55,820,231	\$163,951,557	\$146,953,096	\$132,410,549	\$67,164,816
541430	Graphic design services	\$54,607,892	\$141,199,515	\$46,281,748	\$53,931,873	\$61,874,094
722320	Caterers	\$52,779,888	\$113,191,047	\$144,148,589	\$70,655,037	\$39,838,542
711320	Promoters of performing arts, sports, and similar events without facilities	\$51,166,936	\$119,234,834	\$196,175,287	\$13,417,983	\$42,671,014
541320	Landscape architectural services	\$49,792,634	\$31,879,722	\$14,267,697	\$17,881,218	\$25,124,966
513130	Book publishers	\$45,775,945	\$187,626,254	\$13,587,609	\$25,770,790	\$3,772,885
711310	Promoters of performing arts, sports, and similar events with facilities	\$45,079,385	\$128,826,660	\$97,920,425	\$130,703,092	\$55,304,648
459510	Used Merchandise Retailers	\$41,510,308	\$11,100,370	\$75,444,636	\$30,488,551	\$47,362,018
541820	Public relations agencies	\$39,451,483	\$55,488,300	\$69,428,446	\$61,305,566	\$65,629,718
722330	Mobile food services	\$39,130,430	\$200,201,549	\$68,200,607	\$17,666,137	\$33,462,383
516110	Radio Broadcasting Stations	\$39,102,131	\$55,159,138	\$44,252,038	\$7,207,354	\$10,435,392
516120	Television Broadcasting Stations	\$36,641,352	\$31,078,749	\$47,908,760	\$5,718,170	\$45,152,582
711410	Agents and managers for artists, athletes, entertainers, and other public figures	\$32,928,361	\$68,798,348	\$45,266,954	\$20,296,192	\$41,311,184
712110	Museums	\$32,061,549	\$50,870,193	\$36,993,352	\$5,766,094	\$14,183,706
323113	Commercial screen printing	\$29,574,846	\$16,420,872	\$28,782,989	\$381,042	\$17,815,544
541490	Other specialized design services	\$29,262,976	\$20,034,272	\$19,794,948	\$8,884,556	\$6,537,001
711110	Theater companies and dinner theaters	\$27,101,652	\$23,469,748	\$35,896,378	\$2,143,931	\$6,686,125
711190	Other performing arts companies	\$21,916,768	\$27,567,822	\$173,149,759	\$4,254,207	\$4,379,659
513199	All other publishers	\$21,720,837	\$2,283,400	\$9,361,691	\$117,297,911	\$23,992,033

Top 25 Creative Occupations

SOC Code	Occupation	Orange County	Travis County	Clark County	Fairfax County	Hillsborough County
15-1252	Software Developers	10,155	24,408	4,777	33,884	10,954
27-2011	Actors	5,615	800	962	613	684
27-3043	Writers and authors	3,107	4,247	4,160	2,626	2,125
27-2042	Musicians and singers	3,078	3,096	3,792	1,602	1,638
Nov-21	Marketing managers	2,755	5,666	4,171	2,945	2,339
27-2012	Producers and directors	2,685	2,066	2,123	707	839
27-1024	Graphic designers	2,498	3,213	2,348	2,140	2,011
27-1013	Fine artists, including painters, sculptors, and illustrators	2,413	3,143	3,239	1,492	1,490
27-3031	Public relations specialists	2,216	3,456	1,504	2,156	1,961
35-1011	Chefs and head cooks	1,823	1,917	4,219	1,006	1,363
27-3091	Interpreters and translators	1,572	2,064	2,016	2,310	1,520
27-2099	Entertainers and Performers, Sports and Related Workers, All Other	1,545	845	2,264	468	766
27-4011	Audio and Video Technicians	1,514	786	2,183	319	456
21-2021	Directors, religious activities and education	1,484	531	356	482	540
27-3041	Editors	1,325	1,577	1,446	1,398	995
27-1011	Art directors	1,301	1,803	1,514	941	926
27-1014	Special Effects Artists and Animators	1,227	1,083	997	485	402
17-1011	Architects, except landscape and naval	1,210	1,569	711	820	879
27-1025	Interior designers	1,189	1,504	962	725	725
27-1026	Merchandise displayers and window trimmers	1,106	898	1,942	598	943
15-1254	Web Developers	1,020	1,365	674	1,960	797
27-1029	Designers, all other	942	1,214	1,127	730	781
17-3011	Architectural and civil drafters	938	1,400	959	328	969
27-1012	Craft artists	854	1,031	1,223	602	588
15-1255	Web and Digital Interface Designers	758	1,723	1,031	1,587	554

City of Orlando and Orange County Cultural Plan

Background Materials Summary



BACKGROUND MATERIALS SUMMARY

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INTRODUCTION

Orange County occupies 1,003 square acres in Central Florida. It has an estimated population as of 2022 of 1,452,726. It was founded in 1824 and renamed in 1845 and its largest municipality and county seat is Orlando (population 316,000 for the city and 2.6 million for metro area, which overlaps with other counties).

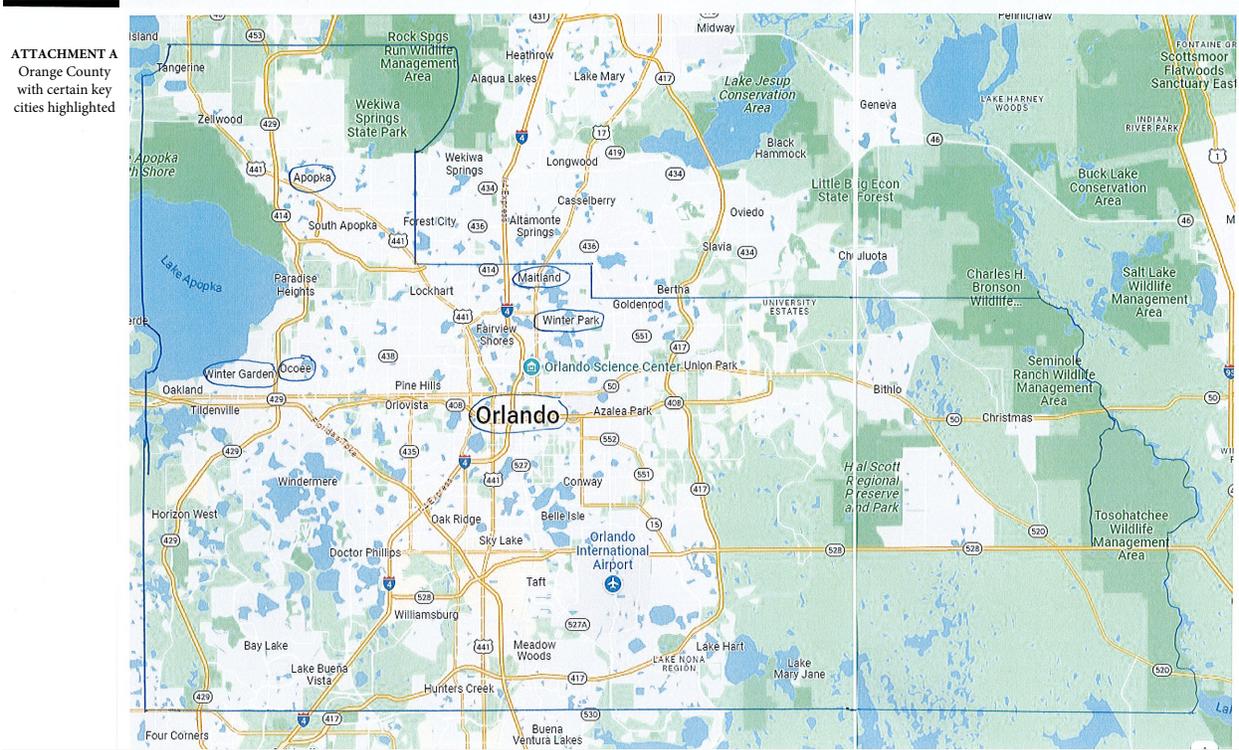
In preparation for the development of a cultural plan, Orange County provided a wide variety of documents offering background on the county's and Orlando's municipal plans and arts and cultural landscape. These documents and their implications for the current cultural planning process are summarized here. They have been divided into four categories:

- General Plans and Reports for Orange County
- General Plans and Reports for Orlando, especially its Downtown Community Redevelopment Area
- Municipal Department Plans and Reports (excluding Arts and Culture)
- Arts and Culture Plans and Reports

Following the main summary, the document includes an appendix with several additional maps.

GENERAL ORANGE COUNTY PLANS AND REPORTS

ORANGE COUNTY MAP



ORANGE COUNTY COMPREHENSIVE PLAN 2010-2030

OVERVIEW AND PURPOSE

The Orange County Comprehensive Plan for 2030 lays out Goals, Objectives, and Policies for land use and development in Orange County. It was adopted in May of 2009, amended in January of 2023, and went into effect in March 2023. It was prepared by the Orange County Planning, Environmental and Development Services Department of the Orange County Planning Division.

The plan addresses the following 19 elements, most of which concern land use, the built environment, and infrastructure in Orange County:

- Future Land Use
- Urban Design
- International Drive
- Transportation

- Housing
- Neighborhood
- Economic
- Conservation
- Recreation
- Open Space
- Water (including potable water, wastewater, and reclaimed water)
- Aquifer Recharge
- Stormwater Management
- Solid Waste
- Fire Rescue
- Public School Facilities
- Capital Improvements
- Intergovernmental Coordination
- Property Rights

Overall, the plan is committed to sustainable, mixed-use development and prefers to channel activity to existing urbanized spaces rather than to build out new areas. It seeks to develop a connected community where all residents have access to affordable housing, transportation, and services and where natural resources will be available long into the future.

SPECIFIC ELEMENTS OF INTEREST

This plan does not explicitly address Arts and Culture. However, several of the elements address related concerns and may be of interest. The Urban Design element of the plan contains a goal related to placemaking (UD1) and encourages Wayfinding signage and other urban design strategies that reflect the culture and aesthetics of local communities. This element also calls for adequate recreational spaces for the community and for these spaces to be integrated into the overall community design (Objective UD 5.2). The International Drive element notes that tourist activity concentrates in this area and that planning will need to address a mix of uses (Goal ID 1, Objective ID1.1). Under the Economic element, the County commits to enhancing the quality of life for Orange County’s workforce (Goal E4) and continuing to diversify the County’s industries (Goal E5).

Under the Recreation element, the county commits to achieving a standard of 2.5 acres of publicly-owned parkland for every 1,000 residents of unincorporated Orange County (Objective R1.1) and to providing interpretive centers and tools for historic and natural resources in the County’s parks (Policies R1.2.3 and 6). It also notes the importance of park programs and expresses an intent to ensure that they are accessible to all residents and meet the needs of Orange County’s diverse community (Objective R1.4 and Policy R1.4.6; Objective R1.6). Other objectives and policies in this element address funding concerns and coordination with other governments and municipalities.

IMPLICATIONS FOR CULTURAL PLAN

This document provides considerable detail about Orange County’s land use needs, plans, and policies. It offers context for the cultural plan and shows the County’s commitment to conservation, connectivity, and a community that serves all of its residents.

ORANGE COUNTY VISION 2050 COMPREHENSIVE PLAN 2020-2050

OVERVIEW AND PURPOSE

In July of 2023, the Orange County Board of Commissioners approved and transmitted Vision 2050, Orange County’s comprehensive plan for development. This comprehensive plan informs other county decisions and guides initiative, policies, and regulations. It proves a roadmap for future growth to ensure that development occurs in a way that preserves the area’s natural resources and promotes the interests of all residents. Rather than separating the county into zones based on land use, the plan emphasizes context-sensitive planning and directs development to areas that are already urbanized.

The plan is divided into three sections: An Introduction that lays out the guiding principles and planning framework; ten chapters on subject areas related to the plan, including all areas required by Florida law as well as three optional areas (including Tourism, Arts, and Culture); and Goals, Objectives, and Policies specific to six geographic planning areas identified by the County. This summary provides a general overview of plan but focuses on areas most relevant to Arts and Culture.

GUIDING PRINCIPLES AND PLANNING FRAMEWORK

The plan lays out ten principles that establish priorities and for development and will guide planning for the County going forward:

- Mixed Land Uses
- Compact Land Use Design
- Housing Opportunity and Choice
- Walkable Neighborhoods
- Distinctive, Attractive Communities with a Strong Sense of Place
- Preserved Open Space, Farmland, Natural Beauty, and Critical Environmental Areas
- Development Directed towards Existing Communities
- A Variety of Transportation Choices
- Predictable, Fair, and Cost-effective Development Decisions
- Community and Stakeholder Collaboration in Development Decisions

The plan then lays out the planning framework’s place-based approach, which focuses on “the characteristics of development, the standards for the built environment, and integration of uses to create more predictable development and desirable neighborhood communities” (20). It identifies six market areas (Northwest, Southwest, Core, East, South, Rural East) as well as six sectors (Targeted Growth, Intended Growth, Established, Rural, Preserved, Special) and three place types (Centers, Neighborhoods,

Corridors), all of which will guide development. It then articulates four strategies the county will employ when making decisions about growth in certain areas: transform, evolve, grow, and maintain.

POLICY LAYOUT OVERVIEW

Vision 2050 lays out goals, objectives, and policies in ten different areas to help guide growth and inform decision-making throughout the planning period. These ten policies areas are:

1. Land Use, Mobility, and Neighborhoods
2. Housing and Community Services
3. Tourism, Arts, and Culture
4. Economy, Technology, and Innovation
5. Natural Resources and Conservation
6. Recreation and Open Space
7. Transportation
8. Public Schools
9. Community Facilities and Services
10. Implementation and Property Rights

The policy areas most relevant to the cultural plan (areas 3, 4, and 6) are summarized in more detail below.

POLICY AREA 3: TOURISM, ARTS, AND CULTURE

While the state of Florida requires communities to set policies and goals in some areas, policy goals for Tourism, Arts, and Culture are optional. In recognition of the centrality of tourism to its economy and to demonstrate its commitment to arts and culture, Orange County has elected to develop policies in this area. The plan states, “Orange County will continue to support its regional large-scale cultural centers that produce high caliber exhibits, sports teams, and shows that educate our youth, entertain our residents, and attract our visitors.”

The plan lays out the following goals for Arts and Culture in Orange County:

1. **Orange County continues to recognize that arts and culture are essential to orange County’s economic vitality and quality of life.** The objective for this goal involves allocating resources to support the arts community, and policies include (among others) dedicating at least 1% of private and public works projects to art in public places.
2. **Elevate the status of Central Florida’s arts and culture to that benefitting a world class community.** The Cultural Plan falls under the objective for this goal, which is to “Create a strategic plan to increase the funding and resources of our arts and culture community in relation to the County’s growing visitor and resident population” (172). Policies under this objective call for enhancements to and collaborations with various organizations and agencies, including United Arts of Central Florida, museums, libraries, and assorted private partners. They also call for close attention to the environmental impact of arts organizations, facilities, and programs.

3. **Orange County shall maintain an education system that provides opportunities for youth to explore their talents and interests for artistic expression through exposure and access to performing and visual arts from Pre-K through High School.** The objective and policies under this goal commits the County’s Arts and Cultural Affairs Office, in collaboration with Orange County Public Schools and other relevant partners, to periodically assess arts programs for youth and create and maintain an inventory of services offered.
4. **The County will ensure that all residents and visitors have access to creative, high-quality, and diverse arts and cultural opportunities.** To work toward this goal, the county commits to engaging a diverse group of community leaders in the decision-making process for the development of arts and cultural programs, policies, and resources in the County.
5. **The County shall promote the creation of public art, finding that public art is interwoven into the fabric of the community, and contributes to and enhances vibrant neighborhoods while providing other social and economic benefits.** The county’s objective here is to evaluate and increase investments in public art, and policies address funding strategies and the location of public art projects throughout the county.
6. **Our creative class is valued, supported, and has a high quality of life.** This goal has two objectives: to ensure that housing and transportation are affordable for creative professionals and to ensure that seniors employed in creative industries have access to healthy food, transportation, and healthcare. Policies for this goal address issues such as affordable housing and encouraging living wages for workers in the arts sector.
7. **Orange County encourages cultural tourism as a sustainable component to our tourism industry, and important sites, buildings, and venues are spread throughout the communities and neighborhoods of the County.** The objective under this goal empowers local residents and neighborhood leaders to advocate for “increased investment in heritage and cultural tourism in their neighborhoods” (176).

POLICY AREA 4: ECONOMY, TECHNOLOGY, AND INNOVATION

Overall, this policy area addresses Orange County’s economic future. It calls for “a thriving economy that is diversified, resilient, and supported by an educated and trained workforce that earns a living wage.” It is also concerned with enhancing the quality of life for workers and supporting small businesses, and therefore has some relevance to the cultural plan. In particular, small, arts-related businesses might benefit from the Incentives, grants, and partnerships called for in Goal 4, Objective 2, which aims to “Foster an environment in which small businesses can start, grow, and scale.”

POLICY AREA 6: RECREATION AND OPEN SPACE

Noting the need to create and preserve walkable parks and open space as Orange County develops, the plan lays out goals and objectives articulating the need for 2.5 acres of publicly-owned activity based parkland and trails for every 1,000 residents. It highlights the diversity of Orange County’s residents and commits to creating a Parks system that benefits all. While the goals and objectives laid out in this section of the plan do not directly concern arts and culture, both policy areas serve the recreational needs of Orange County’s residents and many cultural events and festivals take place in parks or other recreation-oriented open spaces.

MARKET AREAS

The Plan then provides detailed planning guidance for each of the County's six geographically-defined market areas. The most significant area for the cultural plan is likely the Core Market Area, which totals 130 square miles (13% of Orange County) and includes the historic Downtown areas of Winter Park and Orlando as well as the I-4 corridor. The Southwest Market Area, where many theme parks and the Orlando Convention Center are located and which covers 174 square miles, may also prove relevant to the cultural plan. In both cases, the County aims to manage growth, conserve environmental resources, and preserve neighborhood character while providing for development that helps economies thrive.

RESOURCES

The latter sections of the Vision 2050 report contain numerous planning maps as well as policies and references related to land development in Orange County.

IMPLICATIONS FOR CULTURAL PLAN

The Vision 2050 Plan lays out Orange County's strategy for land use and development moving forward. By including the optional Tourism, Arts, and Culture element in the Vision Plan, County leadership displays a clear commitment to the Arts and Culture. Goal 2 of this policy area establishes the need for the Cultural Plan and the policies under this goal name specific organizations and agencies who may be involved in the plan. Outside of its specific Arts and Culture elements, the plan provides an overall vision for the county, especially as regards land use, and the Cultural Plan may wish to consult the land use sections of the plan if development for arts and culture uses is contemplated.

MAYOR JERRY L. DEMINGS STATE OF THE COUNTY ADDRESS

OVERVIEW

On June 7, 2024, Mayor Jerry Demings addressed constituents at the Orange County Convention Center. The address was focused on a theme of "Building Better Together." The Mayor began by describing the city's strong economy and financial position, noting that in the last year Orange County saw 2.2 billion dollars in development. The County has focused on simplifying permitting, increasing housing, and supporting small and medium-sized businesses, as well as flood and storm remediation and disaster preparedness. The mayor also highlighted County investments and accomplishments in many areas, including transportation, higher education, violence prevention, and conservation, as well as significant private investment from business such as Disney.

The mayor's address included a few points relevant to the arts. He announced, but did not provide detail on, \$75 million in County investments for capital improvements for arts organizations and an additional \$11 million in cultural tourism grants. He also highlighted the accomplishments of the county's Multicultural Center and announced additional funding for that organization. Relevant to culture and tourism, he noted that Orlando was named the #1 Sports Business City in America by the Sports Business Journal and highlighted events such as the Olympic Marathon trials, concerts, and the NFL Pro Bowl. The mayor also stated that 40 organizations were awarded a total of 4.2 million in cultural and tourism grants

funded by tourism taxes. Performers from Opera Orlando and the Orlando Taiko Dojo drumming ensemble entertained guests just before the conclusion of the address, providing the opportunity for arts organizations to showcase their talents.

IMPLICATIONS FOR CULTURAL PLAN

The arts played only a minor role in the mayor's address. However, they are clearly considered important to Orange County's culture and community, and the inclusion of arts groups as entertainment in the event suggests that the county is aware of the strength of its arts organizations and wants them to have the opportunity to shine.

GENERAL CITY OF ORLANDO PLANS AND REPORTS

CITY OF ORLANDO VISION STATEMENT POLICY DOCUMENT

OVERVIEW AND PURPOSE

The City of Orlando's Vision Statement Policy Document was initially approved in 1991 and amended in 2009. This document supports the city's Growth Management Plan, which aims to preserve Orlando's unique natural environment while supporting population growth and economic development. Noting that the population of the Orlando Metropolitan Statistical Area was expected to reach 3,283,776 by 2030, the Growth Management Plan establishes a vision that "will ensure the preservation of its natural and man-made environments, reduce urban sprawl, promote the efficient use of transportation and financial resources, and nurture its human assets" (V-2).

POLICY AREAS

In support of this overall project, the document lays out and provides an overview of seven policy areas:

- **Orlando's Amenity Framework**, which includes urban design, historic preservation, parks and open space, the cultural arts, and libraries. According to the policy document, these amenities are key to Orlando's future, and the document specifically calls for the city to be "enhanced by a strong, diverse and supportive cultural, performing, and visual arts community" (V-5).
- **Orlando's Housing Framework**, calling for creating more attainable, affordable housing and developing housing at a range of price points to serve the needs of all community members.
- **Orlando's Economic Framework**, including tourism as well as high-tech and healthcare sectors.
- **Orlando's Land Use Framework**, which focuses on creating high-intensity, mixed-use activity centers and maintaining the character of neighborhoods.
- **Orlando's Transportation Framework**, which should be multi-modal and integrated with the land-use plan and include public transit as well as roadways.
- **Orlando's Infrastructure Framework**, which seeks to ensure that utilities and community services serve the population and are ecologically sound.

- **Orlando’s Social Framework**, which recognizes the city’s diversity and makes a commitment to universal design. This section also calls for the development of cultural arts, solid educational opportunities, and recreational facilities.

IMPLICATIONS FOR CULTURAL PLAN

The City of Orlando has laid out a comprehensive vision for the community’s development. While this document does not provide detailed instructions for the integration of arts and culture into the life of the city, it displays at multiple points a commitment to ensuring the vibrancy, relevance, and attractiveness of Orlando through a variety of arts programming that is accessible to all residents. The plan might also want to consider Orlando’s commitment to land-use patterns that concentrate development activity in high-density areas accessible by public transportation.

DTOUTLOOK: 2015 UPDATE TO THE DOWNTOWN ORLANDO COMMUNITY REDEVELOPMENT PLAN

PURPOSE AND BACKGROUND

Downtown Orlando has established a Community Redevelopment Agency (CRA) with the mission to “aggressively pursue redevelopment and revitalization activities within the Downtown Orlando Community Redevelopment Area (“Redevelopment Area”), with emphasis on providing more housing and cultural arts opportunities, improving transportation needs and encouraging retail development” (1-1). A map of this area is included in on page 23 of this summary.

The CRA is led by the Orlando City Council and has a staff that performs the functions of the agency. The CRA plan identifies and prioritizes for funding projects within the Redevelopment Area. This 2015 update represents a major amendment to prior versions of the plan and responds to changing needs within the community as well as a series of studies and reports on subjects ranging from bicycle transportation to housing to environmental concerns. Projects within this update to the plan may be financed by Tax Incremental Revenues through January 1, 2042.

DEMOGRAPHICS

The plan then outlines the demographics of Downtown Orlando at the time it was compiled (2015). Because some time has elapsed and demographics may have shifted, a more recent (2022) demographic table is provided on page 27 of this report. However, it is notable for the cultural plan that in 2015, well over half of households consisted of younger residents, many of whom rent their homes, and 29% were “Emerald City residents,” described as “young, educated, and mobile” and interested in “cooking, music, and art” as primary sources of entertainment.

Noting that Orlando “competes at a national level with other downtowns for investment and attention,” the plan provides comparisons to six cities with comparable populations (Austin, Denver, Nashville, Phoenix, San Antonio, and Tampa) and finds that Orlando has been comparatively successful in

revitalizing its downtown and that its downtown residents earn incomes at the high end of these comparable cities.

GUIDING PRINCIPLES: DTO VISION PLAN

DTOutlook aims to create a downtown that is the “highest quality urban environment in the nation.” The Vision is guided by four principals: **Economic Competitiveness, Livability, Health and Wellness, and Sustainability**. Arts and culture figure most heavily into the Livability component of this vision; it sees arts and cultural opportunities as key to attracting residents and businesses and providing a sense of community for those who live and work in the area. The Economic Competitiveness component also names a “creator culture” as key to economic development and emphasizes the need for a distinct brand identity for Downtown Orlando.

The Vision also identifies ten themes that provide the basis for specific projects and policies in Downtown’s Future. Of those ten, four specifically concern the arts and culture or closely-related areas:

- **DTOne-of-a-Kind: A Creator Culture**, which emphasizes Orlando’s cultural resources and its creative economy and seeks to grow the area’s arts community, food culture, and high-tech sector
- **DTOriginal: An Iconic Visual Identity**, which identifies the need to use architecture and lighting features to create an iconic, memorable downtown landscape
- **DTOvation: Stellar Music, Arts, Sports and Entertainment**, which notes rising interest in Orlando as a destination for arts, culture, and sports (as well as theme parks), describes the area’s growing arts scene, and commits to further growing and diversifying arts and culture in Downtown Orlando
- **DTOrigins: Celebrate Our Diverse Culture and Heritage**, which notes Orlando’s diversity and commits to historic preservation throughout Downtown

OTHER PLANS, PROJECTS, AND PROGRAMS

DTOutlook also briefly reviews a number of other existing plans, projects, and programs for specific neighborhoods and on topics such as housing, public transportation, planned development, and land use.

VENUES

DTOutlook lists several venues in Downtown Orlando. Several of these venues are described in more detail on page 47 of this report and are listed here for reference:

- Amway Center (now Kia Center; event center and sports arena)
- Orlando Citrus Bowl (football stadium)
- Orlando City Stadium (soccer stadium that can accommodate other events)
- Dr. Phillips Center for the Performing arts (multi-stage theater and music venue)

MAIN STREET DISTRICTS

DT Outlook lists several neighborhood commercial districts, most of which lay just outside the CRA borders, that were chosen on a competitive basis by the city to receive funding and technical assistance.

Those within the CRA include Church Street District; Thornton Park District; and a portion of Ivanhoe Village. Those just outside the CRA boundaries include Downtown South; Mills 50; College Park; and Audubon Park Garden District. A map of Main Street Districts can be found on page 24 of this document.

DTOUTLOOK PROCESS

The plan was developed in consultation with a Task Force of 71 stakeholders and an Executive Committee of 26 longtime downtown supporters. There were ample opportunities for public engagement, including multiple in-person events, one of which drew more than 1,000 people. The Task Force was divided into nine fact-finding committees charged with discovering what people think of Downtown Orlando and identifying areas of need. These findings were presenting in two reports: Findings of Context, which identified gaps and issues related to the committees' focus areas, and Findings of Need, which include recommendations for moving forward.

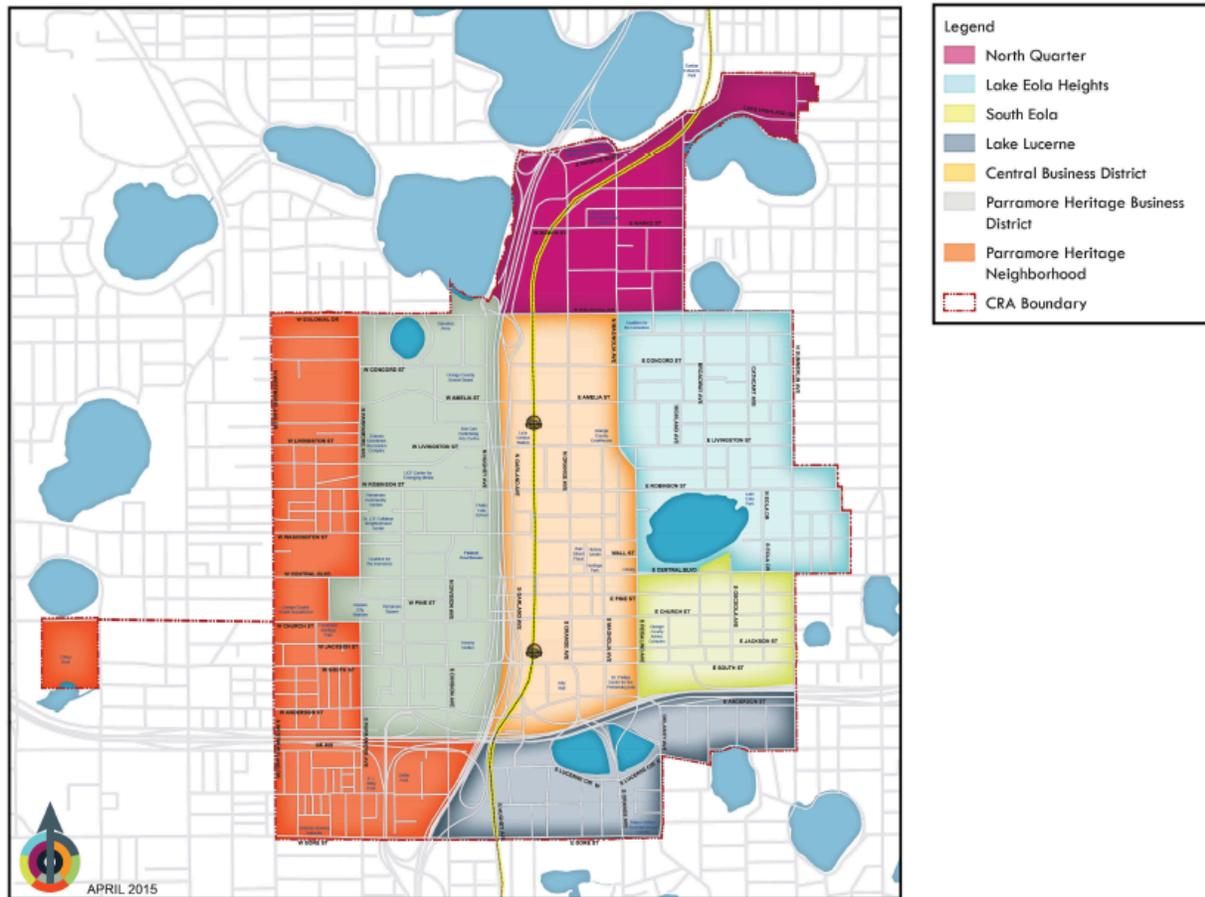
PLANNING DISTRICTS

For planning purposes, the Redevelopment Area was subdivided into seven smaller planning districts: North Quarter, Lake Eola Heights, South Eola, Lake Lucerne, Central Business District, Parramore Heritage Business District, and Parramore Heritage Neighborhood. Each of these districts has a unique character and unique needs. The report identifies assets, challenges, and opportunities for each of these districts and provides detailed maps of each.

For purposes of the cultural plan, the most relevant districts are Lake Eola Heights, South Eola, the Parramore Heritage Business District, and, above all, the Central Business District. Lake Eola Heights is one of Orlando's oldest neighborhoods and borders Lake Eola Park, which hosts numerous events and festivals and contains several museums. South Eola contains numerous dining and entertainment options and also borders Lake Eola Park. The Parramore Heritage Business District contains numerous historical assets and the Wells' Built Museum of African American History and Culture. It is also home to the Amway Center, the Orlando Soccer Stadium, and the Creative Village (described above). To leverage these cultural and entertainment assets, DTOutlook recommends encouraging development on West Church Street that complements these uses.

The Central Business District contains the Dr. Phillips Center; the Cultural Corridor featuring art galleries, theaters, and the library; much of Downtown Orlando's nightlife; and historical assets such as the Orange County Regional History Center as well as monuments, markers, and the Downtown Historic District. DTOutlook notes that establishing a solid Downtown identity is key to the future of Orlando's public realm. It also recommends that the CRA support the diversification of entertainment options to extend beyond nightlife and offer marketing and programmatic support for arts and culture in this area.

Planning Districts Map



ISSUES AND OPPORTUNITIES

The report identified eight areas for strategic analysis of issues and opportunities in the CRA and discusses assets, challenges, and opportunities and strategies for each. The areas identified are:

- A. Transportation and Connectivity
- B. Parks and Open Space (summarized below)
- C. Housing and Neighborhoods
- D. Art and Culture (summarized below)
- E. Sports and Entertainment (summarized below)
- F. Marketplace (Retail & Services; summarized below)
- G. Education and Social Fabric
- H. Business Environment

The areas with the most relevance to the cultural plan, including Parks and Open Space, Arts and Culture, Sports and Entertainment, and Marketplace are discussed in the subsections below.

Parks and Open Space

Noting that the Central Florida climate provides an ideal environment for outdoor activities, this section of DTOutlook describes Downtown Orlando's parks and other outdoor assets. It notes that Lake Eola Park plays host to many concerts, festivals, and other events; that the area has many Plazas, including Seneff Arts Plaza and City Commons Plaza, which have seen increased use due to the opening of the Dr. Phillips Center for the Performing Arts

However, the report notes that quality, connected outdoor space is limited in downtown Orlando. It suggests creating additional open spaces and enhancing those that exist; establishing a continuous open space network; activating vacant and underutilized areas for recreational or beautification purposes; and using design features to create signature gateways and entrances to downtown, which may involve artwork.

Arts and Culture

Noting that the "face of arts and culture is changing in Downtown," the report inventories existing assets and charts a direction for the future of arts and culture in downtown Orlando. The assets it lists include:

- The Downtown Arts District, which is a nonprofit organization that promotes, supports, and funds arts organizations, projects, and events in Downtown Orlando. It also manages the City Arts Factory, a multi-use building with classrooms, studio spaces, and galleries.
- The area's many Performing Arts organizations and facilities, which include the Dr. Phillips Center for the Performing Arts, Bob Carr Theater, and Amway Center, as well as several smaller venues, private nightlife businesses, and an amphitheater.
- Visual Arts exhibitions and businesses, such as SunTrust Center art Collection, Citrus Restaurant art collection, the Chase Plaza sculpture collection, and the Mayor's Gallery and Terrace gallery, as well as many small galleries that display and sell the work of local artists.
- Artistic and cultural experiences, including food from different culinary traditions, buskers, bars and clubs with live music opportunities, arts education opportunities.
- Events ranging from a concert series to a film festival to the Juneteenth Music Festival, as well as regular art walks and gallery openings.
- Public art, cultural facilities, and museums such as the Wells Built Museum of African American History and Culture and the Orange County Regional History Center.

The report also identifies challenges for the arts in Downtown Orlando, including fostering a philanthropic culture to increase funding for the arts; understanding and perhaps modifying cumbersome regulatory processes that have limited public arts expression; the need to market Downtown Orlando as an arts and culture destination to drive tourists to the area and encourage workers to remain after hours; and a lack of coordination among stakeholders in the arts community (an arts and culture master plan is a recommended strategy for overcoming this last challenge).

To address these challenges and maximize the value of Orlando’s arts assets, the report identifies five opportunities with related strategies:

1. **Support diverse arts and cultural opportunities** through a review, and, if necessary, modification of city codes and regulations governing design and use of Downtown spaces.
2. **Develop progressive arts infrastructure and technology** in the built environment, including new or repurposed buildings as well as the hardware and services required to make contemporary arts programming a reality.
3. **Foster a creator culture** by strengthening arts education opportunities at both the K-12 and post-secondary levels and by supporting local artists.
4. **Encourage and promote a variety of events** such as a multi-cultural festival and a “signature event” to draw people to downtown Orlando, as well as smaller events.
5. **Encourage funding for the arts** through public-private partnerships, corporate philanthropy, and flexible public sector funds (such as parking ticket fees and rental and venue fees).

Sports and Entertainment

Assets detailed in this section of the report include venues such as the Dr. Philips Center for the Performing Arts, the Bob Carr Theater, the Amway Center, the Orlando Citrus Bowl, and the Orlando Soccer Stadium. They also include sporting events and Orlando’s professional sports teams. The arts play a significant role here, as well, as events at the Dr. Phillips Center and the Bob Carr Theater are included in this list of assets, as is nightlife.

The report identifies competition from facilities in other areas of the region as a key challenge for this sector and notes that logistics (especially parking and traffic), marketing, and coordination with Downtown’s booming nightlife scene can also pose issues. It recommends supporting further development the Sports and Entertainment Corridor of Downtown, raising the profile of downtown as an entertainment destination, and expanding the economic impact of events throughout Downtown through partnerships between venues and local businesses.

Marketplace (Retail & Services)

DTOutlook notes that Orlando is growing, and it describes this growth, along with an educated, relatively affluent population, a strong retail base, and name recognition as assets. In this area, challenges include other strong retail and Main Street destinations near Downtown, lack of additional demand, several “dead zones” at the street level, limited parking, and divisions between the Parramore district and the rest of Downtown. It recommends increasing the number of potential retail customers partly by encouraging additional special events after working hours and making the “Downtown experience” more satisfying by modifying traffic flow, beautifying streetscapes, and improving the pedestrian experience.

DESIGN FRAMEWORK

The report outlines in some detail design principles for the future of Downtown Orlando and includes design principles, design guidelines, and special considerations for character districts. It lays out detailed guidelines addressing Streets and Mobility, Streetscapes, Buildings, and Open Space and then provides specific guidance related to the character of Downtown’s neighborhoods.

FINANCIAL PLAN

DTOutlook then includes a review of financial strategies available to Downtown. The largest source of funding for the CRA is tax increment financing, which comes from an increase in tax revenues resulting from growth in property values in the district. Other funding sources include government grants, fees, tourism taxes, and other city allocations, as well as advances and loans to the CRA and Tax Increment Revenue bonds.

The CRA has prepared the following table of funds available through 2042:

Time Period	Tax Increment Revenue	Total Debt Service*	Available for New Projects and Programs
2016-2020	\$121,201,000	\$85,666,000	\$8,569,000
2021-2025	\$163,040,000	\$74,038,000	\$50,966,000
2026-2030	\$205,590,000	\$69,508,000	\$91,988,000
2031-2035	\$242,563,000	\$65,799,000	\$125,646,000
2036-2040	\$280,439,000	\$59,506,000	\$161,674,000
2041-2042	\$122,151,000	\$0	\$95,884,000
TOTAL	\$1,134,984,000	\$354,517,000	\$534,727,000

* Includes bonds, internal City loans, and existing tax incentive agreements

IMPLEMENTATION PLAN (ARTS AND CULTURE)

The plan concludes with a detailed implementation plan in chart form, including action items and the time frame, estimated cost, and key partners for each. The Arts and Culture implementation plan is included here:

D. Arts and Culture				
No.	Description	Time Frame	Cost Estimate	Key CRA Partners
38	Encourage distinctive architecture to create a signature skyline, including building crown design, architectural lighting, and building articulation.	Short Term	\$1M*	City, private enterprise
39	Encourage public art installations in parks, plazas, buildings and along trails to showcase a wide variety of subject matter, style, and technique.	Short Term	\$2.5M*	City, area stakeholders, FOOT
40	Support completion of the Dr. Phillips Center for the Performing Arts.	Long Term	\$250M*	Dr. Phillips Center, private enterprise
41	Support creation of a world-class, large scale signature event or festival in Downtown Orlando.	Mid Term	\$50k	City, area stakeholders, private enterprise, Visit Orlando
42	Continue to support a wide variety of smaller-scale events including festivals, fairs, 5k or marathon events, and concerts to engage a diverse population.	Short Term	\$100k	City, private enterprise
43	Recruit and incentivize new and expanding restaurants in Downtown to diversify dining choices.	Mid Term	\$500k	Private enterprise
44	Support busking, street art, performance art, art shows, murals and pop-up events for art, music and dining.	Short Term	\$50k	City, area stakeholders, private enterprise, Downtown Arts District
45	Promote creation of an Urban Market that features a variety of authentic, locally made items, specialty shops and services.	Mid Term	\$500k	Private enterprise
46	Establish a program that provides or facilitates lower cost live-work opportunities for the creative class.	Mid Term	\$500k	City, area stakeholders, private enterprise
47	Implement a Downtown smart phone app with general information, including destinations, dining options, events, historic points of interest, and cultural offerings.	Short Term	\$100k	City, private enterprise
48	Strengthen connectivity between Downtown and Loch Haven Park.	Mid Term	\$250k	City, area stakeholders
49	Support development of a high-profile, distinctively designed museum in Downtown.	Long Term	\$2M*	City, area stakeholders, private enterprise
50	Strengthen existing and create new partnerships with the private sector, non-profit institutions and other public agencies to encourage a broad base of financial support for the arts.	Mid Term	\$50k	City, Orange County, area stakeholders, private enterprise, United Arts, Downtown Arts District
51	Promote the authentic character of Downtown Orlando through marketing of cultural and historic assets, as well as its unique personality pods.	Short Term	\$500k	City, Main Street Districts, private enterprise

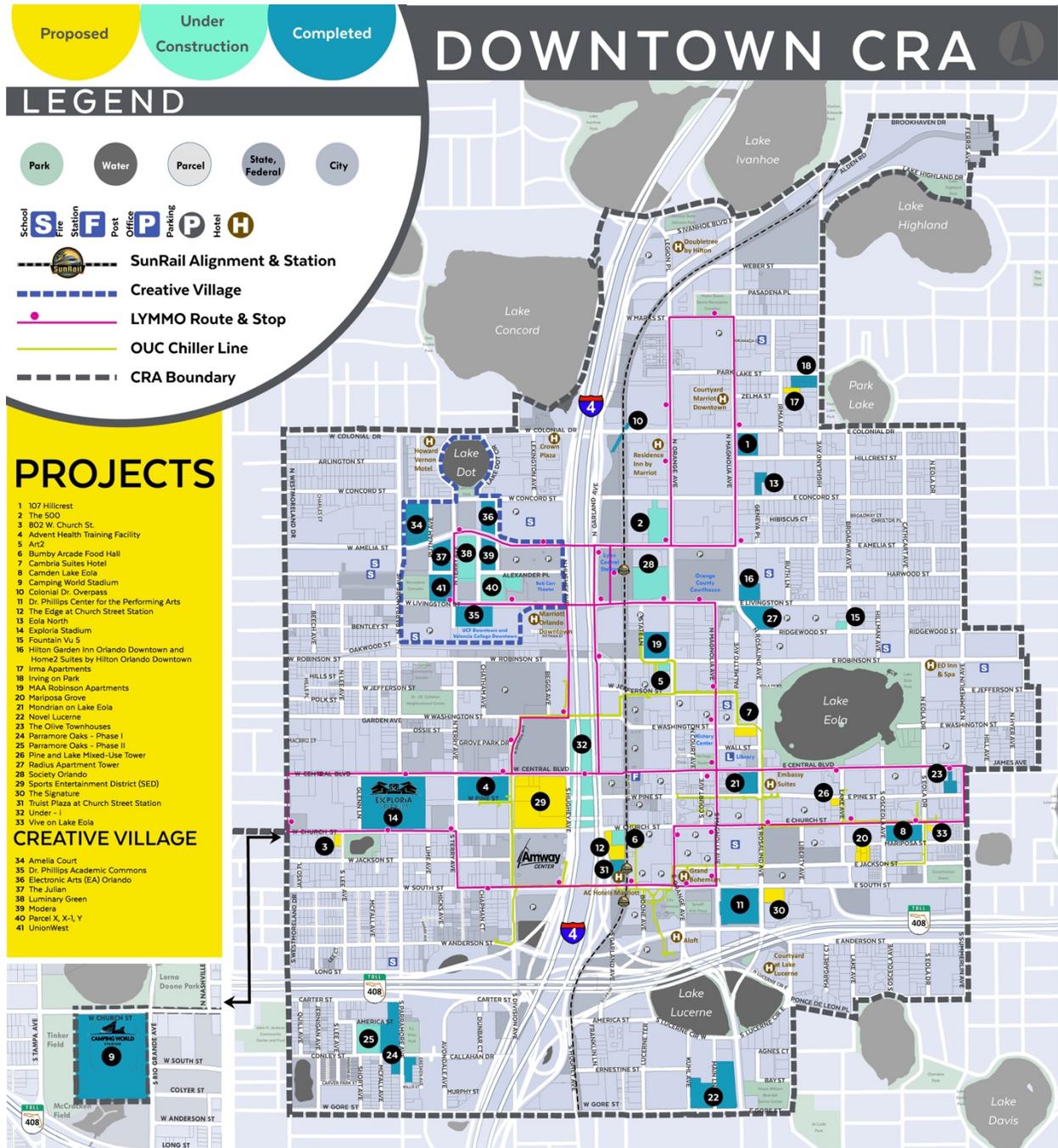
IMPLICATIONS FOR CULTURAL PLAN

The arts are a key component of DT Outlook's vision for Downtown Orlando. The CRA's venues and businesses all play major roles in Orlando's and Orange County's arts scene. The implementation for arts and culture lays out the CRA's desired steps for strengthening the arts and culture in the Downtown area,

and the planning team may wish to consult it. Finally, DTOutlook offers an overview of how the arts and culture interact with other facets of planned development and growth in Downtown Orlando.

DOWNTOWN ORLANDO MAPS

DOWNTOWN CRA MAP:



First Half, 2023

0 250 500 1,000 1,500 2,000

DOWNTOWNORLANDO.COM

ORLANDO MAIN STREET DISTRICTS



IMPLICATIONS FOR CULTURAL PLAN OF MAPS

The CRA map shows the boundaries of the CRA and its some of its major assets, including development in the Creative Village, while the Main Street Districts Map shows the Main Street Districts near downtown. These maps may be helpful for considering the location of various cultural activities.

DOWNTOWN ORLANDO CRA 1Q2024 MARKET REPORT

GENERAL SUMMARY AND PURPOSE

In May of 2024, GAI Consultants, Inc. prepared a market report for the Downtown Orlando CRA. The report covers business Market Trends, Hospitality and Tourism Trends, Retail Market Trends, Office Market Trends, Downtown Benchmarks, Residential Market Trends in both for-sale and rental housing, and Downtown Development Activity. Key findings from each area are included below.

BUSINESS MARKET TRENDS

- Downtown Orlando has a population of approximately 21,350 people, and its 7,990 businesses employ nearly 95,180 workers.
- In the first quarter of 2024, the CRA issued 498 business licenses.
- At year-end 2023, sales tax collections totaled approximately \$121,700,000 and came primarily from lodging, commercial rents, and admissions and recreation services.
- At year-end 2023, total consumer expenditures in the CRA were approximately \$1,038,500,000 with housing, retail goods, food, and health care as the largest spending categories.
- The CRA includes approximately 26% of total employees in the City of Orlando, and the major employment sectors were education, public administration, and professional services. Total employment in the CRA increased slightly from 2022.

HOSPITALITY AND TOURISM TRENDS

- The Downtown CRA has approximately 2,179 hotel rooms, and in the first quarter of 2024, approximately 147,734 people were lodged in the area.
- Hotel rooms in the CRA comprise 1.7% of total hotel rooms in Orlando and 2.4% of total hotel rooms in Orange County.
- The occupancy rate for hotels was 74.5%, representing a 14% increase from 4Q2023 and 1.2% increase from 1Q2023.
- The average daily rate for hotels in the CRA was \$207.59. This is higher than the overall average for the City of Orlando but slightly lower than that for Metro Orlando and Orange County overall.

RETAIL MARKET TRENDS

- The CRA has approximately 1.29 million square feet of retail space with an estimated occupancy rate of 88.5% and an average rental rate of \$35.94 per square foot.

OFFICE MARKET TRENDS

- The CRA has approximately 12.1 million square feet of office space, with an estimated occupancy rate of 88.4% and an average rental rate of \$27.87 per square foot.

DOWNTOWN BENCHMARKS

- The report drew comparisons to downtown business districts in Jacksonville, Tampa, Fort Lauderdale, and Miami. It found that for retail space Orlando had the fourth-highest occupancy rate and the third-highest average rental rate.
- For office space, Downtown Orlando had the second-highest occupancy rate and the fourth-highest average rental rate during this period.

RESIDENTIAL MARKET TRENDS (FOR-SALE AND RENTAL HOUSING)

- The CRA had approximately 63 residential unit sales in this period, and the average sale price was \$340 per square foot for a total sales volume of \$27,100,000.
- During 1Q2024, 92% of apartment properties in the CRA had occupancy rates above 90%, and 46% had occupancy rates above 95%. The average rental rate was \$2,015, an 8.6 increase from 1Q2023.

DOWNTOWN DEVELOPMENT ACTIVITY

- The report identified 25 planned and proposed projects with in the CRA in 1Q2024. These include a mixture of residential, hotel, retail, office, and mixed-use projects. There were also 7 projects under construction.

IMPLICATIONS FOR CULTURAL PLAN

Retail, office, and residential space in the Downtown area are expensive, but not as expensive as in many other Florida metro areas. However, occupancy rates are quite high, suggesting that affordable, vacant space may be difficult to find. The report suggests that creative professionals and organizations may struggle to some extent to find affordable space to meet their needs. Additionally, while hotel occupancy rates are relatively high, there is room for growth in this area, and growth in cultural tourism would likely have a positive impact.

DOWNTOWN ORLANDO CRA ANNUAL REPORTS

GENERAL OVERVIEW

The county provided annual reports for 2021 and 2022 detailing the activities and accomplishments of the CRA. These reports include discussion of development activity, market and employment conditions, business incentives, marketing, neighborhood conditions, and other occurrences in the CRA such as sports and events. Each annual report is summarized individually below, with a focus on activities related to the cultural sector.

DEMOGRAPHIC DATA (2022)

Annual Reports for Downtown Orlando include demographic tables describing the population in the area, changes since 2010, and five-year projections. Because it is the most recent data available, the table for 2022 is included here.

Summary	Census 2010	Census 2020	2022	2027				
Population	13,574	19,501	21,300	23,338				
Households	7,538	11,014	12,067	13,327				
Families	1,761	-	2,550	2,763				
Average Household Size	1.58	1.61	1.62	1.62				
Owner Occupied Housing Units	1,581	-	2,137	2,243				
Renter Occupied Housing Units	5,957	-	9,931	11,084				
Median Age	37.3	-	38.4	39.1				
Trends: 2022-2027 Annual Rate	Area	State	National					
Population	1.84%	0.61%	0.25%					
Households	2.01%	0.62%	0.31%					
Families	1.62%	0.59%	0.28%					
Owner HHs	0.97%	0.83%	0.53%					
Median Household Income	4.82%	3.75%	3.12%					
Households by Income			2022	2027				
		Number	Percent	Number	Percent			
<\$15,000		1,907	15.8%	1,706	12.8%			
\$15,000 - \$24,999		999	8.3%	898	6.7%			
\$25,000 - \$34,999		847	7.0%	627	4.7%			
\$35,000 - \$49,999		1,125	9.3%	981	7.4%			
\$50,000 - \$74,999		2,091	17.3%	2,158	16.2%			
\$75,000 - \$99,999		1,702	14.1%	1,996	15.0%			
\$100,000 - \$149,999		1,740	14.4%	2,611	19.6%			
\$150,000 - \$199,999		662	5.5%	1,143	8.6%			
\$200,000+		994	8.2%	1,207	9.1%			
Median Household Income		\$61,481		\$65,675				
Average Household Income		\$91,702		\$91,409				
Per Capita Income		\$51,867		\$54,229				
Population by Age	Census 2010		2022		2027			
	Number	Percent	Number	Percent	Number	Percent		
0 - 4	509	3.7%	689	3.2%	773	3.3%		
5 - 9	407	3.0%	591	2.8%	601	2.6%		
10 - 14	318	2.3%	510	2.4%	528	2.3%		
15 - 19	355	2.6%	870	4.1%	888	3.8%		
20 - 24	1,158	8.5%	1,647	7.7%	1,985	8.1%		
25 - 34	3,592	26.5%	5,094	23.9%	5,362	23.0%		
35 - 44	1,875	13.8%	3,086	14.5%	3,504	15.0%		
45 - 54	1,663	12.3%	2,084	9.8%	2,309	9.9%		
55 - 64	1,129	8.3%	2,026	9.5%	2,120	9.1%		
65 - 74	924	6.8%	2,064	9.7%	2,404	10.3%		
75 - 84	956	7.0%	1,593	7.5%	1,892	8.1%		
85+	689	5.1%	1,046	4.9%	1,074	4.6%		
Race and Ethnicity	Census 2010		Census 2020		2022		2027	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	8,394	61.8%	10,132	52.0%	10,814	50.8%	11,304	48.4%
Black Alone	4,012	29.6%	4,812	24.7%	5,216	24.5%	5,652	24.2%
American Indian Alone	38	0.3%	53	0.3%	54	0.3%	60	0.3%
Asian Alone	442	3.3%	927	4.8%	1,047	4.9%	1,217	5.2%
Pacific Islander Alone	4	0.0%	17	0.1%	17	0.1%	18	0.1%
Some Other Race Alone	336	2.5%	1,186	6.1%	1,384	6.5%	1,678	7.2%
Two or More Races	348	2.6%	2,374	12.2%	2,767	13.0%	3,409	14.6%
Hispanic Origin (Any Race)	1,719	12.7%	3,913	20.1%	4,468	21.0%	5,160	22.1%

Data Note: Income is expressed in current dollars

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography. December 28, 2022

DOWNTOWN CRA ANNUAL REPORT 2021

In 2021, the Downtown Redevelopment Board celebrated its 50th anniversary. Celebratory activities included the installation of a DTO sculpture in front of the Discover Downtown office, an exhibition of local artwork at CityArts, and an exhibition highlighting the achievements of the Downtown Development board.

Development Activity

The report notes that at the end of 2021, there were 13 projects underway in Downtown Orlando. These projects included residential units, retail space, and office space and totaled \$3.3 billion in public and private investment. Notably, development activity in 2021 included the completion of the 224-room Hilton Garden Inn and significant work on the Dr. Phillips Performing Arts Center, which opened in 2022. Planned arts-related projects included artwork near I-4.

2021 also saw continued construction in the Creative Village development, including affordable and market-rate housing, a new park, and an office building. A new hotel was announced, and the report notes that this area will eventually include 500,000 square feet of office and creative space.

Office Market and Employment and Business Incentives

At the end of 2021, the occupancy rate of office space in Downtown Orlando was 88.3%.

The report then details recipients of business incentive grants, including the Downtown Commercial and Residential Building Improvement Program, which provides funds for homeowners and businessowners to stabilize and improve the exteriors of their properties. Nine projects were approved for funding, totaling \$349,866. The report then notes that the city also offers a Minority and Women Entrepreneur Business Assistance program but that there were no approved applications in 2021. The Retail Stimulus program provided two businesses with assistance for tenant-funded building repairs and rent, with awarded funds totaling approximately \$145,000. Three additional businesses received a total of \$315,000 in incentives for offering high wage/high value jobs in Downtown Orlando.

Finally, the report notes the launch in 2021 of the CRA's Special Events Grants program, which is intended to fund events that promote the goals and objectives of DTOutlook.

Downtown Orlando Transformations

This section details projects and events that are anticipated to have a high and positive impact on the CRA. It includes several arts-related milestones, including the groundbreaking ceremony for Art2, a .28-acre park located on the corner of Orange Avenue and Robinson Street that will include art gallery and stage space as well as green space and a café. The report also describes two murals, "Land of Merchants" on South Magnolia Avenue and a mural on Pittman St celebrating unity, inclusion, and equality that was designed with the help of local youth leaders.

Notable businesses opened in Downtown Orlando in 2021 include an AC Hotel by Marriott; a Café called Bynx that sells vinyl records and books and houses a recording studio; a concert venue called the Vanguard; a print studio called Color Me Places; the entertainment venue Gatsby on Church; a make-it-yourself candle workshop called Artifact Candle Foundry; a Hilton Garden Inn and Home2Suites hotel; and the pottery shop Cool Hand Robyn. This section of the report also reports two significant

achievements for cultural institutions: the History Center was reaccredited by the American Alliance of Museums, making it one of less than 3,000 accredited museums in the nation; and the Orange County Library System was named the 2021 Library of the Year by the Florida Library Association.

Marketing and Communications

After outlining developments in the Parramore District, sports, and transportation, the report turns to the CRA’s Marketing and Communications efforts for 2021. Notable strategies included the Turn Up Downtown campaign in the summer of 2021, which used digital media to promote visitation to downtown; marketing support for small businesses; the Visit Orlando’s Magical Dining program to promote area restaurants and support local charities; and a virtual travel experience. The report further notes that the CRA’s programs earned several awards from organizations such as the City-County Communications and Marketing Association, the Florida Redevelopment Association, and the International Economic Development Council.

Events

Orlando hosted several arts-and-culture-related events in 2021, including: Synapse, which brings creators and thought leaders together; the three-day IMMERSE Creative City Project, which included numerous performers, art installations, and interactive activities; the Fiesta Latina celebration of Latin music; a Dia de los Muertos party featuring Monster Art Exhibitions; an arts showcase at the University of Central Florida at the Dr. Phillips Center for the Performing Arts; and the Frontyard Festival, a series of outdoor shows near the Dr. Phillips Center.

DOWNTOWN CRA ANNUAL REPORT 2022

Like the 2021 report, the 2022 report details significant accomplishments in the Downtown Orlando CRA. Those most relevant to the cultural plan are summarized below.

Development Activity

Development activity underway at the end of 2022 totaled \$480.8 million in residential, commercial, and hospitality projects, with an additional \$1.38 billion proposed. Development in the Creative Village area included the completion of Luminary Green, a new city park, as well as residential and retail space. Also in 2022, Phase 2 of the Dr. Phillips Center for the Performing Arts was completed, including Steinmetz Hall, one of the world’s most acoustically perfect performance halls.

Community Redevelopment Agency Goals

Active projects for 2022 in the CRA had a total budget of \$24,884,660, \$9,568,418 of which was expended in that year. These expenditures included \$593,881 for the Art^2 project and \$4,074,586 for the Luminary Green park project.

Office Market and Employment and Business Incentives

At the end of 2022, occupancy rate for office space in Downtown Orlando was 89.7%.

The Commercial and Residential Building Improvement Program (see page 28) approved eight projects totaling \$589,602. The Minority/Women Entrepreneur Business Assistance Program granted \$35,000 to one project. The Retail Stimulus program approved two projects, and the High-Wage/High-Value Job creation program approved three projects.

The Special Event grant program, launched in 2021 to encourage entertainment in the area, made 22 grants in 2022. The CRA also implemented the Safety Awareness for Everyone (S.A.F.E.) program to provide incentives for businesses and properties to increase security and deter crime, therefore increasing safety for residents and visitors.

Downtown Orlando Transformations

The annual then describes Project DTO 2.0, a major update to the 2014 vision plan Project DTO. DTO 2.0 turns the vision of the original DTO into actionable strategies. This plan has been developed further since the end of 2022 and its current state is therefore summarized in its own section immediately following this one.

Notable milestones in 2022 relevant in some way to the arts and culture include:

- The installation of digital wayfinding kiosks
- The 100th anniversary of the Callahan School building (now a community center) in the Parramore neighborhood
- The opening of Steinmetz Hall at the Dr. Phillips Center
- The 100th Anniversary of the Beacham Theater in Downtown Orlando
- The unveiling of a new public art installation called “Solidarity” by Hunter Brown made possible through the I-4 redevelopment project
- The approval of an Arts Accelerator Program, including programming at the Downtown Arts Space on Church Street
- The inaugural “Break 4 Art” event that brought live music and street performance to various locations downtown
- The opening of video game company Electronic Arts’ Downtown Orlando office
- The opening business including record store Magnesium Records

The Parramore District

The Parramore District gained two improvements in 2022 designed to encourage development and celebrate the community’s heritage: the designation of Parramore as an official Orlando Main Street District, which provides business incentives and funding for beautification projects, and the unveiling of a new mural with the theme “Rising Up” that celebrates the community’s African American heritage.

Marketing and Communications

Downtown Orlando’s marketing efforts in 2022 included ongoing support for small and local businesses, the launch of an app called Explore DTO that included an augmented reality component, and another iteration of the Orlando’s Magical Dining program, in which local restaurants offer a prix fixe menu and donate part of the proceeds to local charities. The CRA also received awards from the Downtown Orlando

Partnership for its Special Event Grants program and the Lake Eola Master plan, as well an award from the International Downtown Association for its efforts to make the city a “livable, urban place for all.”

Finally, the report notes that in 2022, Orlando hosted the US Travel Association’s IPW trade show, which included an event at the Dr. Phillips Center that showcased local performing talent and Orlando’s food and beverage scene so that conference attendees could see what Orlando has to offer their clients.

Events

Downtown Orlando hosted many events in 2022. The Amway Center ranked 14th among Pollstar’s list of the top 100 arenas, and it and Camping World Stadium hosted concerts from Billy Joel, Garth Brooks, and Paul McCartney. The Orlando Fringe (theater festival) held a mini-fest in January that included a gallery, arts market, and kids section as well as theater productions. In addition, the University of Central Florida held a celebration of the arts in April and the National Ballet of Ukraine performed at Steinmetz Hall in August. Finally, the multimedia inflatable experience Airplay featuring art from the Architects of Air’s Daedalus luminary took place in October at Seneff Arts Plaza.

IMPLICATIONS FOR CULTURAL PLAN OF ANNUAL REPORTS

The Annual Reports showcase a number of arts and culture milestones in Downtown Orlando. They also provide an overview of the CRA’s marketing efforts, which may be helpful to the planning team in understanding the resources available to arts professionals and organizations.

DTA 2.0

OVERVIEW

This action plan for Downtown Orlando’s future is still in progress. It began in early 2022 and its goal is to take the broad vision of DTO Outlook and create implementable strategies. The plan focuses on changes to “streets, civic spaces, mobility options, and neighborhoods to promote a thriving downtown.” It is led by the City of Orlando, the Downtown Development Board, and the Community Redevelopment Agency for Downtown Orlando and the contracted planning firms are Perkins and Will (planning and design) and Nelson Nygaard (transportation planning).

The process for DTO 2.0 includes four steps: the analysis of existing conditions (Analysis); the development of strategies and frameworks for change (Strategies); the development of concepts for projects, policies, and programs (Concepts); and documentation of recommendations in an implementation-driven plan (Documentation). It will focus on the downtown core and its relationship to surrounding neighborhoods and the city at large. As of July 2024, the plan website indicates that planners are at stages 3 and 4 (Concepts and Documentation) of the plan.

Five principles guide the development of the plan:

- Downtown should be a place for all people
- Downtown should be personified by a vital street system and transit network

- Downtown should be exceptional every day
- Downtown should be a neighborhood of diverse districts and corridors
- Downtown should be the cultural hub of the region

IMPLICATIONS FOR CULTURAL PLAN

While incomplete, DTO 2.0 in its current state offers a sense of the Downtown Orlando’s CRA priorities for the future. The CRA seeks to be a vibrant, inclusive, accessible area, and the cultural plan should consider these priorities.

CITY AND COUNTY DEPARTMENT PLANS AND REPORTS (NON-ARTS)

CITY OF ORLANDO RECREATION AND OPEN SPACE ELEMENT GOALS, OBJECTIVES, AND POLICIES

OVERVIEW AND PURPOSE

The City of Orlando has committed to providing sufficient space for its residents to enjoy nature and recreation. It has therefore committed to providing 3.25 acres of Community and Neighborhood Parkland for every 1,000 residents of the city and to maintaining 20% of the total surface of Orlando as open space. This document lays out additional policies for supplying and managing parks and open space within the City of Orlando.

Like other City and County plans, the Parks and Recreation Policy Document displays a commitment to accessibility and equity. Objective 1.4 and its attendant policies emphasize accessibility and equity and call for parks to be reachable by public transit, walking, or biking. Citizen input and intergovernmental coordination are key to the City’s parks strategy, and policies articulate situations in which the stakeholders must be consulted (for example, before parkland is sold).

LINKS BETWEEN PARKS AND ARTS AND CULTURE

Because of the value the community gains from venues including the Bob Carr Performing Arts Center, the Dr. Phillips Center for the Performing Arts, and the Amway Center, the department counts these areas toward its goals parkland in the city, and it articulates a commitment to partnering with these facilities. Policy 1.1.2 notes that the city will be prepared to commit additional funding to projects like these. Parks and Recreation also provides programming such as camps and after-school activities for children and various sports and cultural programs for adults. The document singles out Loch Haven Park as a “special facility that supports educational, scientific, historic, and cultural activities” and notes its linkage with the city’s art corridor (Policy 1.7.2). The related policy emphasizes that future development should keep this purpose in mind.

IMPLICATIONS FOR CULTURAL PLAN

While the document does not provide detailed discussions of the management of arts facilities run by the Parks and Recreation department, it shows the City's commitment to the arts and its understanding of the arts' importance to community life. It also shows the City's overall priorities for parks and recreation and its commitment to ensuring equitable services for all residents.

CITY OF ORLANDO RECREATION AND OPEN SPACE DATA INVENTORY AND ANALYSIS

OVERVIEW AND PURPOSE

Created to support the Recreation and Open Space Policy Document, the Recreation and Open Space Data Inventory and Analysis document provides a detailed overview of the department's assets and its plans for managing parks and open space. It was initially approved in August of 1991 and amended in June of 2009. It begins by noting Orlando's connection with the late-19th-century City Beautiful movement, which emphasized the connection between the natural world and the built environment. As long ago as 1926, Orlando's City Plan called for interconnected parks and green spaces. In the late twentieth century, the City renewed its commitment to the City Beautiful concept and by 2006 had added 250 acres of park land, showing that Orlando's commitment to providing its residents with outdoor recreational opportunities and beautiful natural areas in the city continues. This resource inventory and the associated policies (summarized above) provide detail about how that commitment is and will be implemented.

PARK CATEGORIES

Orlando has divided its developed facilities into three categories: Neighborhood Parks, Community Parks, and Major Performing Arts and Special Facilities. It provides a separate designation for undeveloped park land. The park types are described as follows:

- **Neighborhood Parks** are 3-10 acre parks that may include playgrounds, sports facilities (such as basketball courts or shuffleboard), and walking paths. They may be located near and/or share playgrounds with schools.
- **Community Parks** are larger, 5-25 acre parks (average size 24.78 acres) that, in addition to play facilities and sports fields, may include amenities such as swimming pools, lighted baseball/softball fields, and community centers suitable for various meetings and activities.
- **Major Sports, Performing Arts, and Special Facilities** are city-owned properties with special uses, with an average size of 224.13 acres. They include sports arenas as well as performance halls and specialized natural resource parks.

The document also includes a detailed inventory of recreational facilities on private property as well as discussion of non-park open space.

ANALYSIS OF INVENTORY AND NEED

Generally, the department finds in most areas, its goal of providing 3.25 acres of park land per 1,000 residents has been met and that the city in fact has a surplus of park land. It further divided the city into 25 service areas for neighborhood parks and 6 sectors for community parks and set additional goals of 0.75 acres of Neighborhood Park land per 1,000 people in a service area (service radius of 1 mile) and 1.3 acres of Community Park land per 1,000 people (service radius 3 miles). Overall, it found that while most areas are well-served by neighborhood and community parks, Community Park Sector 6 has an acreage deficiency, and all sectors could benefit from additional amenities such as ball fields. Also, Neighborhood Park Service Area 18 has an acreage deficiency, and the analysis anticipates deficiencies in additional areas due to population growth.

RECOMMENDATIONS FROM 2008 APPRAISAL

In 2008, the Evaluation and Appraisal report recommended three actions relevant to parks and recreation: The City of Orlando should prepare a Downtown Open Space Plan; the City of Orlando should prepare a Greenways Trail Plan in coordination with Orange County and the East Central Florida Regional Planning Council; and the City of Orlando should prepare a Strategic Plan for parks and recreation facilities.

ACTIVE LIVING BY DESIGN

Orlando is a participant in the Robert Wood Johnson Foundation and the North Carolina Institute for Public Health's Active Living by Design program, which "aims to increase physical activity through community design, public policies and communication strategies." Orlando's version of the program is called "Get Active Orlando." With its focus on urban design and active transportation, this project has informed the City's Growth Management Plan.

FUNDING

The city is generally willing to fund its Parks and Recreation facilities and programs through both the General Fund and the Capital Improvement Program. However, there are not enough funds available to address all needs, and the department is pursuing grant opportunities and considering additional strategies such as impact fees and mandatory land dedication.

RECREATION AND OPEN SPACE AND ARTS AND CULTURE

The document notes in an early section that the Cultural Arts component used to be part of the Recreation and Open Space section but has since been separated out as its own element (summarized on pages 41-47). The report recognizes the importance of Orlando's performing arts and cultural venues and sees them as central to the identity of Orlando as an emerging international city.

As part of its inventory of park resources, the document describes a category called "Major Sports, Performing Arts, and Special Facilities," which as of the report's writing included the Bob Carr Performing Arts Center, the Dr. Phillips Performing Arts Center, and the Orlando Arena (as well as the Orlando Citrus Bowl, Orlando Wetlands Park, and Tinker Field/McCracken Field). It also highlights Orange County Parks and associated facilities that serve Orlando residents, such as the Marks Street Senior Center and the Orange County History Museum (which is located in Downtown Orlando). The inventory further notes that

many community parks may contain recreation centers that could be suitable for art classes or other activities.

In the Neighborhood Parks inventory section, the report highlights the importance of Lake Eola Park in Neighborhood Park service area 8, which covers Downtown Orlando. Also in this service area, the report recommends improvements including public art, water features, and seating to further develop parks as a place where people gather. The report also makes recommendations related to art in its analysis of Downtown open space. It suggests adding water-related art elements in Uptown, which serves as the gateway to City's Cultural Corridor. It also recommends further developing the Wells' Built African American Museum in the Parramore District and establishing the westward expansion of the Downtown Arts District to help connect Parramore to the central business district.

CITY OF ORLANDO MAJOR FACILITIES MAP

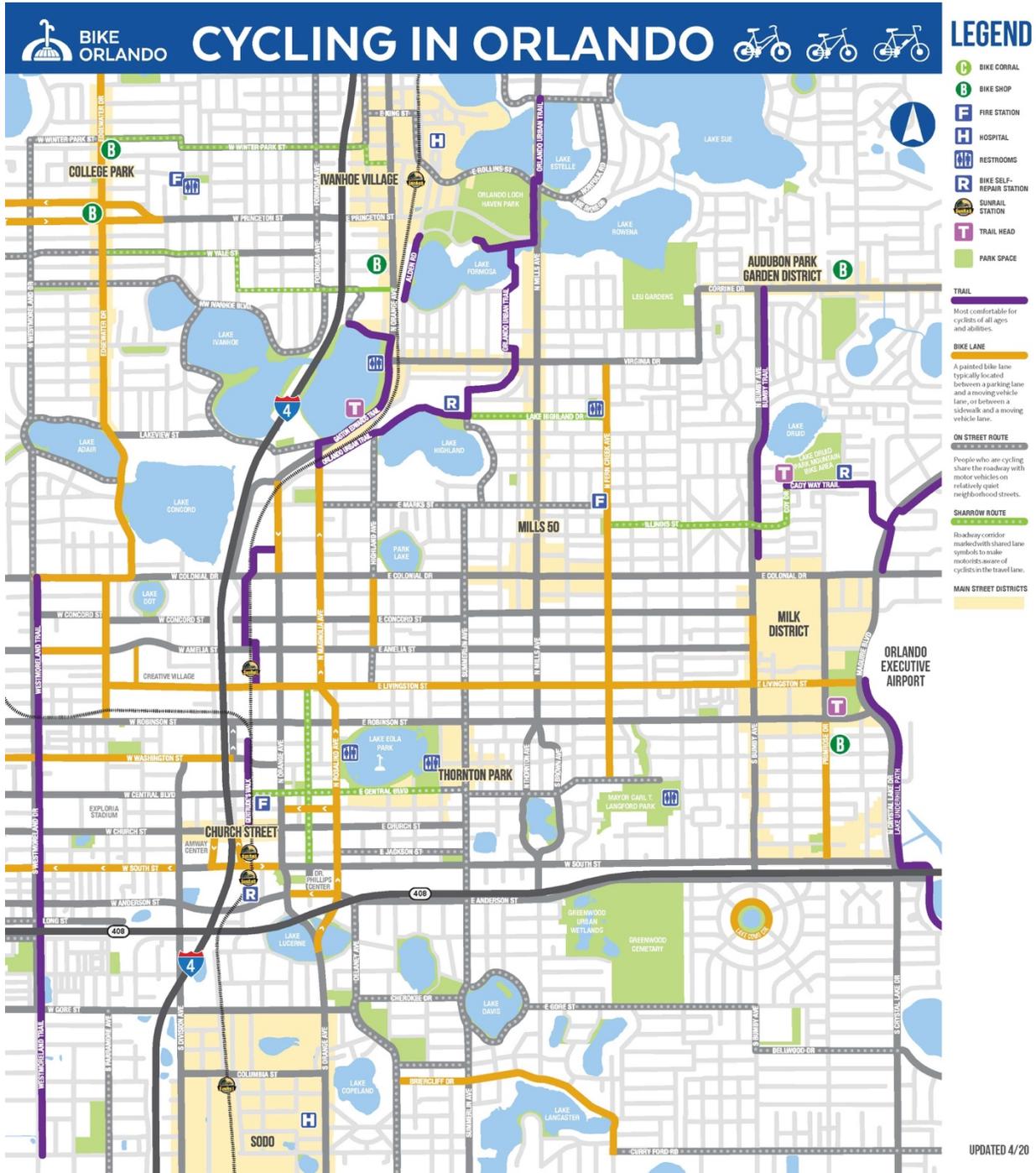


IMPLICATIONS FOR CULTURAL PLAN

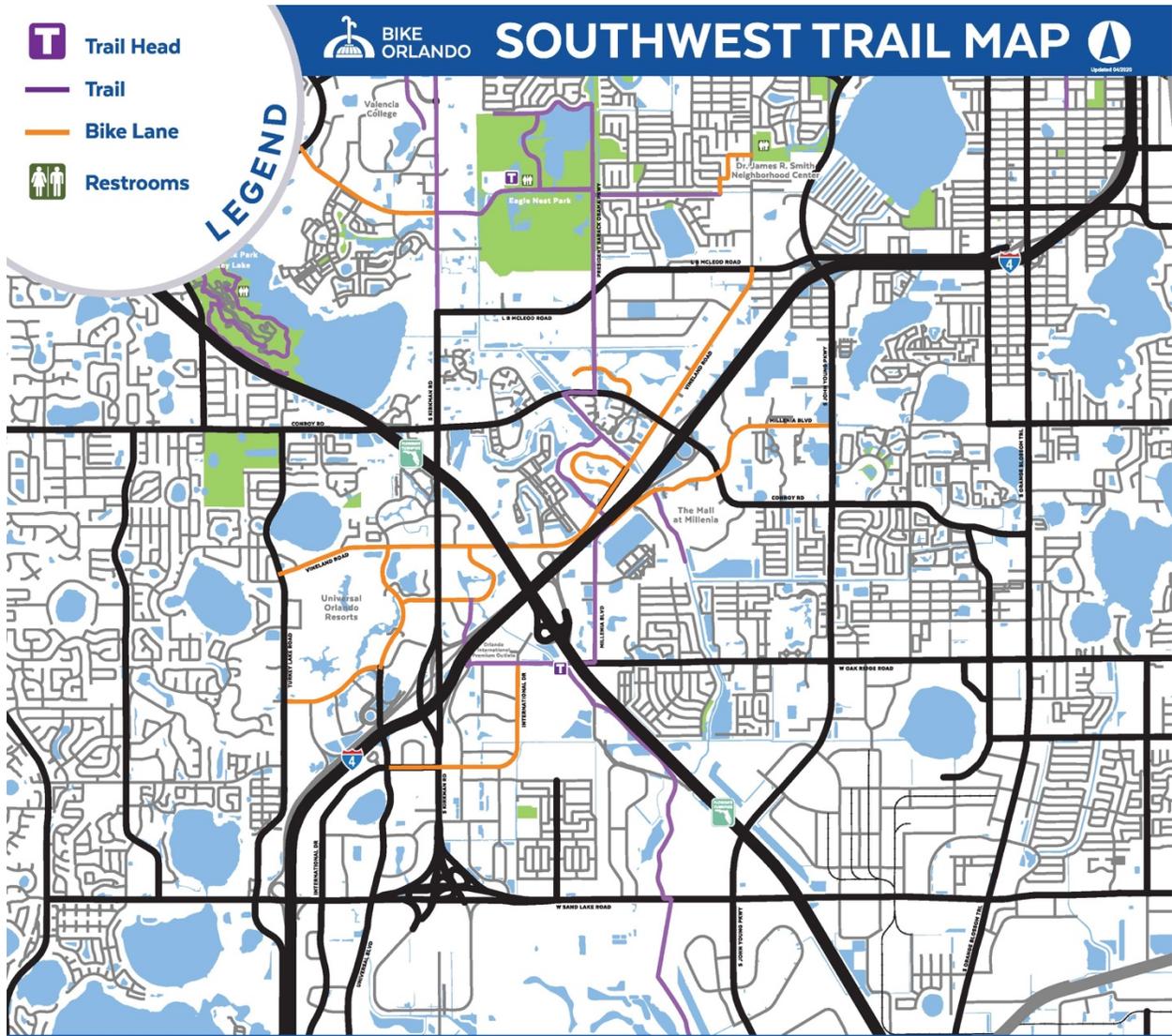
Though arts and culture are no longer part of the Recreation and Open Space element, the City of Orlando owns several important facilities for the city’s arts and culture community, and public art is part of the desired plan for some parks. The cultural plan might therefore wish to take the plans and resources of the Parks and Recreation department into account as it plans its cultural future.

BIKE ORLANDO MAPS

BIKE ORLANDO CYCLING IN ORLANDO MAP



BIKE ORLANDO SOUTHWEST TRAIL MAP



IMPLICATIONS FOR CULTURAL PLAN

Orlando has developed bike trails and bike lanes throughout the city. These two maps show where bike access and amenities are located and provide a sense of locations with the greatest access for cyclists, which may be of interest when considering locations for cultural activities.

CITY OF ORLANDO DEPARTMENT OF TRANSPORTATION PLANS

TRANSPORTATION GOALS, OBJECTIVES, AND POLICIES

To ensure safe, efficient, and environmentally-sound transportation options the City of Orlando has established a set of Goals, Objectives, and Policies to govern transportation planning and development. The document was approved in August of 1991 and amended most recently in March 2022. Its purpose is to encourage a robust, multi-modal transportation system that offers users a choice of road, public transit, bicycle, and pedestrian transportation. The document expresses the City’s desire to manage the demand for roadways and parking and to ensure that transportation planning addresses anticipated future needs as well as well as present demand. Goals, objectives, and policies address roadways, public transit such as light rail and busses, air travel and airports, bikeways and pedestrian access. It focuses on equitable distribution of transit options and prioritizes access for all Orlando residents to a variety of transportation options.

TRANSPORTATION ELEMENT GROWTH MANAGEMENT PLAN SUPPORT DOCUMENT

In recognition of Orlando’s growth, the City of Orlando has developed a Growth Management Plan for the Transportation Element. This document contains support and policies for this area. It was approved in August of 1991 and last amended in January of 2019.

The document notes that in service of creating a “livable, sustainable community,” Orlando’s transportation plan aims to provide a multi-modal and intermodal transportation system, in which travelers have the option of different modes of transportation and can easily switch between them. It aims for balance between roadways and other forms of transportation and is intended to support development within activity centers and high intensity mixed-use corridors. The City aims to invest its transportation infrastructure spending in ways that will leverage private investment in areas laid out in the Future Land Use element of the City’s plan. The document also expresses the intent to coordinate with other state, county, and federal agencies to ensure that efforts are consistent throughout the area and aligned with regional plans.

The Transportation Plan pays particular attention to Downtown Orlando, which experiences considerable parking challenges as development intensifies. It also considers issues along International Drive (where many theme parks and associated businesses are located), as well as a bicycle plan and the need to relocate railroad tracks away from the Downtown core.

VISION ZERO ACTION PLAN

Noting that the Orlando-Kissimmee-Sanford Metropolitan area is ranked number one in the country for pedestrian fatalities and that the area also poses significant danger to cyclists, the City of Orlando has committed to a Safe Streets Action Plan with the goal of bringing traffic-related deaths and injuries to zero by 2040, an approach known as Vision Zero. The plan is focused on making roadways safe for bicyclists, pedestrians, and motorists alike and sets goals related to transportation systems, public education, support of law enforcement, and access to emergency medical care. The City used data-driven analysis to identify locations where injuries and deaths were more common, and these areas are targeted for initial action. It found that time of day, lighting, and intersections were all factors in crashes resulting in fatality

or serious injury and that crashes involving pedestrians, bicyclists, and motorcyclists were more likely to result in injury or fatality than those involving only vehicles. It uses this data to put forward specific recommendations for increasing transportation safety in Orlando.

IMPLICATIONS FOR CULTURAL PLAN OF TRANSPORTATION PLANS

The City of Orlando is committed to managing the city’s growth by concentrating development and ensuring that residents have multiple transportation options for safely reaching developed areas. As it considers where arts and culture programming might be located, the plan may wish to consider the city’s transportation options and concerns.

TOURIST DEVELOPMENT TAX CITIZEN ADVISORY TASK FORCE REPORT

OVERVIEW

To take full advantage of Orange County’s \$75 billion tourism industry, the County levies a Tourist Development Tax (TDT) on hotel rooms and short-term rentals. Revenue from this tax is re-invested in facilities and organizations that draw additional visitors to the area and provide entertainment and cultural programming to residents of the county. While revenue from this source declined significantly due to the pandemic, tourism has rebounded and revenue has increased. In early 2023, the Mayor therefore empaneled a group of Orange County business leaders and residents with expertise in the tourism industry to consider potential future uses of TDT revenue. The task force consisted of 31 members representing a variety of businesses, governments, and municipalities.

REVIEW PROCESS AND CRITERIA

After receiving considerable education on previously funded projects, existing grant programs, and TDT revenues and oversight, the task force developed an interest indicator to obtain information on organizations and projects seeking TDT funding. 52 eligible organizations/projects submitted requests totaling \$3.8 billion. 16 of these organizations requested more than the existing \$20 million cap on Orange County grant programs and were invited to present to the task force.

After these presentations, task force members were asked to evaluate applicants using three criteria: Tourism Expansion (accounting for the ability to attract tourists to the area); Project Soundness (accounting for the organization’s ability to carry out and sustain the project); and Anticipated Return on Investment (economic impact, including tax revenues, for Orange County). Three granting organizations in Orange County (the TDT application Review Committee, Orange County Arts and Cultural Affairs, and Greater Orlando Sports Commission) were evaluated separately from other organizations using evaluation criteria specifically for them. Task force members’ responses on review surveys were calculated into a weighted score, with a perfect score being 100. Task force members were also asked if they believed projects were “ready” to receive funding, and these perceptions of readiness were also factored into funding decisions.

RECOMMENDATIONS

The task force met seven times in 2023 and approved four recommendations for the use of TDT funds and the future of the TDT. They were:

- 1) The Task Force Supports advancing the requests of the three granting organizations as presented to the Board of County Commissioners (these organizations are: the TDT Application Review Committee; Orange County Arts and Cultural Affairs; and the Greater Orlando Sports Commission).
- 2) The Task Force supports advancing groups with a weighted score of 60 or higher for consideration by the Board of County Commissioners in this order: 1. Orange County Convention Center; 2. Florida Citrus Sports; 3. Amway Center; 4. Dr. Phillips Center for the Performing Arts; 5. UCF (University of Central Florida) Sports.
- 3) The Task Force recommends that Mayor Demings and the Board of County Commissioners strongly push the legislature to change the Tourist Impact Tax so it applies to all counties in Florida.
- 4) The Task Force recommends that the county update its criteria for assessing TDT project funding to better evaluate the project’s contribution to the community and workforce needs and jobs.

RELEVANCE TO CULTURAL PLAN

The TDT provides a significant source of revenue for the arts in Orange County, especially for large organizations such as Orange County Arts and Cultural Affairs and the Dr. Phillips Center. While smaller organizations might eventually receive funds, they would be channeled through the TDT Application Review Committee or Orange County Arts and Cultural Affairs. Notably, organizations such as the Orange County Regional History Center, the Association to Preserve African American Society, History, and Traditions, and the Orlando Urban Film Festival Foundation were perceived as “not ready” for funding.

CULTURAL ARTS PLANS AND REPORTS

CITY OF ORLANDO CULTURAL ARTS ELEMENT GOALS, OBJECTIVES, AND POLICIES

OVERVIEW AND PURPOSE

This document lays out goals, objectives, and policies for the cultural arts in the City of Orlando. Its aim is to ensure that Orlando is a vibrant community with a thriving arts scene where all residents and visitors have access to arts opportunities. It was approved in June 2001 and amended in August 2017. The six goals are listed below, with an overview of notable objectives and policies.

GOAL 1- ACCESS TO CULTURAL OPPORTUNITIES

To make Orlando a place for families and individuals to live, work and enjoy by fostering a rich cultural life, accessible to all residents and visitors, and by contributing to the economic development and vitality of the community through the provision of high-quality cultural opportunities.

Objectives under this goal concern Orlando’s inventory of and support for arts opportunities. It commits the City to facilitating access for community members to arts organizations and to continuing partnerships with agencies such as United Arts of Central Florida, Inc.

GOAL 2- RECOGNITION OF BENEFIT OF THE ARTS

The City of Orlando, together with the residents of Central Florida, shall recognize the contributions made by the arts to the vitality of our community and the quality of our lives by supporting the tangible and intangible benefits that result from the strong growth, positive investment, energetic participation and activity of local arts organizations.

The objective and policies under this goal commit the city to supporting local arts organizations by encouraging philanthropy and volunteerism, providing technical assistance, encouraging collaborative marketing, and assisting United Arts of Central Florida in its marketing efforts.

GOAL 3- CULTURAL PLURALISM

To preserve and enhance cultural pluralism and to create an atmosphere conducive to the nurturing and growth of ethnic art forms.

The objective and policies under this goal promote the support of minority-based arts organizations and supporting arts activities in local neighborhoods as well as large institutions.

GOAL 4- SPACE FOR ARTISTS

To assist local artists by providing physical space suitable for creating, displaying, and presenting visual and performing arts.

The objective and policies under this goal commit the City to identifying and implementing strategies to address local artists’ need for space, modifying Land Development Codes as needed, and conserving and revitalizing its existing cultural facilities.

GOAL 5- CULTURAL CORRIDOR AND ARTS DISTRICT

To establish a nationally recognized Cultural Corridor and Downtown Arts District that serves the entire Central Florida region, as well as to provide a quality alternative cultural experience for Orlando’s large tourist population.

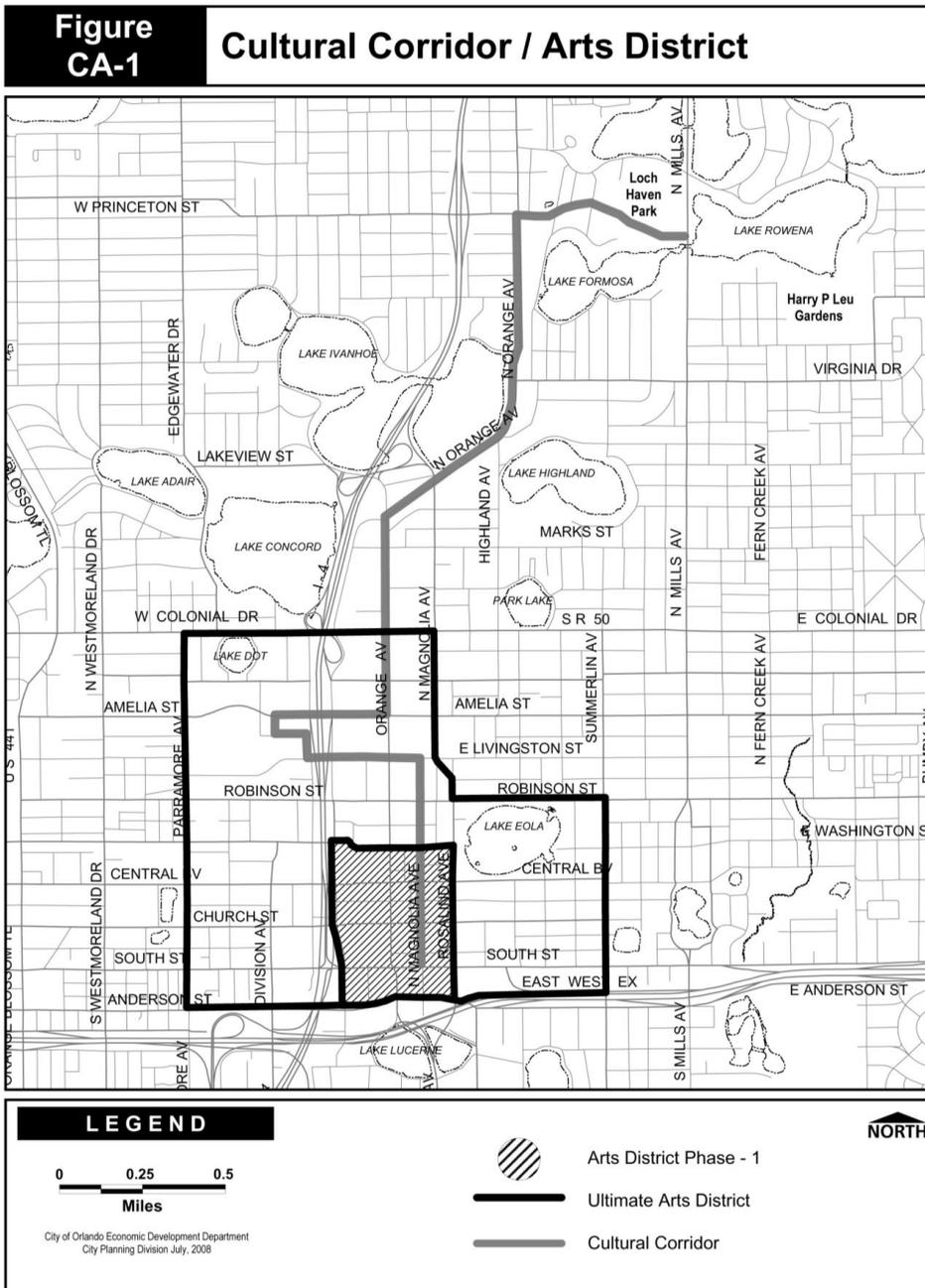
The objective and policies under this goal involve the support and maintenance of facilities in the Downtown area such as the Dr. Phillips Center for the Performing Arts, the Bob Carr Performing Arts Center, the Orange County Regional Historical Society, and Loch Haven Park. In addition, the City expresses intent to work with local businesses and other governmental bodies to ensure plentiful rehearsal, studio, performance, and gallery spaces in the Downtown area. It notes a desire for at least six theaters and at least three art galleries in this district and prescribes that these facilities be accessible by pedestrians and those using public transit (especially the free Lymmo bus system).

GOAL 6- PUBLIC ART

To promote the intellectual and aesthetic enrichment of the community through the acquisition and display of public art by the City of Orlando.

Objective 6.1 under this goal commits the City to set aside 1% of its Capital Improvement Fund for the acquisition and maintenance of works of art to be distributed throughout the City. Objective 6.2 expresses the City's commitment to developing a collection of Florida Art, and Objective 6.3 states support for the City's trust fund for public art and cultural facilities.

DOWNTOWN ORLANDO CULTURAL CORRIDOR/ARTS DISTRICT MAP



IMPLICATIONS FOR CULTURAL PLAN

The City of Orlando has clear goals for the arts, and it is committed to supporting its existing facilities and aware of artists' needs for affordable working space. Many of these policies include encouraging private actors in actions such as volunteerism, philanthropy, and real estate development, and the plan may want to account for this commitment to fostering private action.

CULTURAL ARTS DATA INVENTORY AND ANALYSIS

OVERVIEW AND PURPOSE

This document was created to inventory Orlando's current cultural resources and to provide support for the Goals, Objectives, and Policies discussed above. The document begins by noting that its purpose 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." Noting the connection of the arts to the "City Beautiful" philosophy also expressed in the Recreation and Open Space Element, the document lays out "historical and current planning efforts undertaken by the City of Orlando for cultural arts." It was approved in June 2001 and updated in June 2009.

HISTORICAL CULTURAL PLANNING EFFORTS AND PROGRESS

Before laying out an inventory of Orlando's cultural facilities and organizations, the document discusses the significant economic impact of the arts on Orlando's economy and describes historical cultural planning efforts, including the 1982 formation of the Arts United Fund, part of Arts Inc. of Central Florida, and the 1988 formation of the first Mayor's Commission on the Arts. Also in 1988, Orlando adopted its first Cultural Policy Plan, which called for significant investment in the arts and has since been used as the blueprint for City support of the cultural sector. Progress between the 1988 plan and this document (2001/2009) included the expansion of Lake Eola Park, renovations to the Bob Carr Performing Arts Centre, and improvements to the Orlando Science Center and Orlando Museum of Art.

The report also highlights the importance of United Arts of Central Florida, Inc., which up to the date of this report had invested \$102 million in local cultural organizations throughout Central Florida (Orange, Osceola, Seminole, and Lake Counties) and provided considerable technical support. Other milestones include the formation of the Central Florida Theater Alliance in 1998, the foundation of the Downtown Arts District, Inc. in 2000, and the decision to construct what is now the Dr. Phillips Center.

CURRENT CULTURAL ASSETS (AS OF 2009)

The report then discusses Arts programs on offer in Orlando. They are listed and briefly described below:

- **City of Orlando Public Art Program:** Directed by a Public Art Coordinator and supported by a Public Art Advisory Board consisting of arts professionals, this program locates artwork in public thoroughfares throughout the City. Artists are selected through a competitive process, by invitation, or, when necessary due to project requirements, directly. It is funded primarily through capital projects, with 1% of total project costs going to artwork.
- **Community Venues:** In 2006, the Downtown Orlando Community Venues Master Plan was presented to the City Council. The plan sought to identify the community benefit of each facility and recommended a new Events Center and Performing Arts Center, as well as improvements to the Citrus Bowl. This plan ultimately resulted in the planning and construction of the Dr. Phillips Center for the Performing Arts. In addition, the concept for the Creative Village, which now houses high-tech firms as well as artist spaces, is laid out in this section. Additional significant cultural spaces also

include the Orange County Regional History Center, Lake Eola Park, and UCF (University of Central Florida) Arena, as well Orlando's many theme parks (which host cultural events).

- **Loch Haven Park:** Located at the northern end of the Cultural Corridor, this Park includes the Orlando Science Center, the Orlando Museum of Art, and the Mennello Museum of American Art.
- **Opera and Dance Organizations:** Important opera and dance organizations listed in the document include the Orlando Ballet, the Russian Academy of Ballet, the Orlando Opera Company, and the Orlando School of Cultural Dance.
- **Music Organizations:** Central Florida is home to numerous music organizations, including the Bach Festival Society, the Festival of Orchestras, The Florida Symphony Youth Orchestra, the Florida Young Artists Orchestra, the Orlando Gay Chorus, the Orlando Philharmonic Orchestra, the Orlando Chorale, the Messiah Choral Society, the Florida Music Festival, and Blues-B-Q.
- **Theater:** The Orlando area also contains numerous theaters and theater organizations, including Annie Russell Theatre on the Rollins College Campus in Winter Park; Civic Theatres of Central Florida in Orlando; the Florida Children's Repertory Theatre; Mad Cow Theatre; MicheLee Puppets; Orlando International Fringe Festival (a nonprofit that produces an annual ten-day theater festival); the Orlando Repertory Theatre; Orlando-UCF Shakespeare Festival; Osceola Center for the Arts in Osceola County; SAK Comedy Lab; SunTrust Broadway Series (which presents touring Broadway shows); Theatre Downtown; Wekiva River Players; and the Zora Neale Hurston Festival (celebrating author Hurston and the cultural contributions of Africa-descended people).
- **Art Galleries:** At the time of the report, Orlando was home to Albertson Peterson Art Consultants; Crealde School of Art; CityArts Factory (which includes both visual and performing arts); Grand Bohemian Gallery; and Gallery at Avalon Island.
- **Museums:** In Orlando and the surrounding area, museums not listed above in the Loch Haven Park section include: Albin Polasek Museum and Sculpture Garden in Winter Park; Cornell Fine Arts Museum at Rollins College; Maitland Art Center (on the National Register of Historic Places); the Morse Museum of American Art in Winter Park; and the Wells' Built Museum of African-American History.
- **Film:** Orlando also hosts three film resources: the alternative cinema Enzian Theater, Inc.; the Florida Film Festival; and the Orlando Film Festival.
- **Supporting and Fundraising Organizations:** Critical to the arts in Central Florida are the organizations that raise funds in their support. They included as of 2009: United Arts of Central Florida (a collaboration of businesses, governments, foundations, nonprofit arts organizations, school districts, and individual artists and philanthropists); Arts & Cultural Alliance of Central Florida (a membership organization of artists, administrators, production crews, and organizations); the Red Chair Project (a partnership between the nonprofits and the Orlando/Orange County Conventions and Visitors Bureau that serves as an awareness campaign for the arts in the area); Florida Artists Registry (an online service for visual artists); Orlando Performing Arts Center; Orange County Arts and Cultural Affairs Department; Vision TV (an Orange County Government channel geared toward arts and education); WMFE (a radio station at 90.7 FM that broadcasts news, information, and classical music 24 hours a day).

- **Other Organizations:** The document also provides an extensive list of additional organizations consisting of theater companies, galleries, dance companies, music organizations, festivals, and smaller museums.

IMPLICATIONS FOR CULTURAL PLAN

Orlando contains a wealth of cultural organizations, and the City is interested in highlighting and bolstering these efforts. This document provides a strong resource for identifying organizations and locations involved in the arts and culture in Orlando, though, as it was published in 2009, the landscape may have changed somewhat.

ORLANDO VENUES SUMMARY

OVERVIEW

The City of Orlando operates several arts and cultural facilities that offer concerts, family shows, sporting events, art viewing, and nature appreciation. These venues are managed by the Orlando Venues Department and include:

- **Kia Center:** An arena that serves as the home venue for the Orlando Magic (NBA) and Orlando Solar Bears (ECHL) and also hosts concerts from major music artists.
- **Camping World Stadium:** Originally built in 1936 and significantly renovated and modernized in 2014, this stadium hosts football and other events such as the Citrus Bowl, the Florida Blue Florida Classic, the Cheez-It Bowl, Monster Jam World Finals, and stadium concerts.
- **Tinker Field:** This national historic landmark and former ballpark hosts outdoor festivals such as the Electric Daisy Carnival and Vans Warped Tour.
- **Harry P. Leu Gardens:** These botanical gardens span 50 acres and feature more than 8,000 plant species for scientific study and aesthetic enjoyment.
- **Mennello Museum of American Art:** Featuring a permanent collection of paintings by folk artist Earl Cunningham, this museum also offers special exhibitions, publications, and programs celebrating traditional and contemporary American Artists.
- **Public Art:** The Orlando Public Art Collection currently contains over 900 paintings, sculptures, tapestries, and mixed media artworks. These pieces are displayed in City Hall and public buildings and throughout the City's parks and neighborhoods.

IMPLICATIONS FOR CULTURAL PLAN

The City of Orlando manages a number of venues and collections relevant to the arts. These facilities will likely play a key role in the City's and the County's future plans for the arts.

PUBLIC ART MASTER PLAN

OVERVIEW AND PURPOSE

In January of 1989, the City of Orlando put forward its Public Art Master Plan to fulfill the community's need for public art and bolster Orlando's image as a world-class city. It was incorporated into the 1990 Growth Management Plan, showing that art has long been key to Orlando's vision for its future. The City was to support the public art master plan by funding staff of the Public Art Advisory Board and by implementing the public art master plan. Its funding arose from the Public Art Ordinance of 1985.

The plan has five elements: goals and objectives; an inventory of potential sites for public art; an inventory of existing artwork owned by the city; site selection criteria; and a disbursement concept to ensure that public art is located throughout the city.

GOAL AND OBJECTIVES

The planners articulated one goal for the Public Art program: "To promote the spiritual, intellectual, and aesthetic enrichment of the community through public art." Under this goal, they articulated four objectives:

1. Selection of a diversity of public art for the City of Orlando
2. Selection of works of art which have aesthetic and technical merit and are appropriate in context to the project
3. Selection of artists who are professionally and technically competent
4. Disbursement of public art throughout Orlando in such a manner that it is visible and accessible to the greatest number of people

SITE SELECTION CRITERIA

In determining where to place public art, the planners express desire for "Fair and equal geographic distribution" of artworks throughout the City. They class potential sites as Regional, Community, or Neighborhood, based on a site's location relative to high-traffic thoroughfares and destinations and the number of people who regularly pass it. They then evaluate those sites based on a "service radius" (how far people travel to see it) and its accessibility to pedestrians, public transit, cyclists, and people with disabilities. They also articulate criteria based on visibility and suitability for public art. Each of these criteria received a numerical value, allowing the committee to tabulate scores and rank sites.

In order to ensure equitable distribution, the plan divides the City into four areas: Southeast/East Central; Southwest/West Central; Northeast; and Northwest. The plan calls for acquisitions to rotate through these areas on an annual basis to ensure that each area regularly receives new art. Downtown is a separate area, and the committee voted to place one piece of art in that area annually, as well as to purchase at least one piece of art by a Florida artist.

IMPLEMENTATION

The implementation plan involves the purchase of artwork for sites as described in the criteria above. It also notes that the Public Art Inventory and Site Inventory should be updated each year.

POTENTIAL SITE INVENTORY

Much of the plan consists of a detailed inventory of existing and potential sites for public art in each of the areas described by the plan. It also includes maps of each area showing those sites. It then provides the evaluations of each site based on the ranking system established in the criteria.

SUPPORT DATA FOR PUBLIC ART MASTER PLAN

The Public Art Advisory Board expresses that “an art piece should be ‘of its place,’ and that the form and the content of each piece should be contextual” and linked to its site, meaning that the site must be selected prior to the purchase or commission of the artwork. They note that there are many potential sites in the Orlando area and describe their process for prioritizing the sites (based on the criteria described above). They also provide the forms they used for inventorying both potential sites and existing art, both of which consider the ownership of the site and its type (wall, plaza, park, interior, etc.).

The committee notes that their initial work identified 155 potential sites that they prioritized based on weighted criteria. They grouped those sites into two broad categories: government-owned parks and government-owned properties other than parks. Sites in the former category were further subdivided based on City park classifications (regional, community, and neighborhood), while sites in the second category were subdivided into six categories based on the level of traffic on roads used to access the site. Sites in high-traffic areas became “regional” sites, sites in lower-traffic areas became “neighborhood” sites, and those in between were “community” sites.

IMPLICATIONS FOR THE CULTURAL PLAN

The plan contains considerable information about the Public Art Advisory Board’s priorities and processes for selecting sites for public art. While the process has likely changed in intervening years since the plan was produced, the values informing the process, especially equity in access to artwork, align with Orlando’s current planning documents. Because of its extensive inventory of potential sites, with careful attention to more recent changes in both the city and its art collection, the plan may also provide a useful starting point for determining where to site future artwork.

ARTS AND CULTURAL AFFAIRS TASK FORCE SUMMARY

OVERVIEW AND BACKGROUND

In May of 2001, Orange County’s Arts and Cultural Affairs Task Force issued a summary of their findings related to the Arts and Culture in Orange County. Citing the psychological, educational, and economic impact of the arts, as well as the growth of cultural tourism, the task force sought to “*create the foundation* for elevating arts and culture to all citizens in Orange County and Central Florida to a level that reflects our status as a *world-class community*” (4; italics original). The task force was constituted by the county commission and composed of representatives chosen by each commissioner, including the then-Chair of the Board of Directors of United Arts of Central Florida, who served as chair of the task force.

GOALS

The goals of the Task Force were:

- To identify the existing arts and cultural infrastructure in Orange County and to make recommendations on how to overcome deficiencies.
- Review arts and cultural initiatives in Orange County’s public and private education system, Kindergarten through the college graduate level, and recommend ways to increase student exposure and involvement.
- Evaluate funding for, and corporate involvement in, arts and cultural organizations in our community and define methods for broadening the base of support.

A committee of task force members was assembled to address each of these goals.

COMMUNITY ENGAGEMENT

To engage the Orange County community in its work, the task force held a public hearing with members of the arts and culture community in Central Florida. They also conducted four surveys in association with the Survey Research Laboratory at the University of Central Florida. These four surveys, all conducted by telephone, included:

- An Inventory Survey of nonprofit and for-profit organizations that sought to establish the state of Orange County’s cultural offerings
- An Education Survey of public and private K-12 and higher education institutions that sought to determine the extent of performing and visual arts programming available in educational settings
- A Patrons Research survey of subscribers and members of arts initiatives that sought to determine the community’s level of interest in and attendance at arts programs
- A General Opinion Research Survey of 800 randomly-chosen Central Florida residents that examined awareness of, participation in, and preferences for arts programs in the area.

RECOMMENDATIONS

Each of the three committees prepared a set of recommendations based on survey findings and their other work.

The **Inventory Committee** recommended that the County establish an Arts and Cultural Affairs office staffed by a professional arts administrator as well as an Arts and Cultural Affairs Advisory Council. They also recommended annual updates to the initial inventory listing and the online and print publication of a “Cultural Directory” for public use. Other recommendations included support and facilities for new organizations, increased regional and statewide collaboration between organizations and between organizations and government bodies, peer review of public funding applications, and the development of cultural tourism packages. Finally, the committee noted that arts and cultural organizations need access to multi-year funding for planning purposes.

The **Education Committee** recommended establishing and funding an Arts Council and establishing a continuous baseline for the funding of arts education in public schools. They also recommended various strategies for increasing access to the arts in education, including developing additional arts facilities and creating the position of an advocate or coordinator to develop theater and dance programs. Further suggestions included encouraging schools to offer more arts opportunities and training teachers in arts education, perhaps through collaboration with local nonprofits.

The **Funding and Corporate Involvement/Partnerships Committee** evaluated initiatives funded through United Arts of Central Florida. They too recommending establishing an office for Arts and Cultural Affairs. Some funding mechanisms they suggested including using revenue from the Tourist Development Tax (since implemented); extending the percent for art program to private nonresidential development; and encouraging workplace giving campaigns. This committee also suggested an Economic Impact Study for the arts and improved marketing efforts.

A unifying theme for all committees was the need for a dedicated source of funding for the arts. The committee thus put forward a proposal to use Tourist Development Tax (TDT) for this purpose. The current state of the TDT funding program is summarized on page 40 of this report.

IMPLICATIONS FOR CULTURAL PLAN

The Task Force identified two major needs for the arts in Orange County: Some kind of official body to convene and oversee cultural programming and dedicated funding. They also had numerous smaller-scale recommendations. In preparation for the cultural plan, the team may wish to evaluate which of these recommendations have so far been implemented and how Orange County's needs have changed in the intervening years.

ARTS AND ECONOMIC PROSPERITY 6 REPORT FOR ORANGE COUNTY

OVERVIEW AND PURPOSE

After the close of fiscal year 2022, the national organization Americans for the Arts undertook its sixth Arts and Economic Prosperity Study (AEP6). This study sought to determine the economic impact of the arts on communities, and this report presents data from organizations and patrons in Orange County and the nation at large. Because it was conducted after the COVID-19 pandemic and accompanying recession, which had devastating impacts on arts organizations, this survey offers the most up-to-date data available on the economic benefit of arts to communities as they continue to recover. Orange County data collection was undertaken in partnership with United Arts of Orange County.

METHODOLOGY

To determine economic impact, the study examined the jobs, household income, and revenue to governments generated by organizations as well as spending by audiences. It then calculated totals for each category. In calculating organizational impact, it accounted for organizational spending on items like supplies as well as the direct employment of workers by arts organizations. In calculating the audience impact, it considered spending beyond the cost of admission on items like meals, parking, and childcare.

In Orange County, 95 organizations participated in the survey, and 1,469 event attendees completed the audience survey.

The survey was intentional in its approach to Equity and Inclusion and employed a director of community engagement and equity to guide the research team and ensure their work accounted for the full diversity of organizations and audiences in communities.

FINDINGS

Overall, the study concludes that “when we fund the arts, we are investing in an industry that stimulates the economy, supports local jobs, and contributes to building health and vibrant communities.” For Orange County, it highlights six key takeaways:

1. In total, the Orange County Arts and Culture sector generated \$264.9 million in economic activity in 2022 (see table below).
2. Nonprofit arts and culture organizations operate as businesses and contribute to the local economy by employing people, purchasing supplies from local businesses, and engaging in marketing and promotion.
3. Arts and culture drive commerce to other local businesses; people attending an event are likely to eat in a restaurant, and they often pay for parking or public transportation, and may pay for child or pet care at home.
4. 41.5% of attendees at Orange County cultural events were nonlocal visitors. They spent more than local visitors (\$57.30 per person vs. \$44.60 per person), and 82.4% of nonlocal attendees stated that they visited Orange County specifically to attend a cultural event.
5. A vibrant arts and culture community keeps local dollars in the community; 60.2% of attendees surveyed who live in Orange County stated that they would have gone elsewhere to attend a similar event had it not been available close to home.
6. Arts and culture are a source of community pride in Orange County. 90.5% of arts and culture attendees agreed that the activity they attended “is inspiring a sense of pride in this neighborhood or community.” 88.4% reported that they would feel a sense of loss if the activity went away and 85.9% believe that the facility they visited “is an important pillar for me within my community.”

Economic Impact Tables

**Table 1:
Total Economic Impacts of the Entire Nonprofit Arts and Culture Industry
in Orange County During Fiscal Year 2022**

	Organizations	Audiences	Industry Totals
Direct Expenditures	\$151,814,753	\$113,097,982	\$264,912,735
Jobs Supported	3,277	1,666	4,943
Household Income Paid	\$128,915,300	\$57,324,100	\$186,239,400
Local Government Revenue	\$4,275,920	\$3,131,927	\$7,407,847
State Government Revenue	\$4,497,708	\$3,303,736	\$7,801,444
Federal Tax Revenue	\$24,420,076	\$10,701,735	\$35,121,811
Total Tax Revenue	\$33,193,704	\$17,137,398	\$50,331,102

The survey also asked audiences to itemize their total event-related spending. Researchers also segmented the impact of BIPOC (Black and Indigenous People of Color) and ALAANA (African, Latinx, Asian, Arab, and Native American)-focused or -led organizations and attendees on the local economy and found it to be nearly identical to overall audience spending:

**Table 10:
Attendees to BIPOC Arts and Culture Organizations Spent an Average of \$43.24 Per Person, Per Event
as a Result of Attending an Event in Orange County During Fiscal Year 2022**

	Attendees to BIPOC and ALAANA Organizations in Orange County (N=212)	All Nonprofit Arts and Culture Attendees in Orange County (N=1,469)
Food and Drink (off-site only)	\$13.47	\$17.84
Retail Shopping	\$8.97	\$5.35
Overnight Lodging	\$3.88	\$5.33
Local Transportation	\$4.44	\$5.67
Clothing and Accessories	\$6.50	\$4.83
Supplies and Groceries	\$3.74	\$3.30
Childcare	\$0.62	\$0.62
Other/Miscellaneous	\$1.62	\$1.66
Overall Per Person Average	\$43.24	\$44.60

Social Impact Table

Table 2 Percentage of Nonprofit Arts and Culture ATTENDEES that Agree with Statements about the Social Impact of the Arts in Orange County	
	Agree
"This venue or facility is an important pillar for me within my community."	85.9%
"I would feel a great sense of loss if this activity or venue were no longer available."	88.4%
"This activity or venue is inspiring a sense of pride in this neighborhood or community."	90.5%
"My attendance is my way of ensuring that this activity or venue is preserved for future generations."	88.7%

Other Findings

The report goes on to note that arts organizations have impacts beyond dollars; the survey in Orange County also found that 7,833 volunteers donated a total of 255,540 hours to the 95 organizations that participated. Organizations also received an aggregate total of over \$2 million in in-kind contributions. Furthermore, 47.4% of Orange County participating organizations are located in a Cultural District and 25.6% are located in an Empowerment Zone, both locations where their impact can be magnified.

IMPLICATIONS FOR CULTURAL PLAN

The Arts and Culture offer significant economic benefit to Orange County, and arts attendees believe that local programming is strong and important. Leveraging this benefit will likely be key to the future of arts and culture organizations, and the planning process will likely want to account for this data. Furthermore, this report contains significant additional (recent) data, including demographic tables of Orange County arts audiences, that may be of use to the planning team.

ORANGE COUNTY ARTS ECOLOGY STUDY

OVERVIEW AND PURPOSE

In 2023, the Orange County Arts and Cultural Affairs department, with funding from the Dick and Betsy DeVos Family Foundation and the Edyth Bush Charitable Foundation, undertook an Arts Ecology Study of Orange County. This study found that the area has a rich and vibrant arts ecology, including one of the leading performance halls in the nation (at the Dr. Phillips Center). However, the arts landscape is dominated by one large organization, there are no large organizations of color, and many organizations compete for limited funding. This study therefore evaluates the current arts ecology in Orange County and offers recommendations for addressing concerns.

METHODOLOGY

Researchers conducted 137 telephone interviews with arts professionals, supporters, philanthropists, and government officials representing 85 organizations. Qualitative and quantitative questions addressed the status of individual organizations as well as the broader arts landscape in the county.

The researchers also examined eight comparator cities across the nation of comparable populations to determine how Orange County's arts ecology compares to other communities'.

CURRENT ARTS ECOLOGY

The report takes note of current national trends, ranging from COVID-19's impact on earned revenue and the reduction of arts education to the aging nature of the arts donor base and the rise of digital programming. It also notes that Orange County is growing faster than the rest of Florida and as it grows, it is becoming more educated and diverse. It then offers observations about the arts ecology in Orange County in specific topic areas.

Comparisons to Other Cities

Compared to the eight comparator cities, Orlando's Top 10 arts organizations are both smaller and younger. At current rates of growth, by 2030, Orlando will have a population close to that of metro areas such as Atlanta, Phoenix, and Detroit, and it lags even more sharply behind these cities in budgets for its arts organizations.

Inequity Among Organizations

Generally, the study found considerable inequity in the resources of cultural organizations in Orange County. The Dr. Phillips Center is by far the largest cultural Organization in Orange County; it's \$30,000,000+ budget dwarfs the \$11,000,000+ budget of the Orlando Science Center, which ranks second. Orange County's largest BIPOC organization, the Association to Preserve the Eatonville Community, has a budget of only \$550,000+. In a recent grant cycle for United Arts of Central Florida's Diversity in the Arts program, of 14 organizations that provided financial data, more than half had budgets of less than \$100,000.

Lack of Advance Planning

The study found that few organizations engage in advance planning; 63% planned their regular programming 1 year in advance or less, and 43% expressed that they planned major projects on a similarly short timeline. When asked why they do not engage in more long range planning, organizations expressed that funding and access to performance space were common barriers.

Partnerships and Education

Generally, the study found that organizations in Orange County work well together. 89% reported engaging in occasional partnerships with at least one other organization. Arts education also appeared to be strong, with 61% believing that public school students are receiving a strong arts education. However, arts education is not equitably distributed, and many low-income students do not have access to opportunities.

Marketing and Audience Profile

Organizations experience some challenges in marketing their programming. They must compete with theme parks, sports, and other activities, and Orange County's diversity can pose challenges to presenting programming with wide appeal. Smaller organizations, in particular, expressed that they have experienced challenges in adapting to a digital marketing environment, and on average, organizations spend only 6% of their budgets on marketing their programs. Challenges persist in spite of the fact that Orange County organizations admissions prices tend to be low (only 18% of survey respondents sell tickets above \$100).

Some interviewees expressed desire to diversify their audiences and noted a need to focus on audience engagement as well as social justice and inclusivity. Health concerns remain paramount for audience members, leading many individuals to purchase tickets on the day of an event rather than a week or more ahead of time. The study found that there is a considerable market for arts programming in Central Florida but that most organizations have modest market penetration. Email newsletters and Facebook have been successful marketing strategies for organizations, and United Arts supports arts marketing efforts through a website, a magazine, and a discount card program for donors.

Fundraising

26% of organizations surveyed receive over 70% of their revenue from contributions, while only 11% receive less than 30%. 61% rely on their five largest funders for more than 50% of their revenue. Only 38% of contributions to Orange County organizations came from individuals, and Orange County organizations tended to rely more heavily than their peers elsewhere on government funding. Organizations have a sense that donors would rather fund capital projects than programs, though 48% of organizations reported an increase in individual giving over the past three years.

Two significant sources of support for Orange County arts organizations are United Arts of Central Florida and the Orange County government. United Arts of Central Florida supports over 75 organizations and anticipated that it would raise \$10.9 million and grant \$10 million in FY22. In the past three fiscal years, the county's annual investment in arts programs ranged from \$7.1 million to \$9.3 million. However, organizations expressed concerns about becoming too dependent on government funds.

Boards and Staff

Organizations surveyed had boards with an average size of 17 members and boards contributed an average 7% of organizations' revenue. A plurality of organizations (48%) rated their boards as average, and many expressed a desire to diversify their boards.

While organizations generally felt that their staff retention rates were strong, many expressed concern about the leadership pipeline, especially in the visual arts. Marketing and fundraising were areas where many organizations experienced gaps, and there is a sense that professionals in these fields are leaving for more lucrative.

Financial Health

Of 29 responses to this survey question, 48% regarded their organization's financial management capacity as strong. However, 40% had no unrestricted operating reserves, 59% did not have an endowment, and

some interviewees expressed that they had to spend down reserves to stay in business during the pandemic.

Arts Space

Affordable space is a challenge for both visual and performing artists. Individual artists noted that securing studio space is a challenge, and performing arts organizations expressed that the Dr. Phillips Center is out of reach for many nonprofits. Other interviewees noted that Orange County's large size means that without significant outreach, residents outside of areas like downtown Orlando do not know about and are not included in arts opportunities.

RECOMMENDATIONS

The report then provides recommendations for strengthening the arts in Orange County. Noting that robust large institutions are critical to healthy arts ecologies, it recommends encouraging collaboration between large and small organizations, ensuring strong governance at flagship organizations, and engaging in long-range and strategic planning. It also recommends a comprehensive capacity-building program for leaders and board members and suggests that the Edyth Bush Institute for Philanthropy and Nonprofit would make a strong partner for this work.

The report then recommends investing resources in individual artists and small organizations, with special outreach to BIPOC and culturally-specific organizations, to ensure that they have the space and resources they need to thrive.

In the realm of funding, the report suggests creating a fund for major projects (with 2 years of lead time). It also recommends strengthening arts education programs and supporting organizations that wish to expand their education and outreach programs. They propose providing grants for organizations that wish to diversify their audiences and facilitating partnerships between arts and social justice organizations.

With regard to marketing, the report recommends including encouraging major funders to provide specific support for marketing efforts, providing training sessions on digital marketing, and offering organizations the opportunity to collaborate on marketing efforts. They suggest promoting the arts in Orange County as a reason to visit the area and supporting the export of work by Orange County artists to other areas (e.g. through touring productions and exhibitions).

Finally, the report encourages building a culture of philanthropy with both individual and corporate donors. This will require capacity-building efforts such as grants to organizations that wish to purchase CRMs as well as offering networking opportunities so that organizations can identify potential donors in the business and professional communities.

The report closes by offering a few recommendations about how to increase the space available to artists and arts organizations, perhaps through a program that identifies vacant community spaces and matches them with artists and arts organizations that use that space. It also suggests negotiating priority access for venues like the Dr. Phillips Center so that organizations could have time to develop both long-range plans and the funder relationships necessary for large-scale projects.

IMPLICATIONS FOR CULTURAL PLAN

This report contains a wealth of information about the arts ecology in Orange County and provides a set of recommendations about how to strengthen the arts. It will likely provide considerable useful background information for the cultural plan, and its recommendations will provide the team with information about what others have proposed for the future of the arts in Orange County.

FORT CHRISTMAS PARK VIRTUAL TOUR

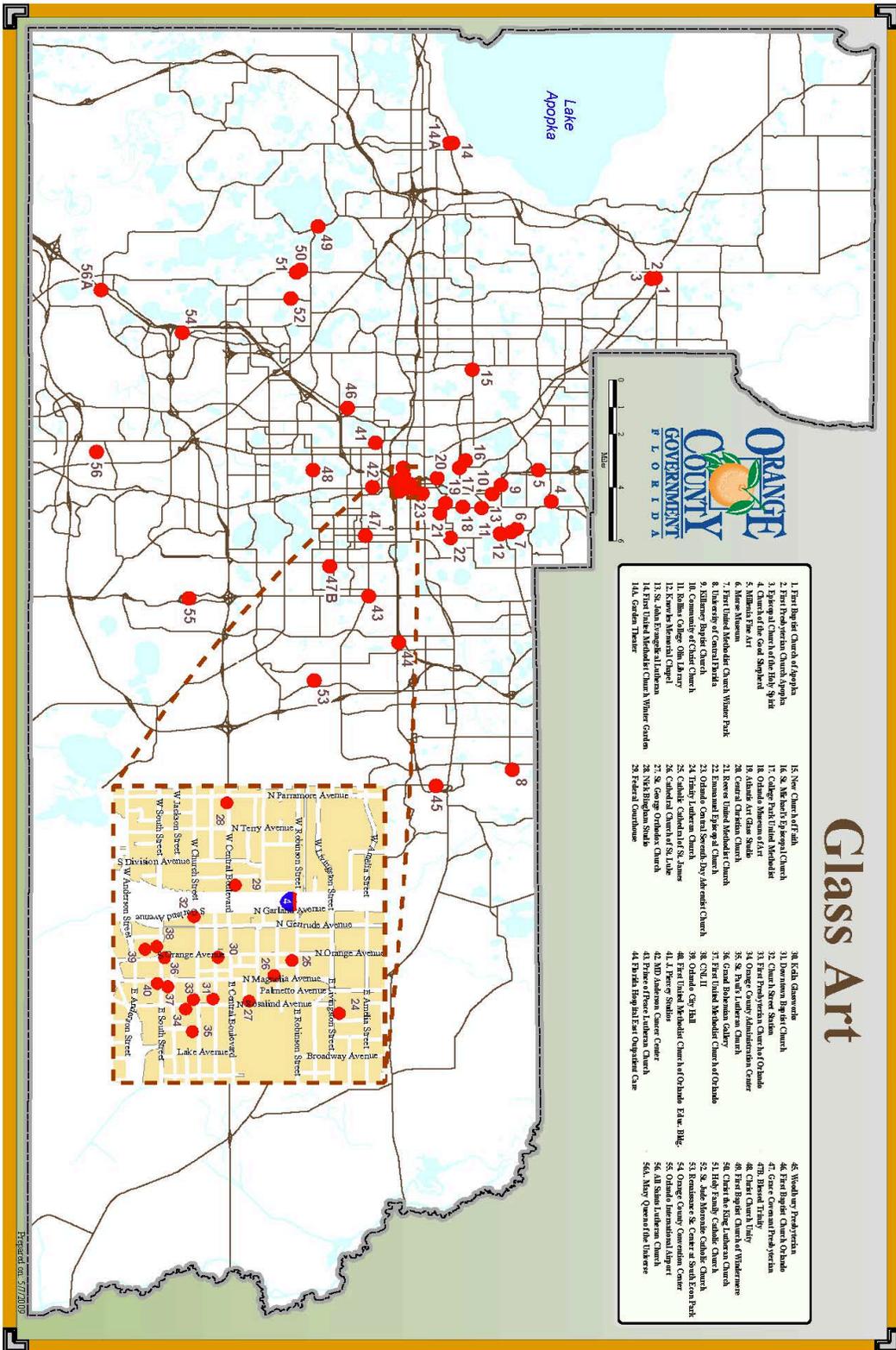
OVERVIEW

This virtual tour provides a digital experience of Fort Christmas Park, a historic property dedicated to showcasing the lives and architecture of early settlers in East Orange County. The park is located just north of State Road 50 east. The preserved fort was constructed by soldiers during the Second Seminole War of 1835-1842. Today, visitors can see houses, a schoolhouse, and a barn, among other structures, and enjoy amenities such as pavilions, picnic tables, and a playground. The virtual tour offers pictures and information about the history of each structure.

IMPLICATIONS FOR CULTURAL PLAN

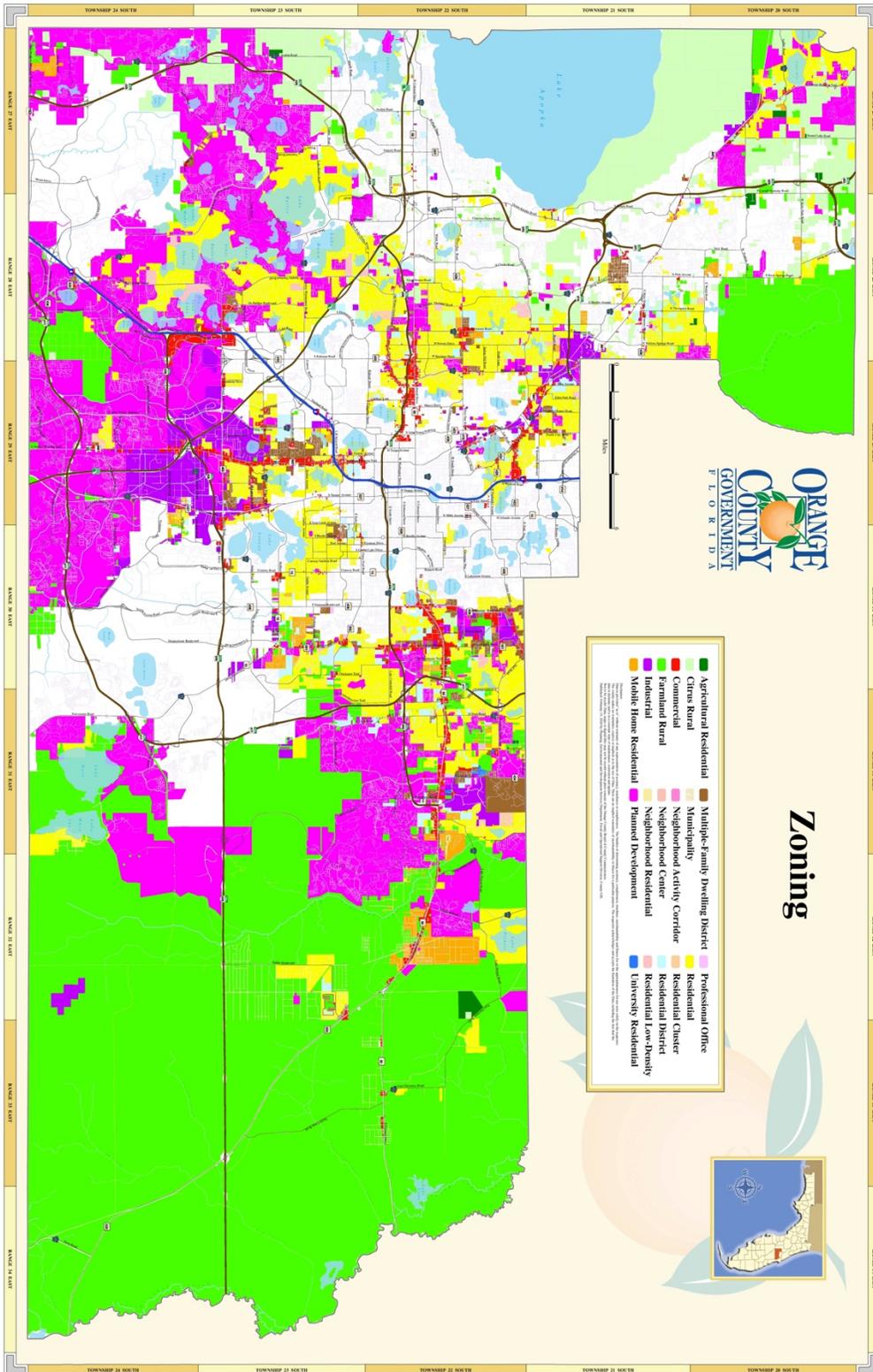
The Fort Christmas Park virtual tour showcases Orange County's dedication to historic preservation and provides a glimpse of Orange County outside Orlando. It is also a useful example of how a local organization has used digital tools to enhance access to a cultural site.

GLASS ART MAP

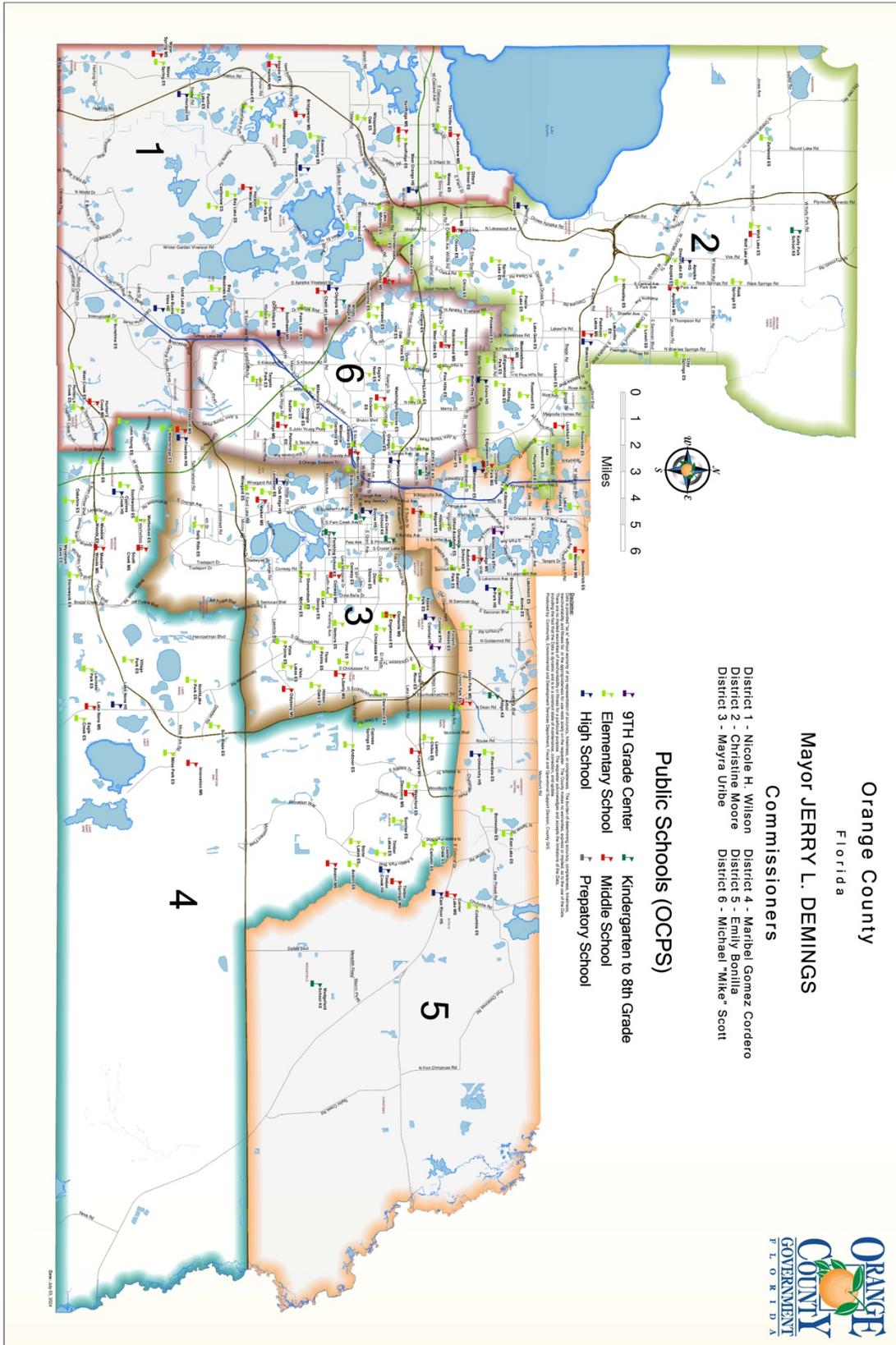


APPENDIX: ADDITIONAL MAPS

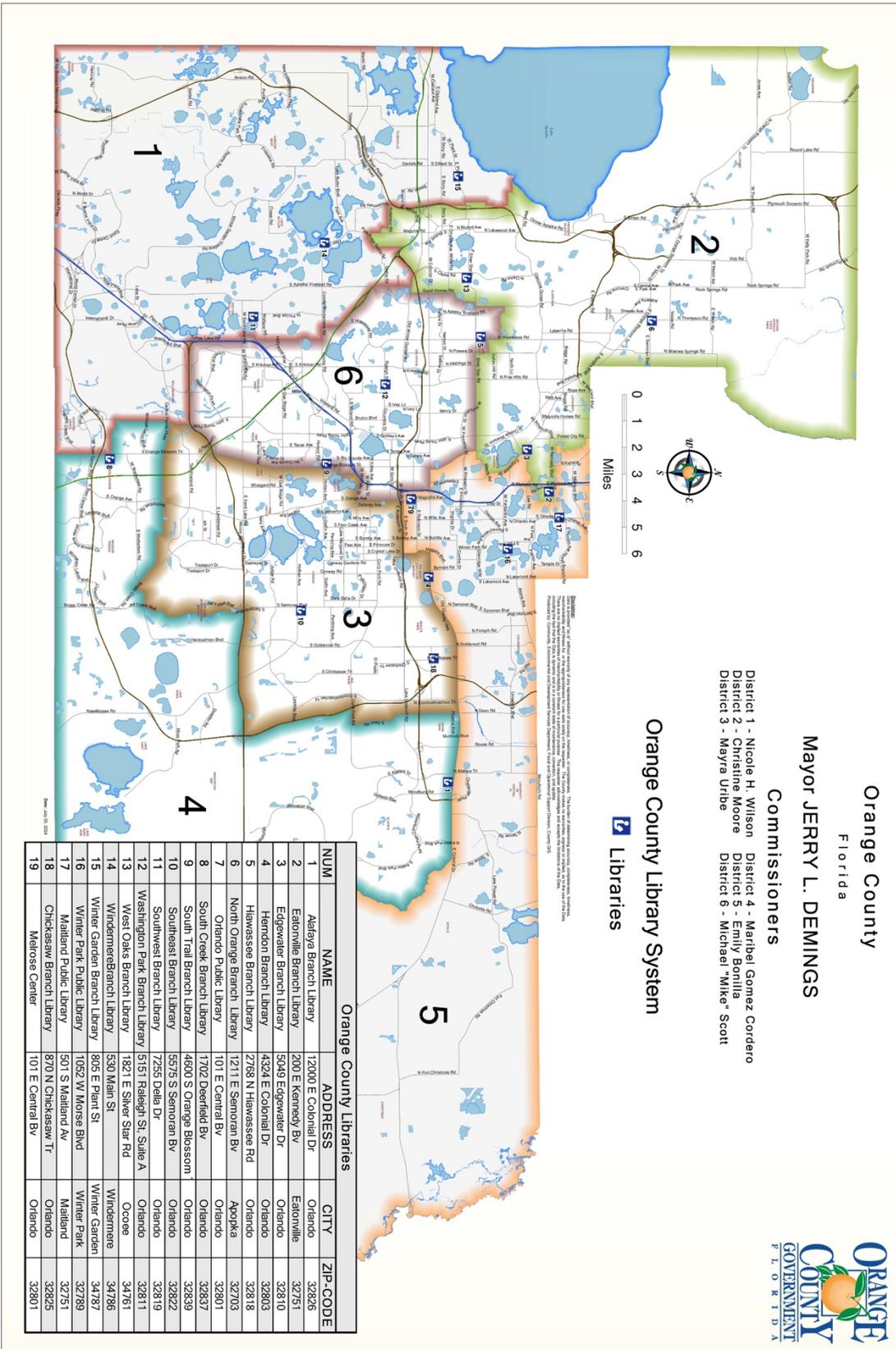
ZONING MAP



PUBLIC SCHOOLS MAP



LIBRARIES MAP



City of Orlando 2024-2050 Growth Management Plan (GMP) Review

The 2024-2050 Growth Projections Report for the City of Orlando presents a comprehensive and detailed overview of the city's future development trajectory, emphasizing land use, population, and employment growth. While the plan offers valuable insights, opportunities and challenges for arts and cultural planning related to growth management could be more thoroughly explored, especially in alignment with broader urban design principles. This refinement would ensure Orlando's development reflects its cultural vibrancy and reinforces its identity as an established arts community.

Strengths:

- The use of historical data to guide future projections helps frame the city's trajectory in a clear context and scale for stakeholders.
- Emphasizes the importance of creating compact, interconnected, and mixed-use environments that can enhance cultural vibrancy through placemaking.
- Covers a broad range of growth indicators, including population, land use, employment, and "service population" (which accounts for transient populations such as tourists and commuters), ideal for coordinating services like public safety, transportation, and cultural events.
- By considering the impacts on surrounding areas and major projects like the Orlando International Airport expansion and Lake Nona, the report effectively addresses growth in a regional context.
- The report's acknowledgment of the Growth Management Plan (GMP) framework for shaping community development and strategic investment includes significant potential for arts and cultural programming. Public parks, facilities, and event spaces could serve as hubs for cultural expression, particularly in high-density areas where there is already demand for arts-based events and experiences.

Areas for Improvement:

- Water management, green space preservation, and climate resilience are not adequately addressed, even though these factors are critical to sustainable development. A more detailed analysis of environmental sustainability, alongside mitigation strategies for urban sprawl, would strengthen the plan. Integrating the GMP with the city's efforts to create environmentally friendly parks and event spaces could better preserve green spaces while promoting outdoor recreation.
- The report emphasizes growth in both single-family and multifamily housing, but there is no explicit mention of affordable housing initiatives. As population density increases, particularly in areas like Downtown and Lake Nona, the city may face challenges related to housing affordability. A clearer strategy addressing this issue—such as zoning for affordable housing or incentivizing developers to include affordable units—would be a critical addition. Ensuring that event venues and parks are distributed across communities and remain accessible to all, regardless of income, could also foster inclusivity.
- The projections highlight several high-growth areas, such as Southeast Orlando and the Downtown core, but there is limited focus on balancing growth to ensure underserved communities benefit from new investments. Proactively identifying ways

to support equitable development in historically underserved neighborhoods could prevent socio-economic disparities from widening. Facilities and public spaces should be planned with an eye toward enhancing accessibility in these communities.

- While the report acknowledges the role of transportation modeling in supporting future growth, it could provide more specific details about planned transportation improvements, especially regarding mass transit options. Given Orlando's growing population and increased reliance on car travel, addressing public transportation, congestion management, and sustainable alternatives (e.g., bike lanes, light rail, and pedestrian-friendly design) would help the city maintain a high quality of life. Transportation planning should also be linked to event venue and park locations, ensuring that they are accessible to large numbers of residents and visitors.
- It is unclear how community input has been integrated into the planning process. Expanding this section to highlight outreach efforts and citizen feedback mechanisms would increase transparency. Understanding community preferences, especially for event spaces and public amenities, could lead to better alignment between the plan and residents' needs.
- The report lacks an outline for monitoring progress and adjusting the plan as new challenges or opportunities arise. A system for ongoing evaluation and adaptation will help ensure that the GMP remains relevant as economic conditions, migration trends, or environmental factors evolve. Moreover, adjusting event planning and public space management based on changes in population concentrations or community needs could help make the plan more responsive and dynamic.

The 2024-2050 Growth Projections Report provides a well-researched and ambitious blueprint for Orlando's future growth. Its strengths lie in its data-driven approach and commitment to creating mixed-use, sustainable neighborhoods. Even so, the report could be further enhanced by incorporating more specific strategies around affordable housing, equitable development, environmental sustainability, and transportation infrastructure. Ensuring community involvement and establishing a robust system for long-term monitoring will also be essential for managing anticipated growth responsibly. Refining the arts and events planning aspect through a comprehensive understanding of GMP could enable more strategic placement of parks, event spaces, and public facilities in response to the increase in population.

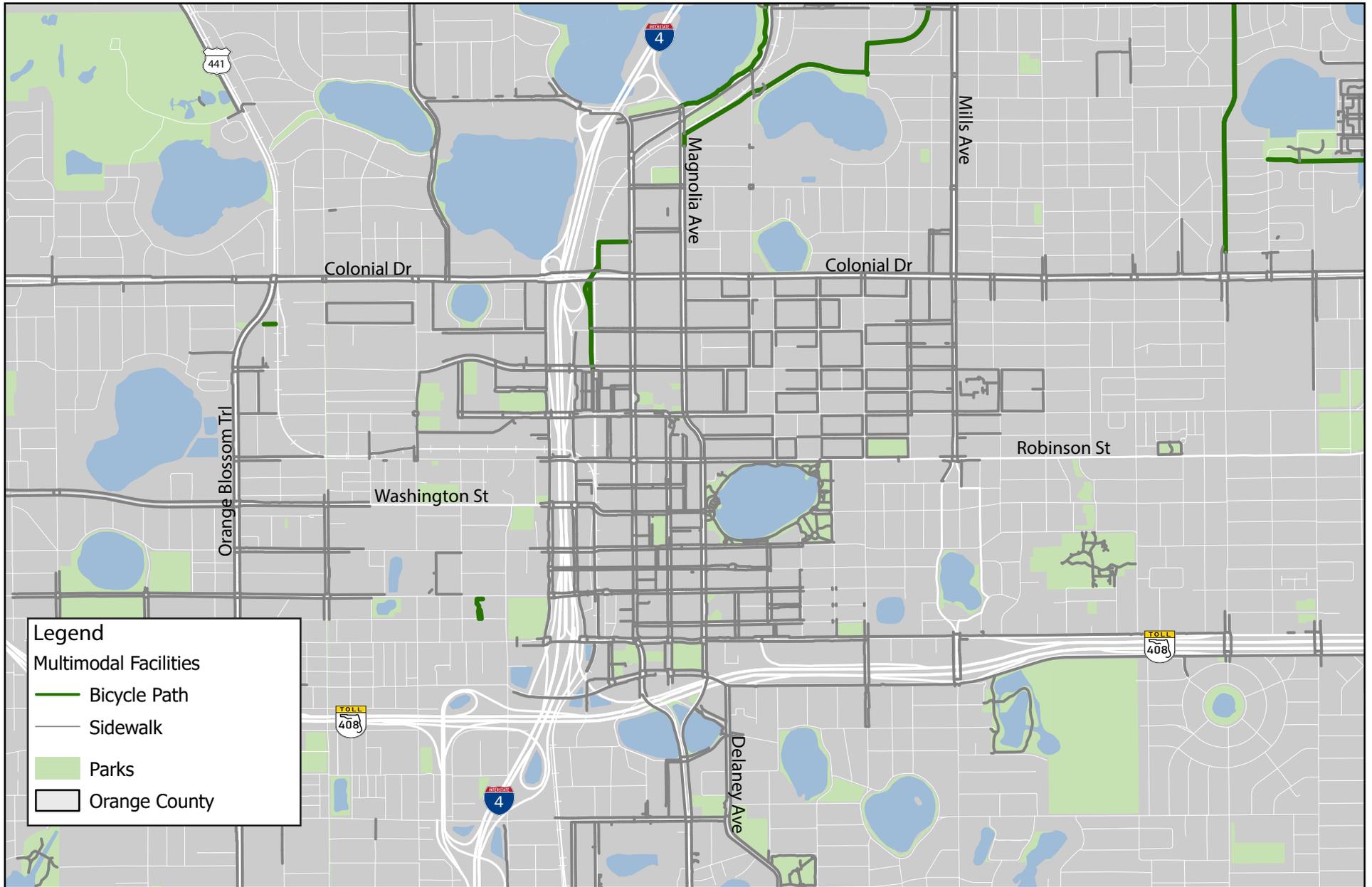


Figure 4.2: Downtown Orlando, Bike/Ped Facilities

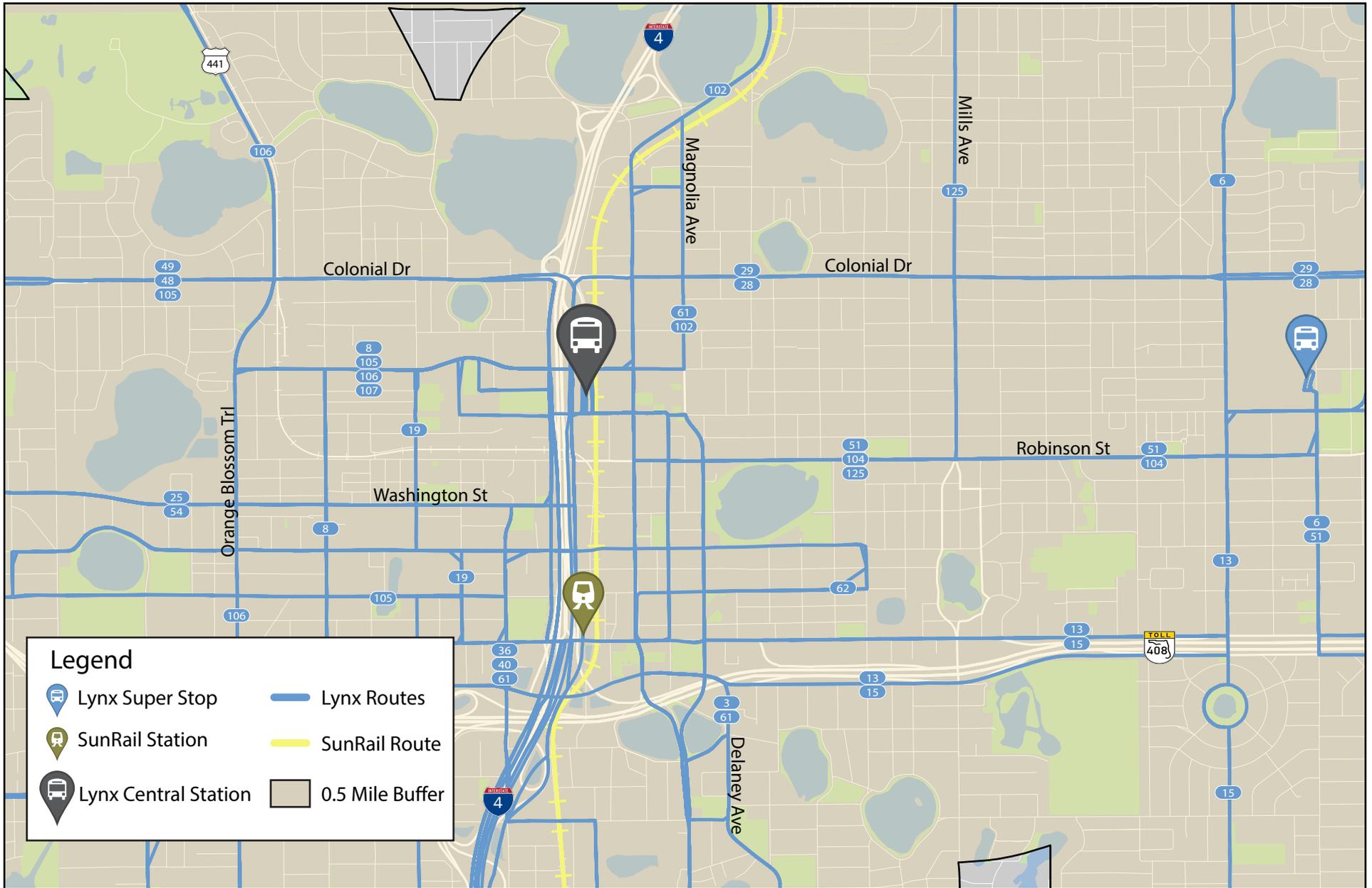


Figure 4.4: Downtown Orlando, Biking Distance to Transit

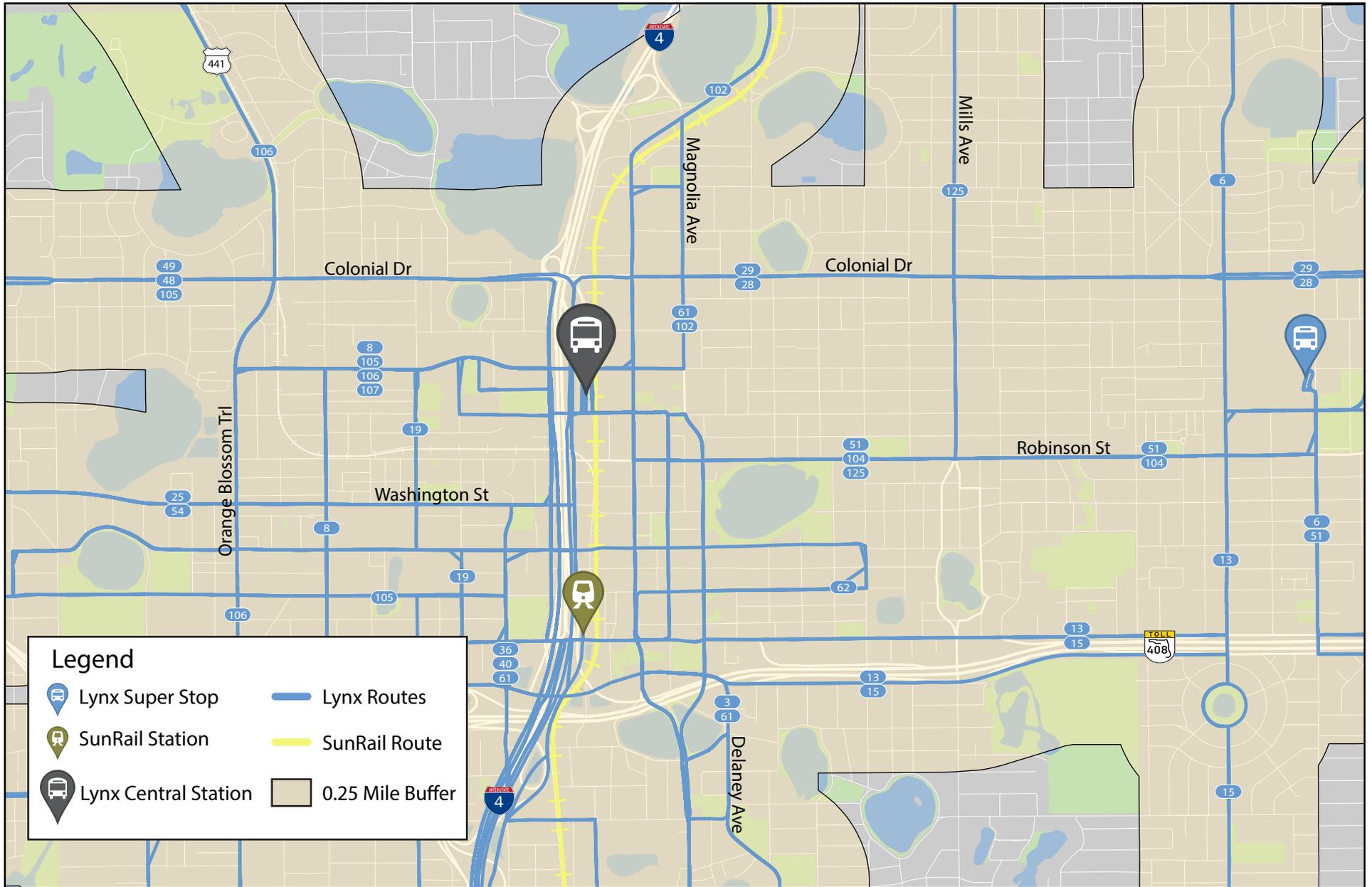


Figure 4.4: Downtown Orlando, Walking Distance to Transit

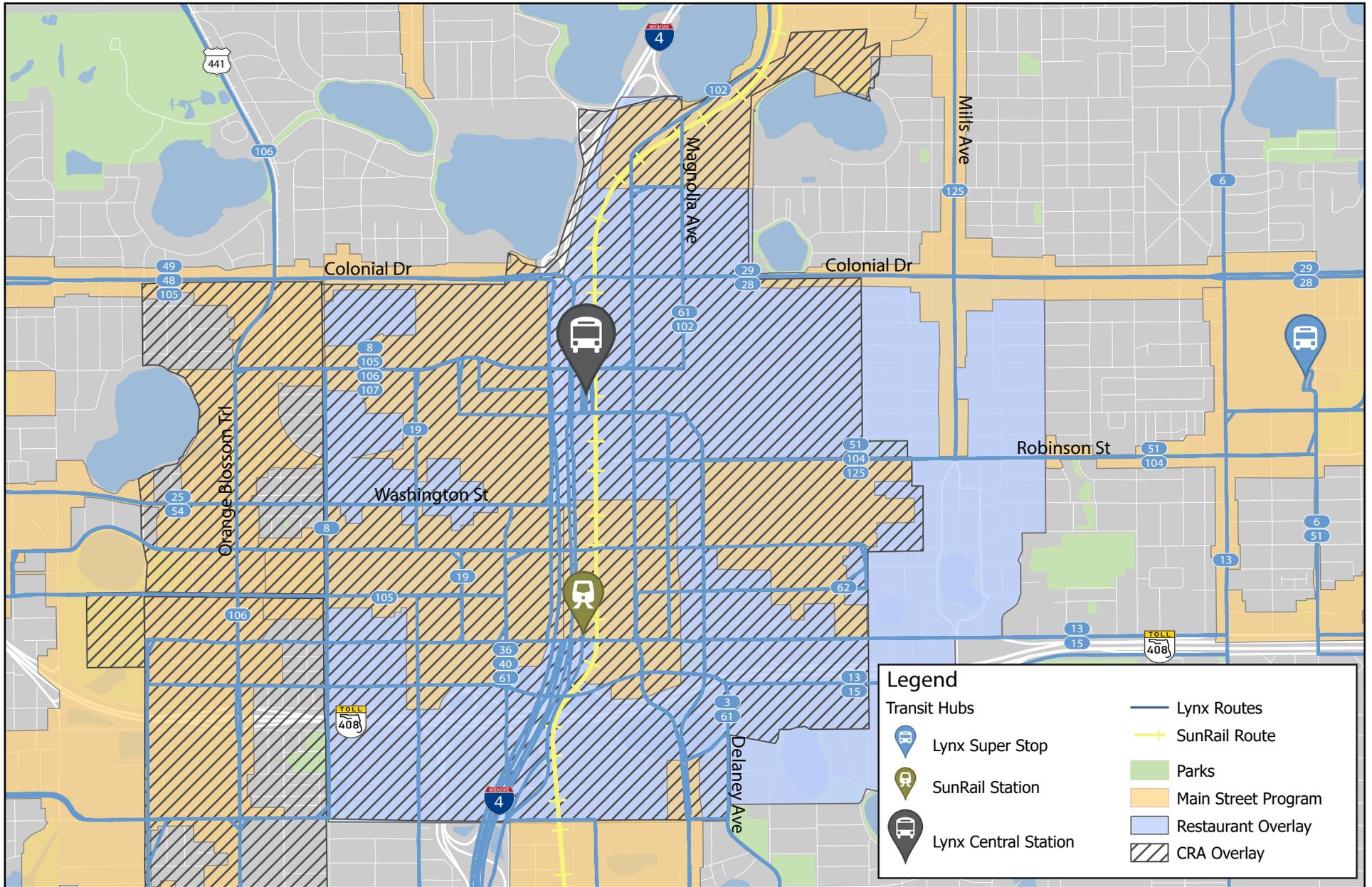


Figure 4.5: Downtown Orlando, Parks & Districts



0 0.25 0.5 Miles

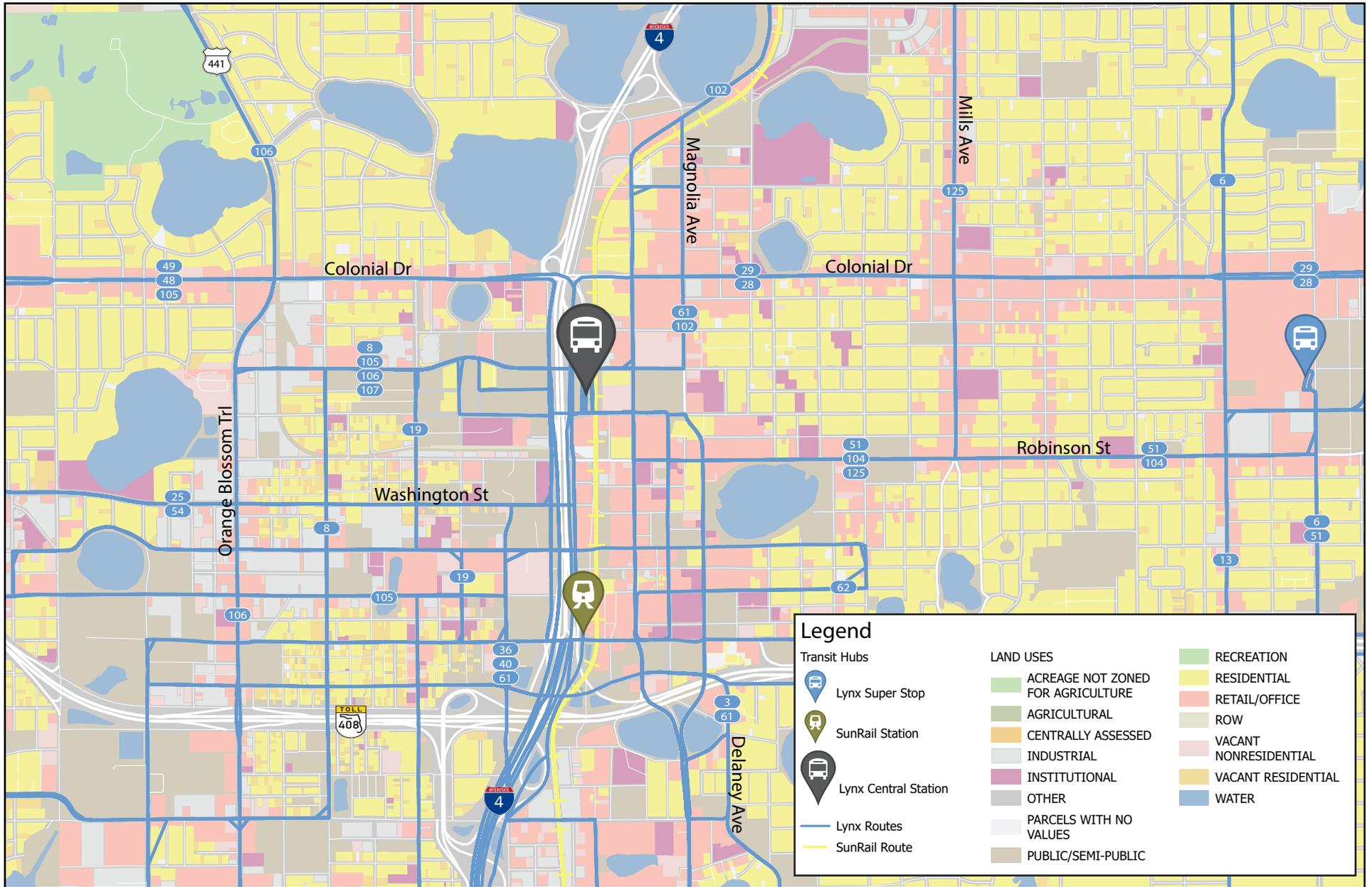


Figure 4.6: Downtown Orlando, Land Use Near Transit

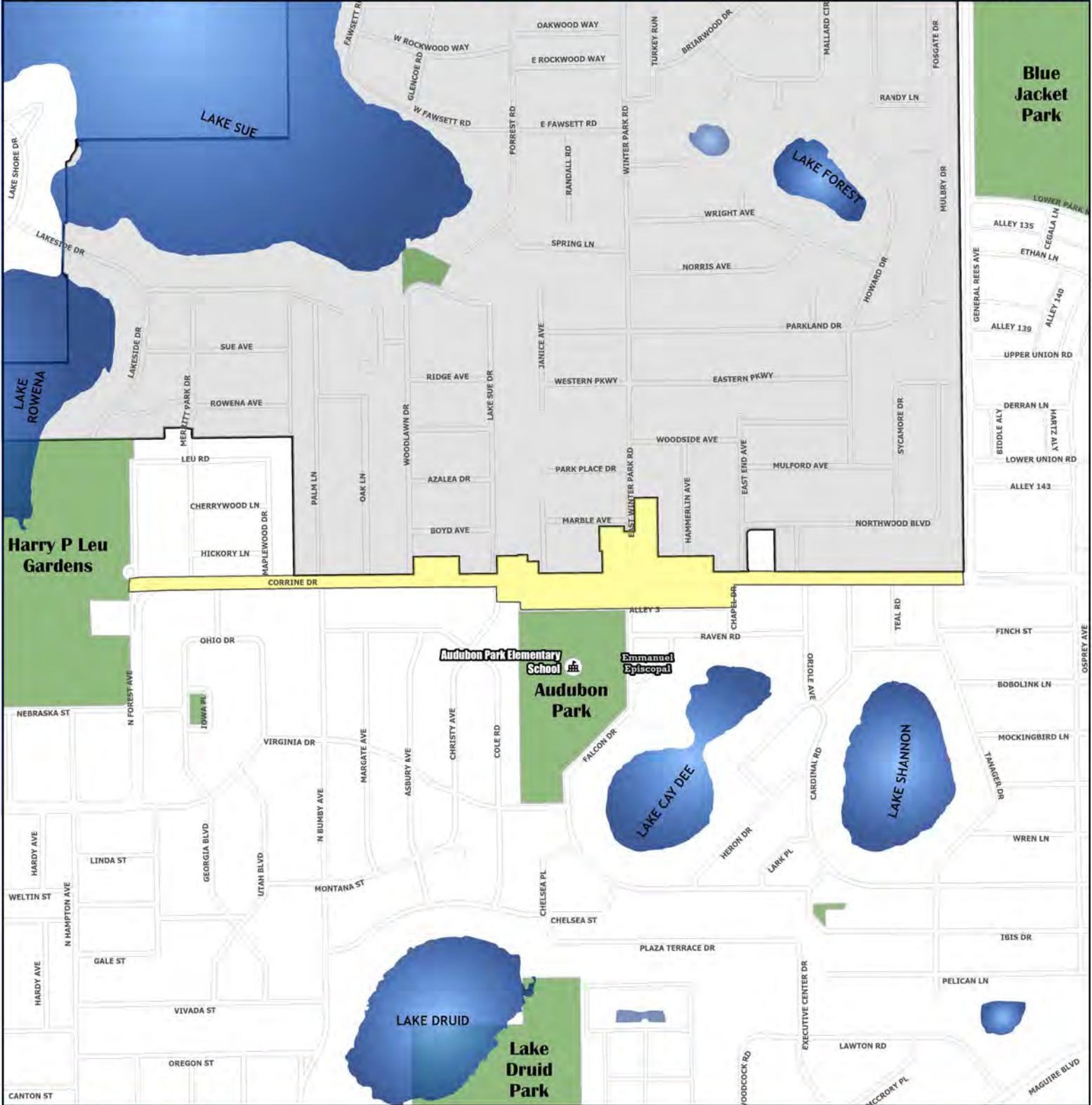


Audubon Park Garden District

Orlando Main Street Districts



June 2025



LEGEND



Schools



Audubon Park Garden District

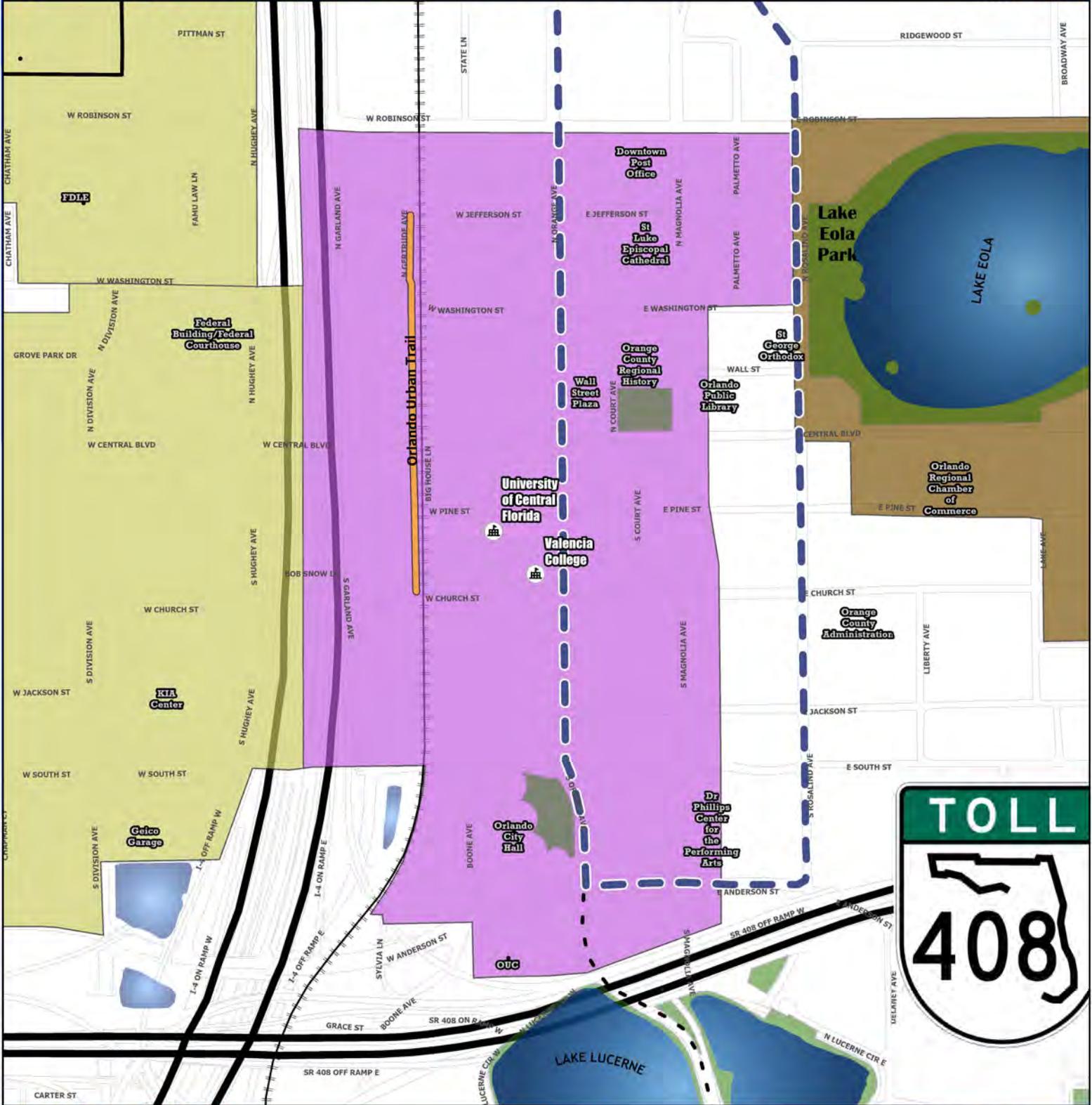


City District

Orlando Main Street Districts



June 2025



LEGEND

- Cultural Arts Corridor
- Orlando Urban Trail
- City District
- Parramore
- Thornton Park District
- Creative Village Boundary
- Schools

0 0.07 0.15 Miles

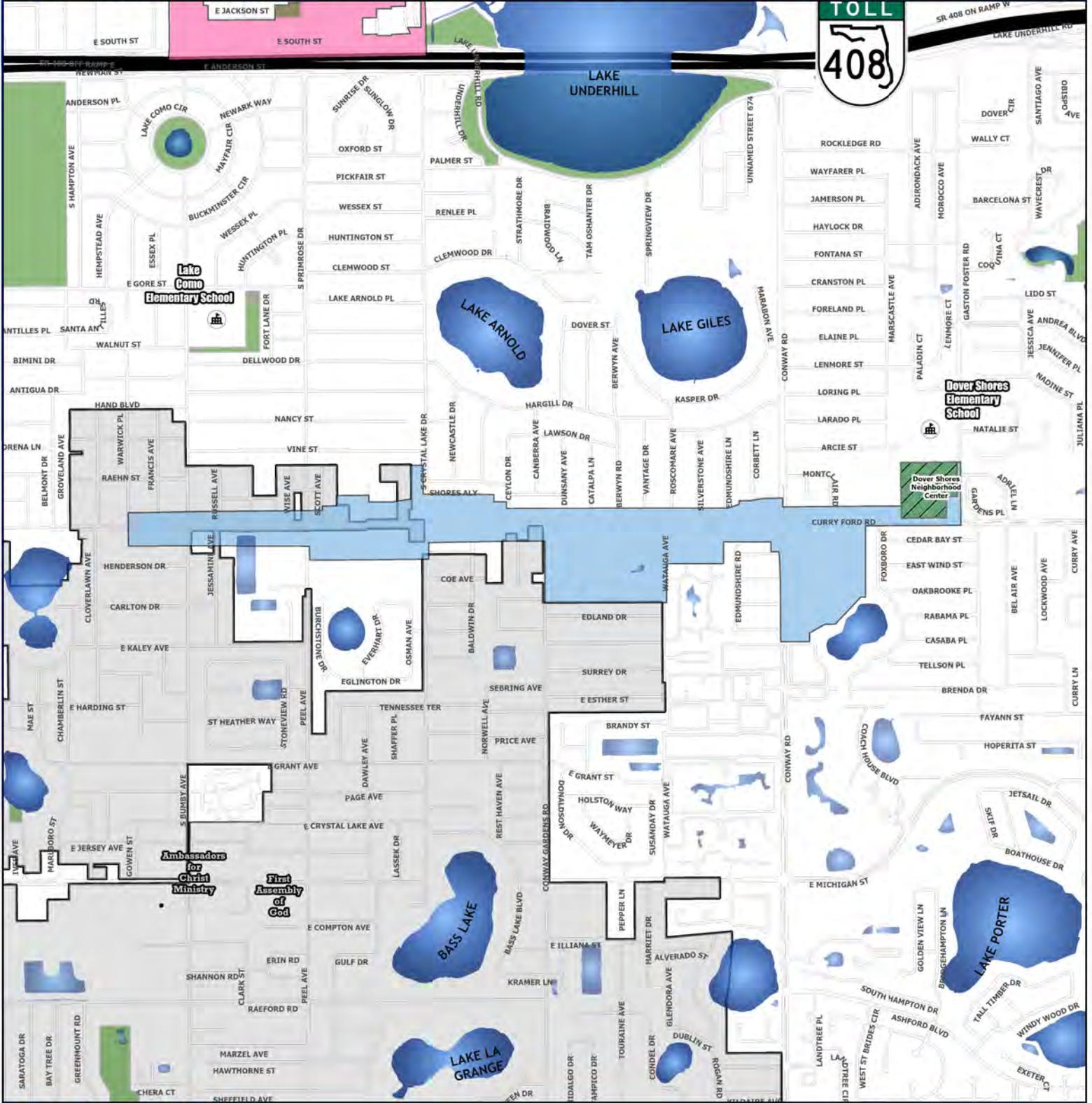


Curry Ford West

Orlando Main Street Districts



June 2025



LEGEND

- Schools
- Curry Ford West
- Neighborhood Centers
- The Milk District

0 0.25 0.5 Miles

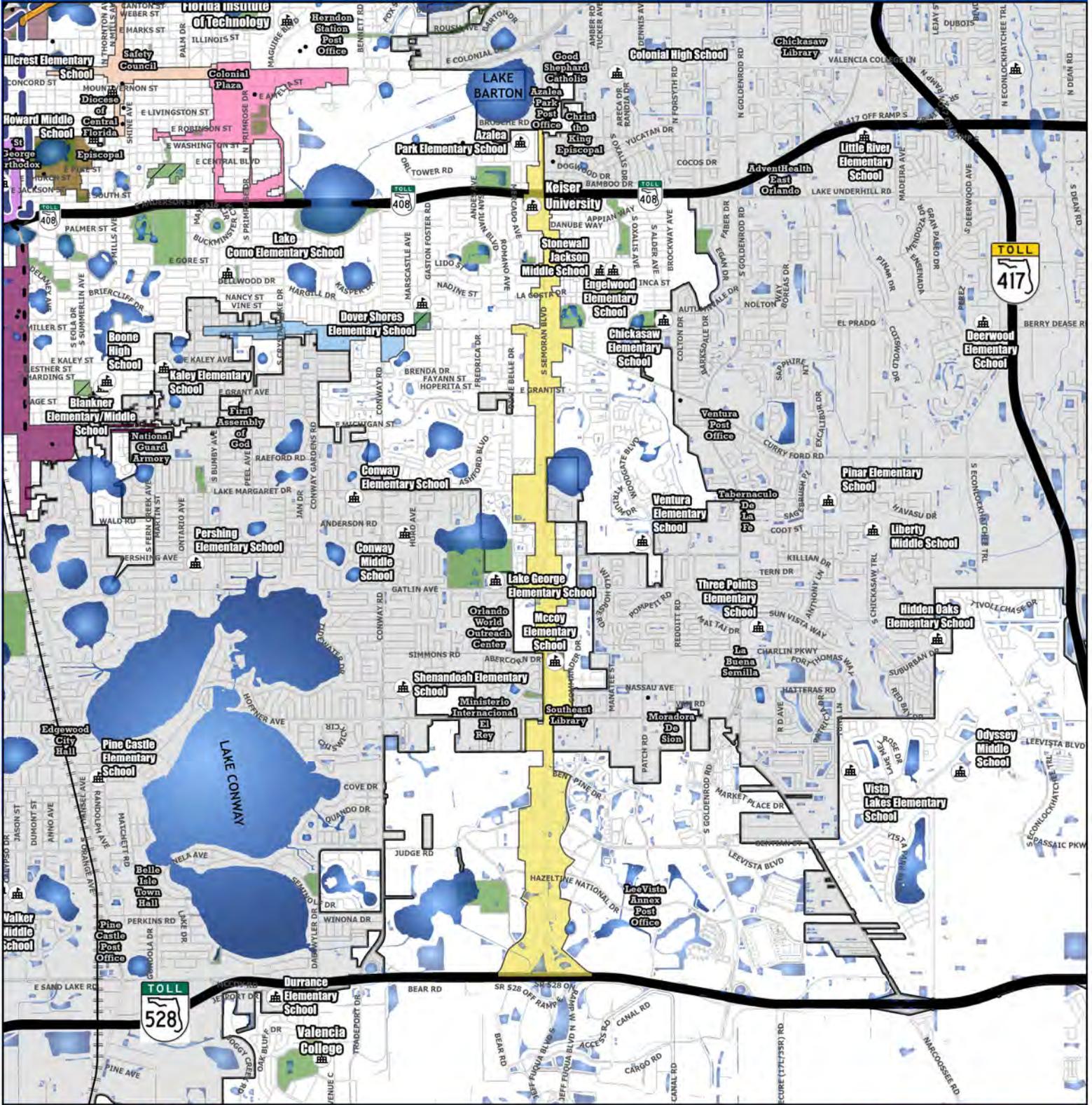


Gateway Orlando

Orlando Main Street Districts



June 2025



LEGEND

- Cultural Arts Corridor
- Neighborhood Centers
- Gateway Orlando
- SoDo
- Orlando Urban Trail
- City District
- Ivanhoe Village
- The Milk District
- Schools
- Curry Ford West
- Mills 50
- Thornton Park District

0 0.75 1.5 Miles

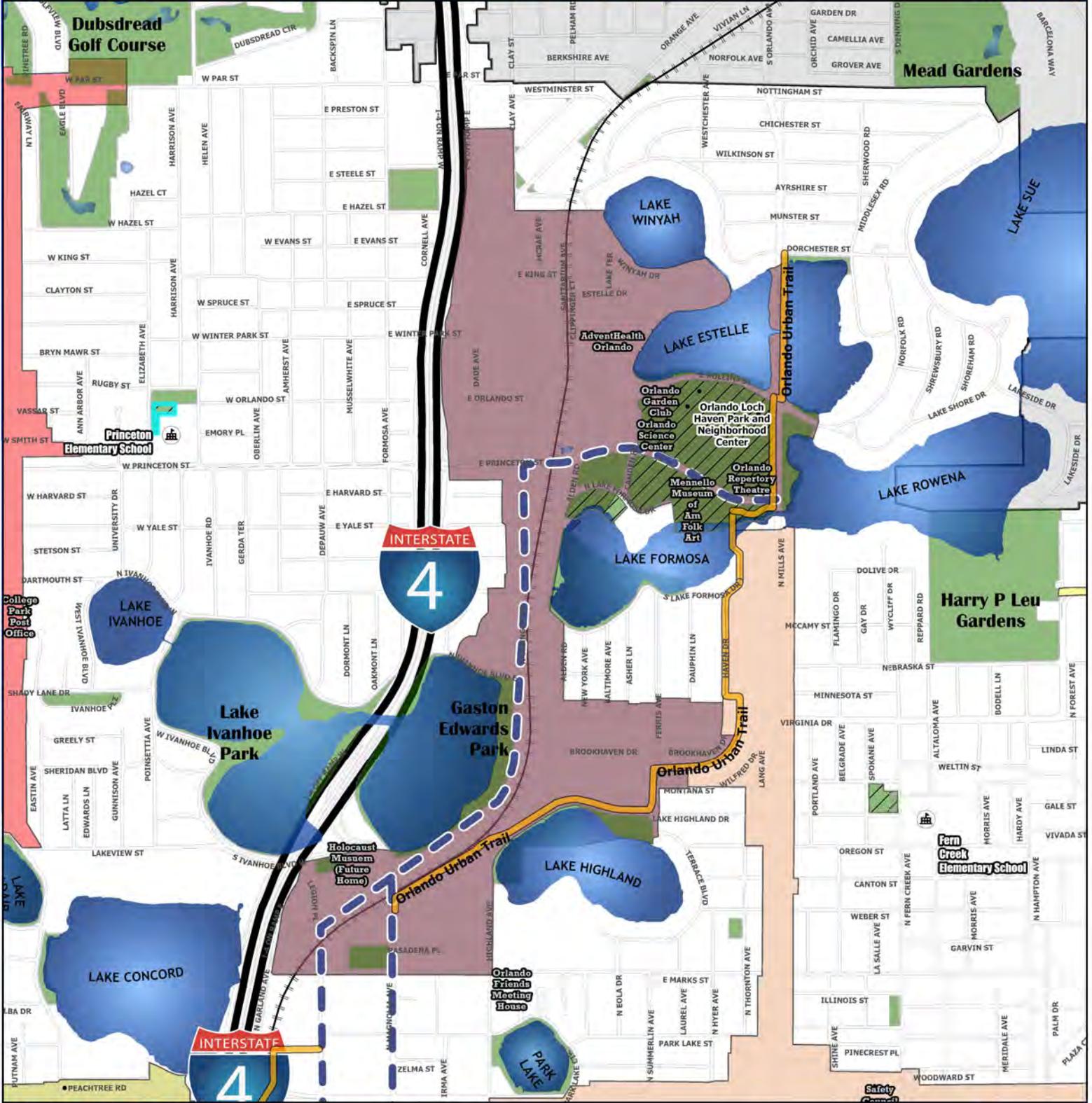


Ivanhoe Village

Orlando Main Street Districts



June 2025



LEGEND

- Cultural Arts Corridor
- Neighborhood Centers
- Ivanhoe Village
- Audubon Park Garden District
- Mills 50
- Parramore
- College Park
- Schools

0 0.23 0.45 Miles

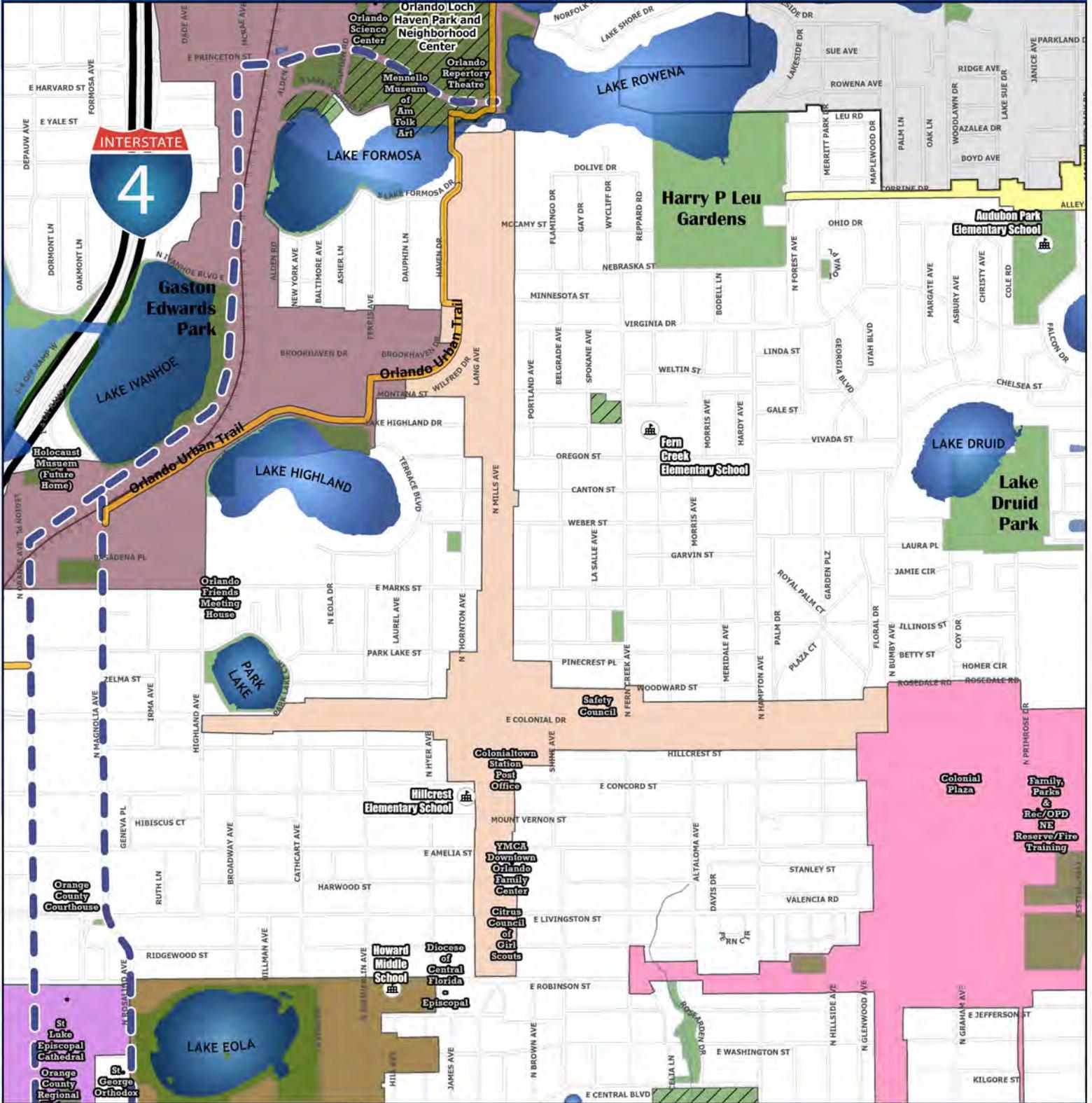


Mills 50

Orlando Main Street Districts



June 2025



LEGEND

Cultural Arts Corridor

Orlando Urban Trail

Schools

Neighborhood Centers

Audubon Park Garden District

City District

Ivanhoe Village

Mills 50

The Milk District

Thornton Park District

0 0.23 0.45 Miles



Parramore

Orlando Main Street Districts



June 2025



LEGEND

Creative Village Boundary

Orlando Urban Trail

Schools

Neighborhood Centers

City District

Parramore

West Lakes

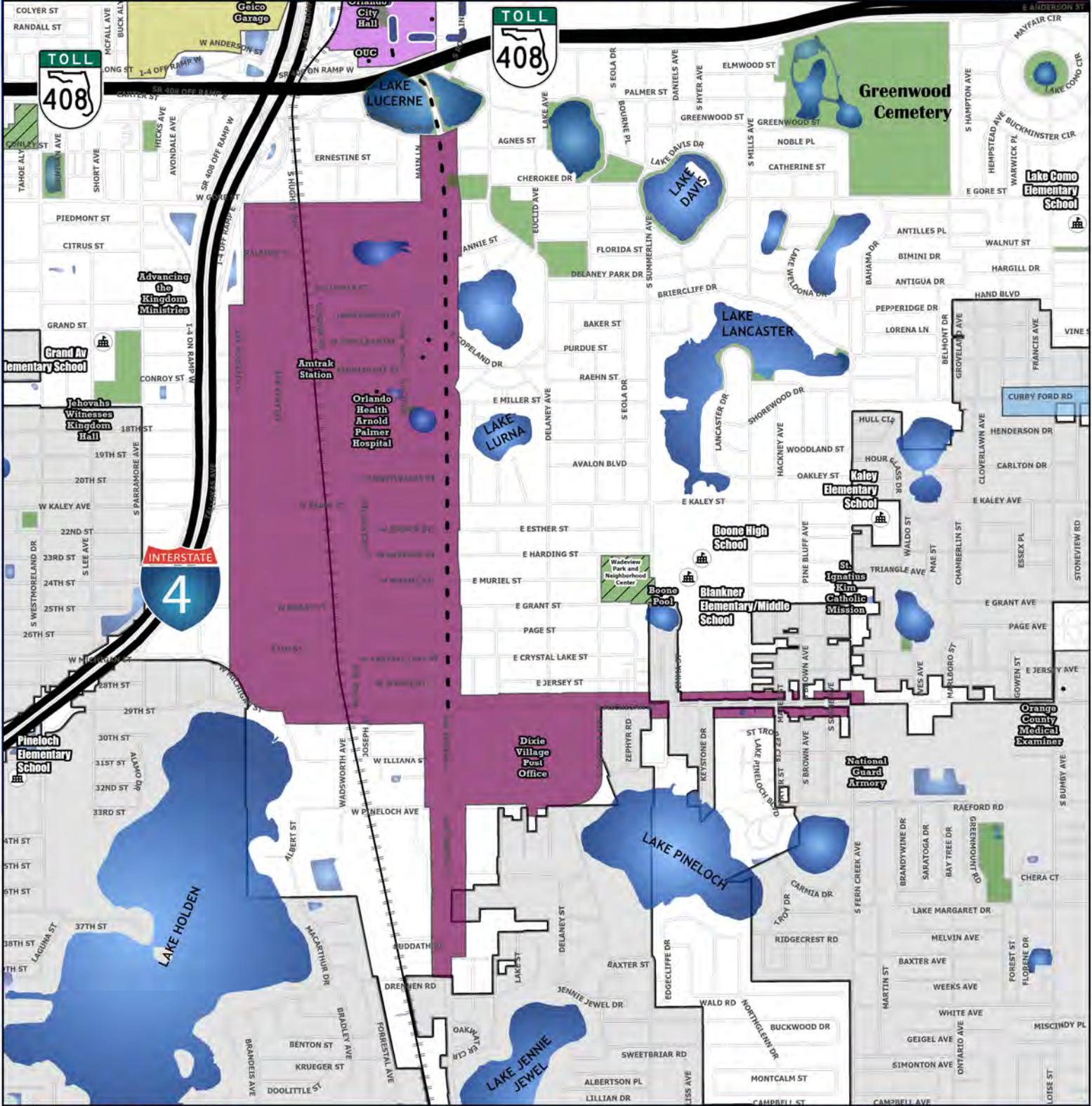
0 0.1 0.2 Miles



SoDo Orlando Main Street Districts



June 2025



LEGEND

-  Cultural Arts Corridor
-  City District
-  SoDo
-  Schools
-  Curry Ford West
-  The Milk District
-  Neighborhood Centers
-  Parramore

0 0.28 0.55 Miles

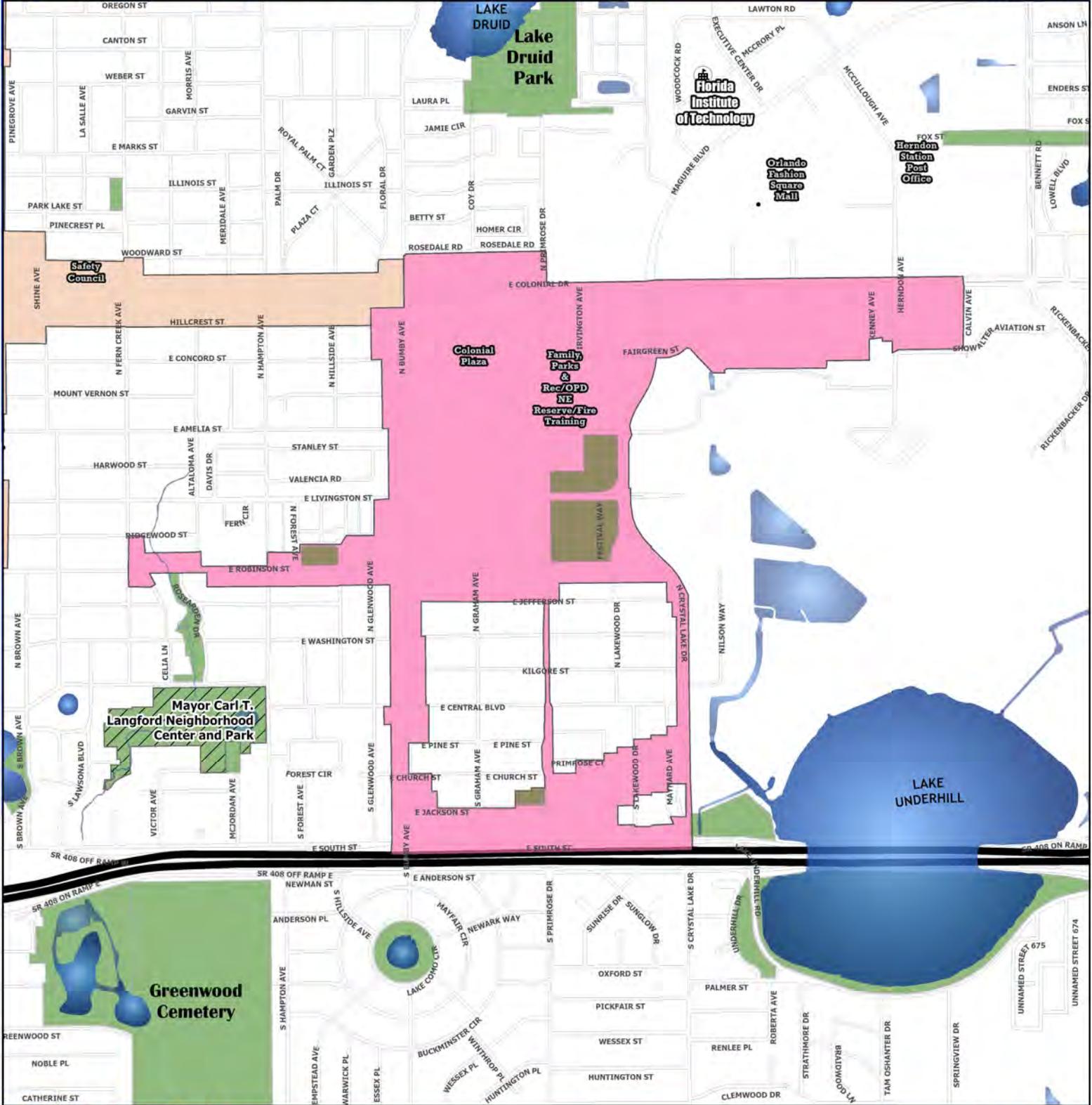


The Milk District

Orlando Main Street Districts



June 2025



LEGEND

- Schools
- Mills 50
- Neighborhood Centers
- The Milk District

0 0.2 0.4 Miles

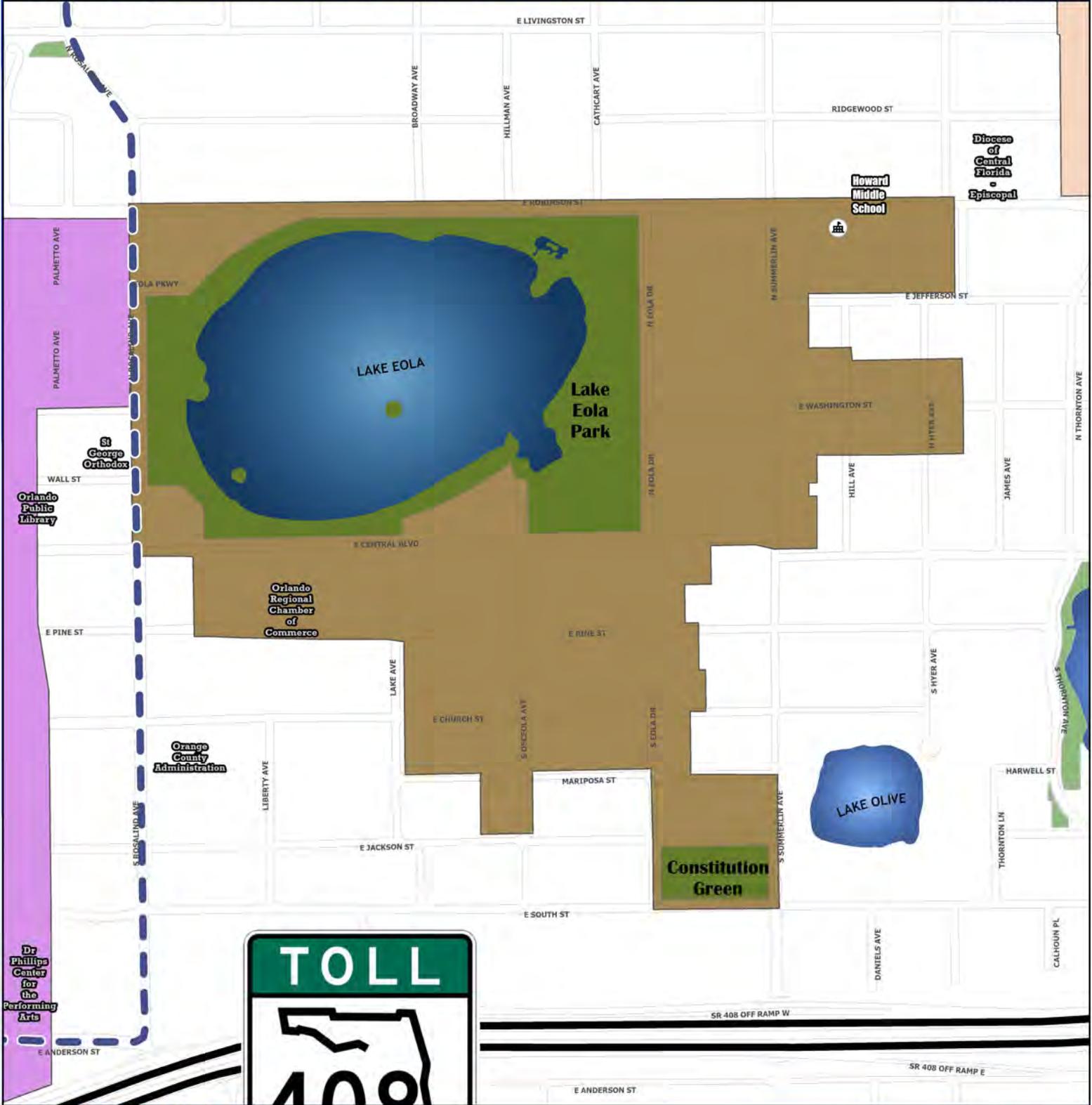


Thornton Park District

Orlando Main Street Districts



June 2025



LEGEND

- Cultural Arts Corridor
- Mills 50
- Schools
- Thornton Park District
- City District

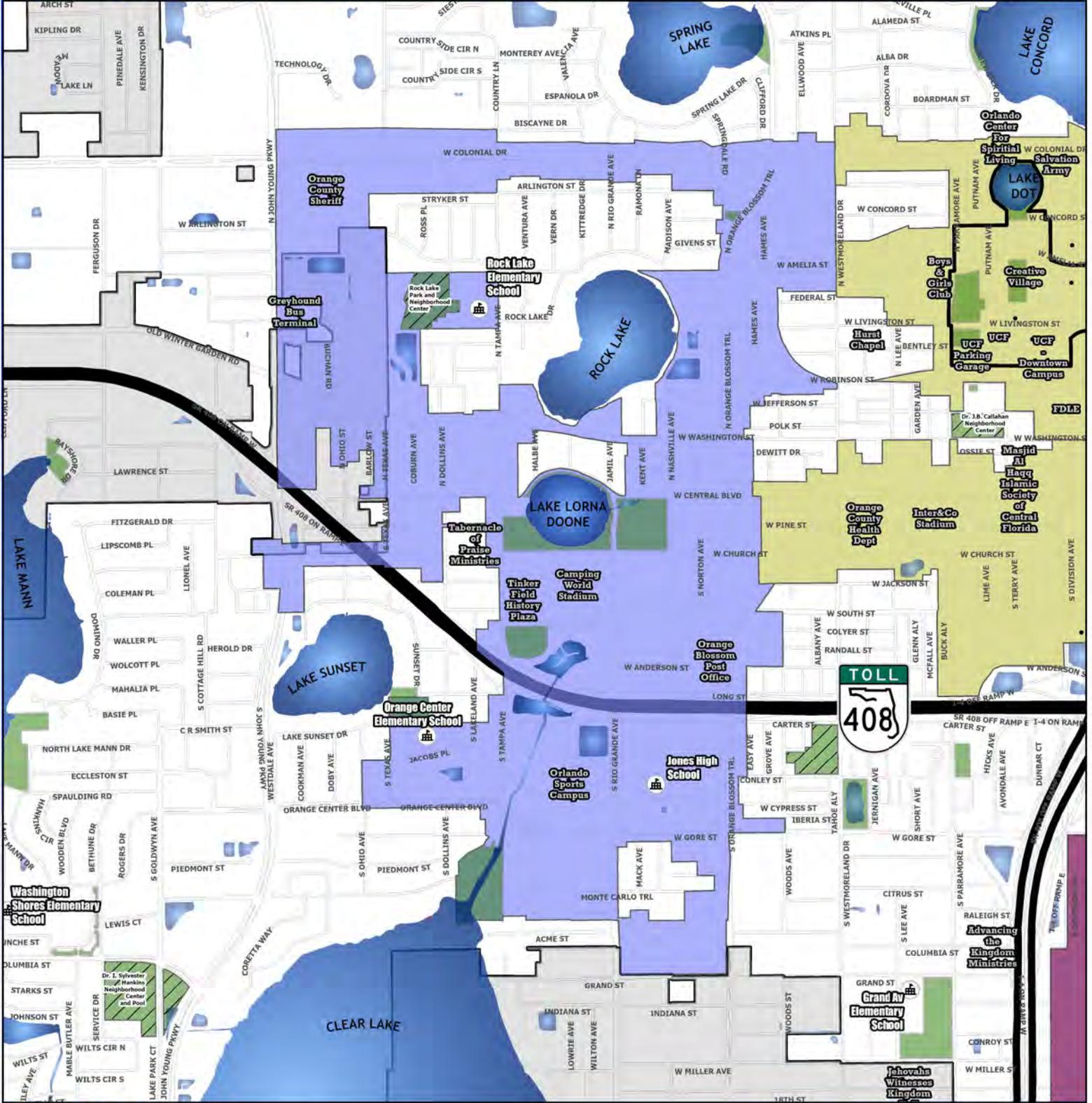
0 0.07 0.15 Miles



West Lakes Orlando Main Street Districts



June 2025



LEGEND

- Creative Village Boundary
- Parramore
- Schools
- SoDo
- Neighborhood Centers
- West Lakes

0 0.25 0.5 Miles

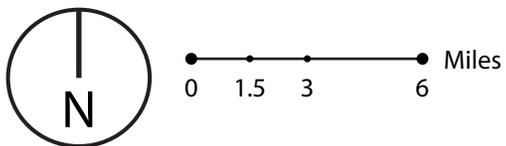
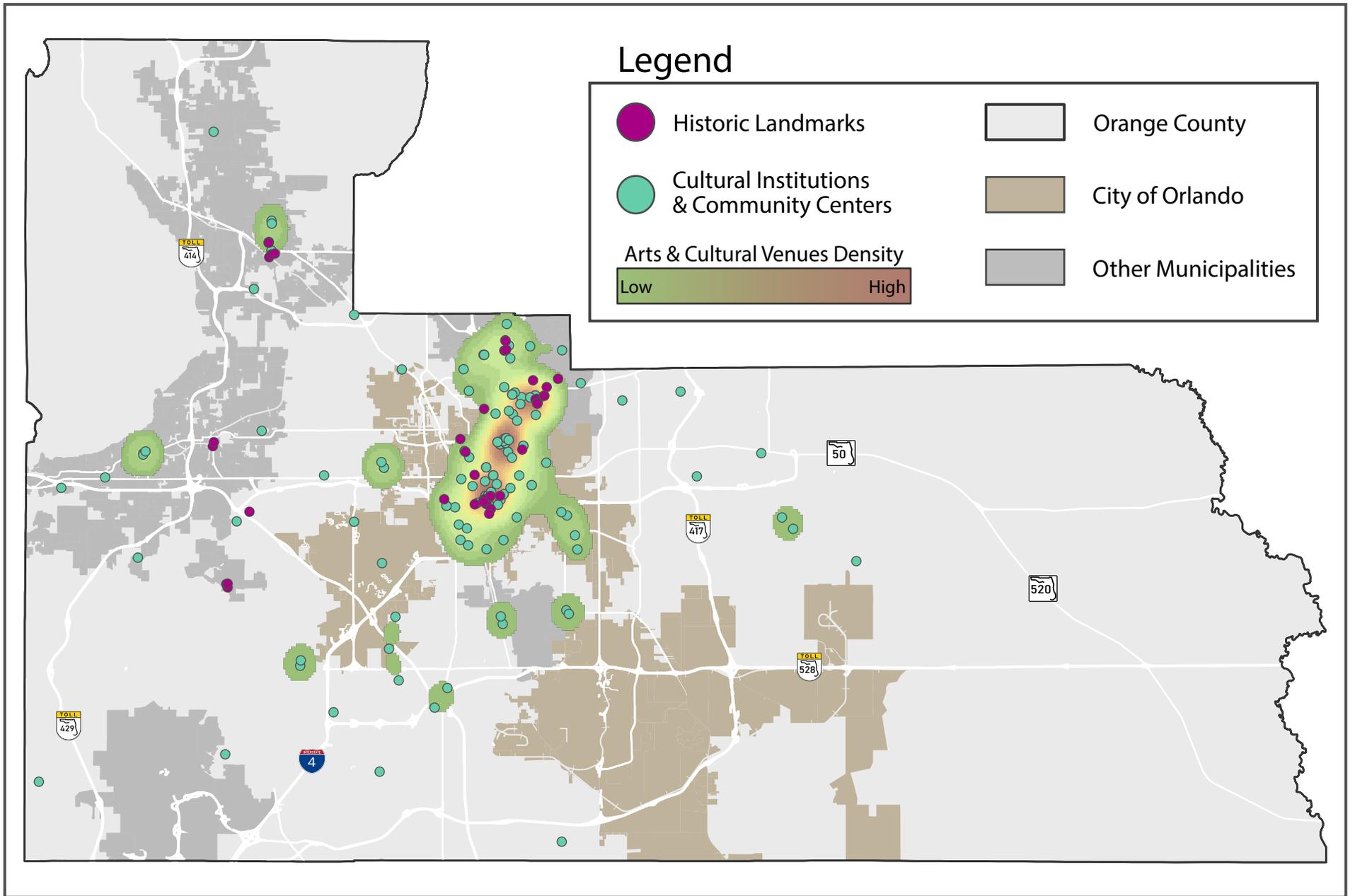
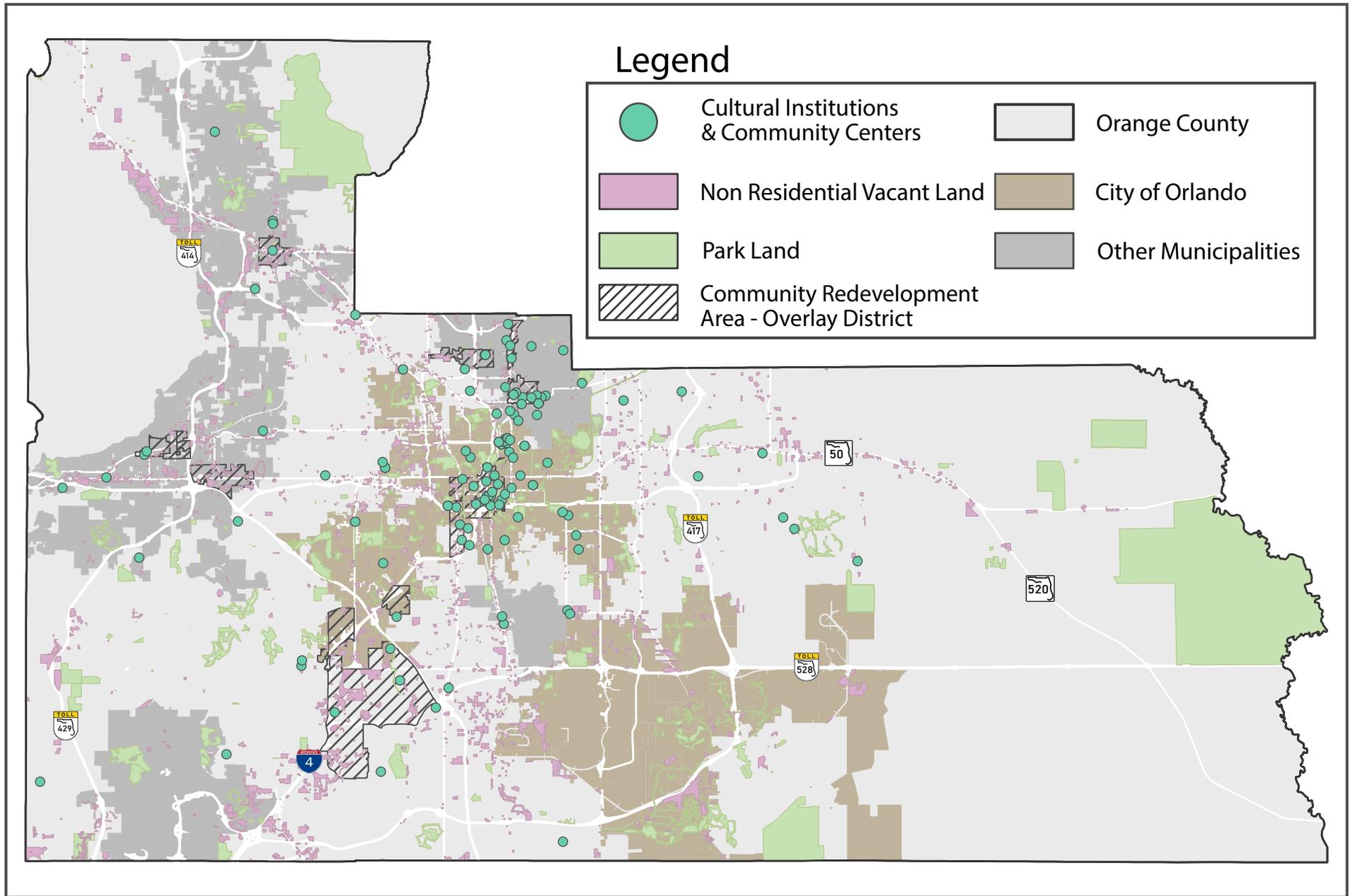


Figure 1: Orange County Arts & Cultural Venues



0 1.5 3 6 Miles

Figure 2: Orange County Cultural Organizations

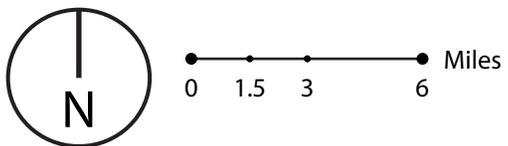
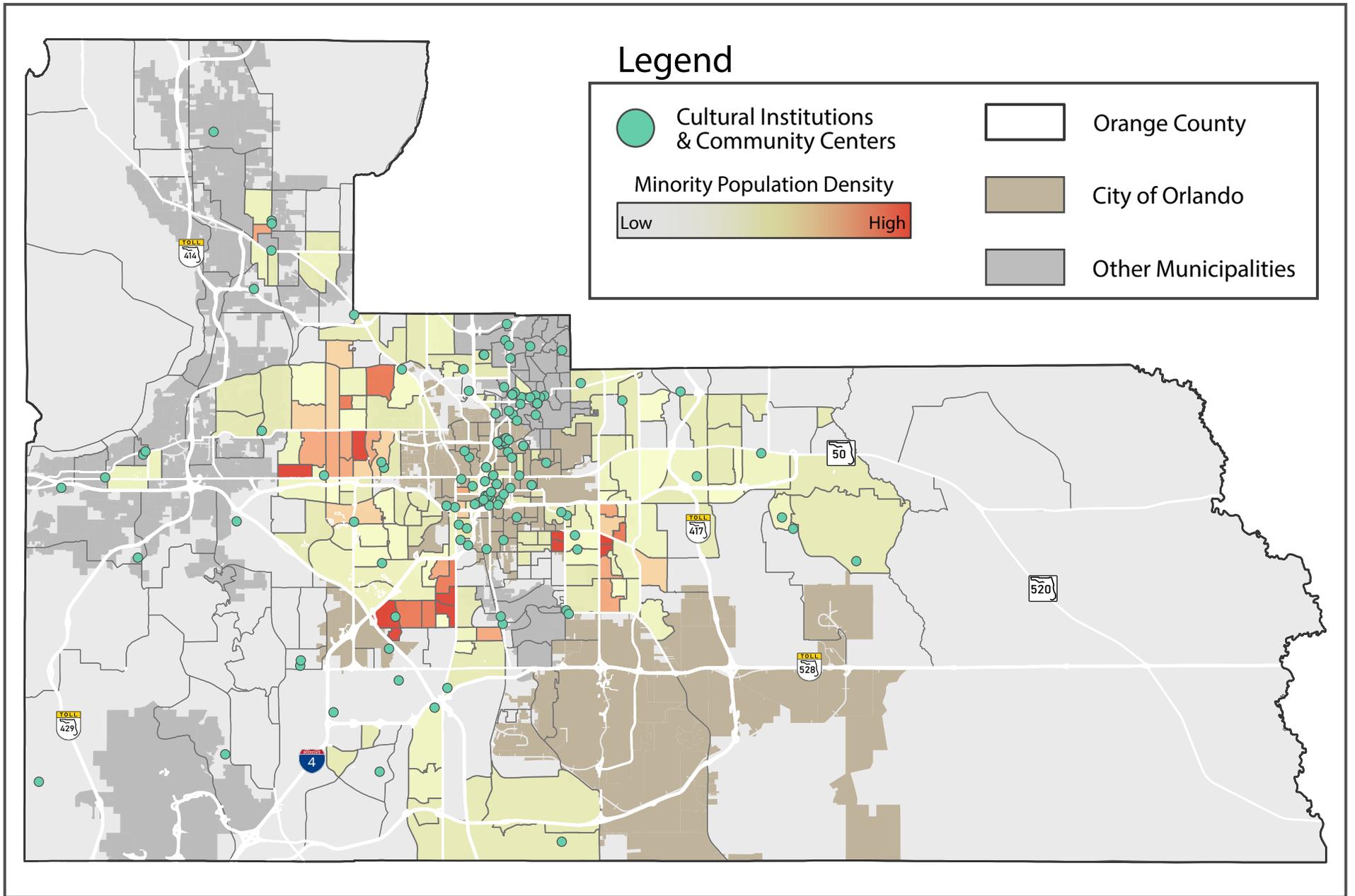


Figure 3.1: Equity Map - Minority Population

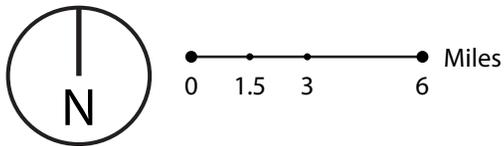
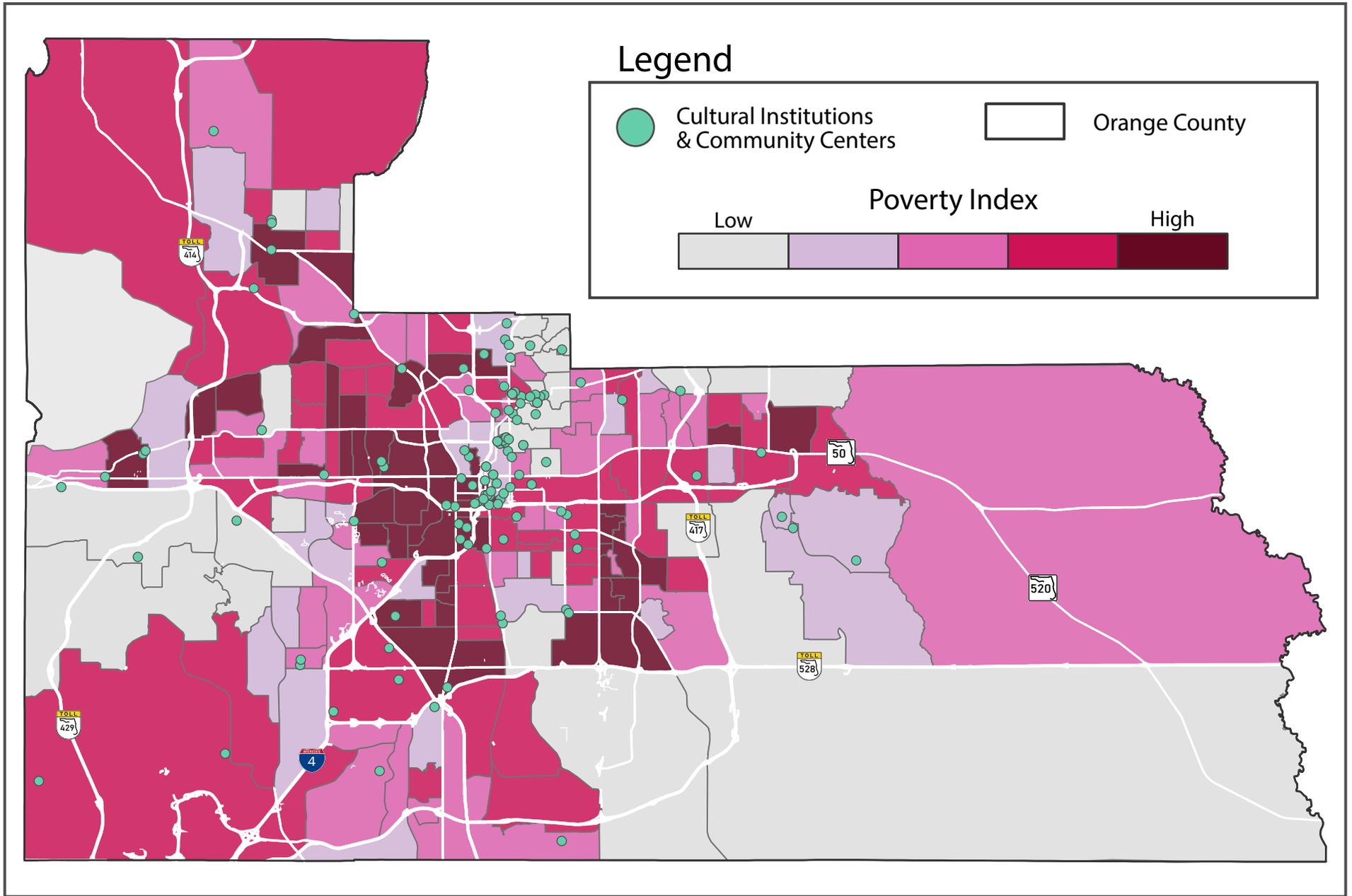
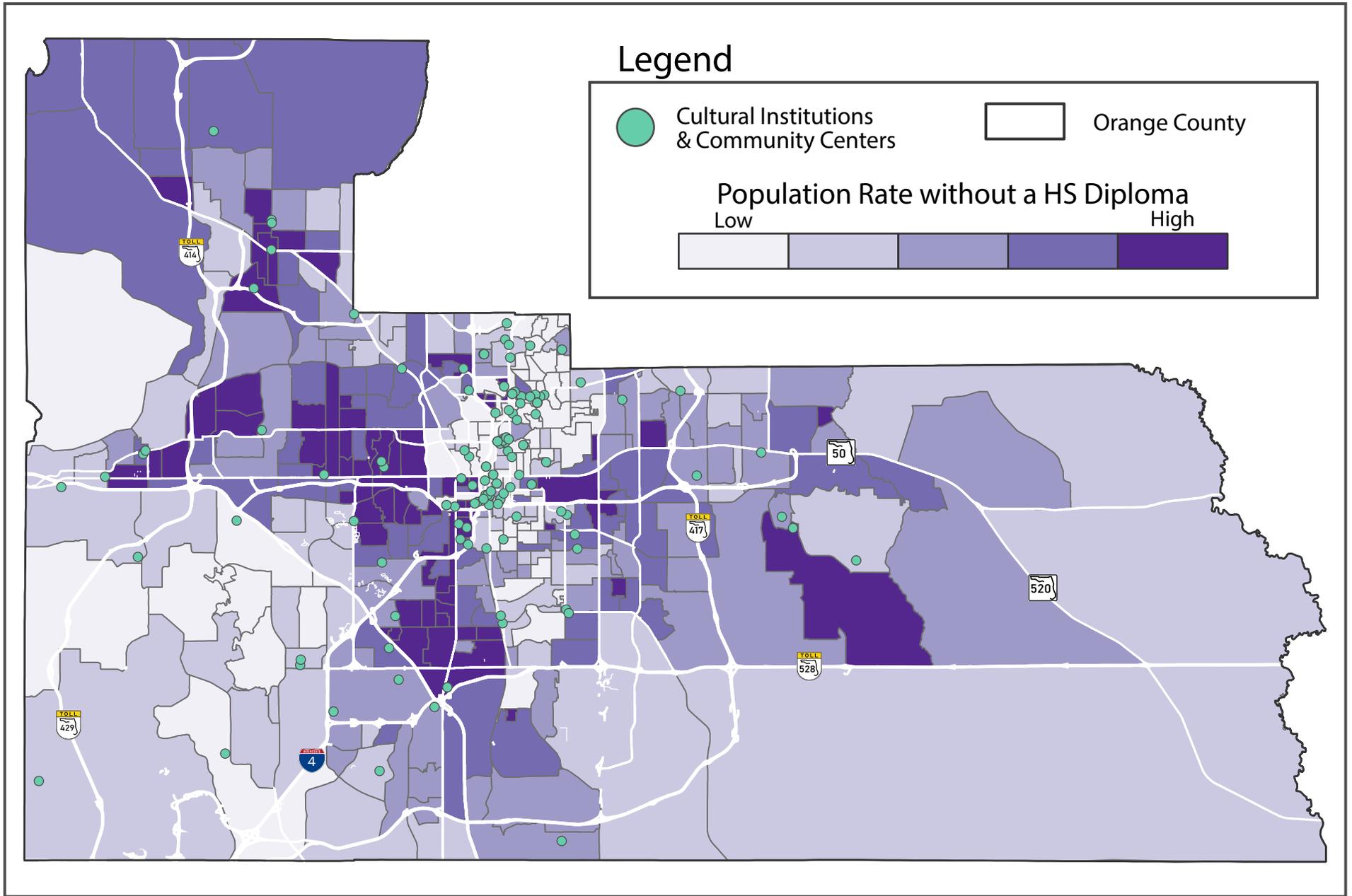


Figure 3.2: Equity Map - Poverty Index

Note: The Low Poverty Index captures the depth and intensity of poverty in each neighborhood. The resulting values range from 0 to 100. The higher the score, the less exposure to poverty in a neighborhood. Source: UrbanFootprint



Legend

● Cultural Institutions & Community Centers

□ Orange County

Population Rate without a HS Diploma
Low High

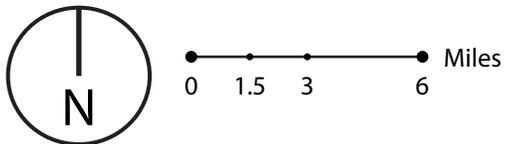


Figure 3.3: Equity Map - Education Attainment

Source: UrbanFootprint

Orange County Arts and Culture Master Plan - PRELIMINARY CODE OVERVIEW

Principal Aspects of Urban Design:

In review of the code, we consider that specific elements are going to be better and more conducive towards encourage placemaking and appropriate integration of design elements that speak to a city's branding, arts, and culture. The following provides for a base understanding of the qualities that we are looking for in a code review. These principles then form the basis for future recommendations.

Strategic Urban Planning

Strategic Urban Planning focuses on the long-term vision and objectives for a city's growth and development. It integrates transportation, housing, economic, and environmental policies to create sustainable and efficient urban areas, ensuring accessibility and quality of life for all residents.

- Wayfinding
- Pedestrian Shed
- Access to Commuter Rail
- Access to Trails
- Access to Busway/ Shuttles
- Lighting
- Education-focused Businesses
- Experiential Art
- Family-friendliness
- Lighting

Land-Use Planning

Land-Use Planning involves the regulation and design of the use of land to balance social, economic, and environmental needs. It includes zoning laws, development guidelines, and policies that shape the physical layout and land utilization within urban and rural areas.

- Parking
- Temporary Use Pop-up Structures
- Community Garden
- Placemaking through Infrastructure or Infrastructure as Amenities (Flower boxes, Storm drain art, Fountains, Continuous Planter, Artistic Crosswalk)
- Pocket Park
- Urban Agriculture
- Commercial Recreation, Passive Recreation, Active Recreation

Master Planning

Master Planning provides a comprehensive framework for the development and growth of specific areas within a city. It outlines land use, infrastructure, transportation, and community facilities, ensuring coordinated and sustainable urban development over time.

- Architectural Standards
- Flexible space
- Landscape
- Open Space
- Street Vibrancy/ Streetscape Design
- Bikeway
- Alley
- Historical Landmarks
- Flexible design of buildings/Adaptive reuse
- Plazas / Gathering Places
- Creative Industrial or Micro-Industrial
- Alley
- Sound

Urban Revitalization

Urban Revitalization aims to breathe new life into declining or underutilized urban areas. It focuses on renovating infrastructure, enhancing public spaces, promoting economic growth, and improving the overall quality of life for residents.

- Farmers Market
- Open Air/ Creative Market
- Mom & Pop
- Storefront Art
- Murals
- Graffiti

Economic Development

Economic Development focuses on strategies and policies to enhance a community's economic base. It includes attracting businesses, fostering entrepreneurship, and creating jobs, all of which contribute to the financial health and sustainability of urban and rural areas.

- Commercial Kitchen
- Food and Beverage
- Breweries
- Creative Class Industry
- Popular Tourism Sites
- Food Tourism
- Horse Tourism
- Petting Animal Farm
- U-Pick Farm

Environmental Planning

Environmental Planning integrates ecological considerations into the urban development process. It aims to minimize environmental impact, promote sustainability, and enhance the quality of natural resources, ensuring that growth is in harmony with the environment.

- Community Garden
- Canopy Shade Tree
- Weatherization
- Shade Structures (Awning/ Canopy)
- Hydroponic Farm
- Rivers/ Preserves

Infrastructure Planning

Infrastructure Planning involves designing and implementing essential services and facilities such as transportation, water supply, sewage, and power grids. It ensures that these systems are efficient, resilient, and capable of supporting the population's needs.

- Sidewalks
- Rail
- Playgrounds
- Water Recreation
- Dog Park
- Art, Museum
- Outdoor Cafe
- Special Events
- Temporary Signs
- Camping
- Chicken Coop and Pen Area
- Civic
- Cultural Center
- Sports
- Cultural Landscapes
- Popular Tourism Sites
- Tactile Urbanism

- Water Recreation
- Music/Noise/Sound
- Entertainment, Theater
- Miscellaneous (applicable to multiple strategies)
- Active Interior Spaces
- Wayfinding
- Experiential Art
- Special Events, Shakespeare in the Park, Festivals, Outdoor concert series, Music in the Park

In review of these qualities, we looked at the Comprehensive Plan and zoning Overlay Districts, among other regulations. A critical thought for next steps, after this preliminary look, is to understand how we can bridge the gaps based on an understanding of the current code versus what Orange County and the City of Orlando will need based on its desired Arts and Cultural master Plan outcomes.

This “bridging of the gaps” includes the following: What gaps haven’t been discussed? Are they missing from existing documents? Are there any differences between the Comprehensive Plan and the Code?

1. **Comprehensive Plan:** Policies (*Vision 2050 draft*)

See ATTACHMENT 1.0.

The following table is meant to serve only as observation from Comprehensive Plan Vision 2050 and existing Code and/or other reading materials provided.

POLICY NO.	TEXT	NOTE
TAC 2.1.9:	The County will educate arts organizations about sustainable approaches to facilities and events including green building practices, water and energy efficiency in buildings and equipment, locally sourced food and products, as well as waste reduction and diversion through preferable materials purchasing, reuse, and recycling.	Green building practices and energy efficiency language missing from LDR. No language in Zoning code specific to arts organization, apart from parking requirements, which may vary by municipality.
TAC 2.1.10:	The County will collaborate with tourism and art organizations to establish and provide visitors and attendees an optional Voluntary Carbon Offset.	Confusion as to what this entails and what service this provides. If the intention is to encourage micro mobility, the Zoning Code contains bicycle parking requirement which may be a more tangible approach. Opportunity for bicycle and busway enhancement initiatives to create more inviting spaces.
OBJ TAC 3.1: ARTS AND CULTURAL PROGRAMS FOR YOUTH;	In collaboration with Orange County Public Schools and other partner organizations, the County’s Arts and Cultural Affairs Office will periodically assess arts and cultural programs targeted to youth for their effectiveness and will create an inventory of where services are provided.	Website nor other resources, apart from possibly Arts and Culture Events calendar and social media provides information. Is there an inventory of arts and culture initiatives for youth?
TAC 3.1.1:	The County will foster relationships between arts and culture organizations, arts institutions and youth-serving organizations	Marketing.

	to increase exposure and participation in music, visual arts, and performing arts.	
TAC 3.1.2:	The County will support and consider funding Organizations that bring music, visual arts, performing arts, and historical educational opportunities to underprivileged and underserved youths.	Funding.
TAC 3.1.3:	The County will encourage expanding its arts community to provide paid internships and performance opportunities to the region's artistic talent.	Funding.
TAC 3.1.4:	Orange County will, in collaboration with its local partners, conduct an inventory and assessment of arts and cultural programs targeted to youth.	Inventory initiative (mapping) and marketing.
TAC 3.1.5:	Support youth programs at local community centers where young participants can learn from older generations.	...
TAC 3.1.7:	The County will encourage its arts community to use artistic solutions through both visual and performing arts to raise awareness of environmental problems and solutions.	Special event or competition artists and marketing. Missing local criteria.
TAC 4.1.1:	The County will expand public art and cultural programs in underrepresented communities to foster and support neighborhood pride and identity.	Inventory initiative (mapping) and funding.
TAC 4.1.2:	The County will collaborate with arts and cultural institutions to ensure that access and opportunity is provided to low income families, youths, seniors, and people with disabilities.	Inventory initiative (mapping) only.
TAC 4.1.7:	The County will ensure that underrepresented communities have reliable access to public transit with connections to tourism, arts, and cultural venues.	Transportation, mapping, funding.
TAC 4.1.8:	The County Arts and Cultural Affairs Office will ensure that its arts and cultural affairs advisory council is comprised of a group of culturally diverse leaders from historically underrepresented communities to promote equitable opportunities for participation in County arts and cultural programs.	Re-evaluation. This entails all advisory council members being from historically underrepresented communities. As well, this is not expressed on website or in previous Arts & Culture Master plan.
TAC 5.1.4:	The County will increase public art in low-income neighborhoods.	Funding and initiative.
OBJ TAC 7.1: NEIGHBORHOOD-	Local residents and neighborhood leaders shall have the capacity to advocate for	Workshopping effort and ongoing conversation with municipalities.

LEVEL HERITAGE AND CULTURAL TOURISM;	increased investment in heritage and cultural tourism in their neighborhoods	
TAC 7.1.1:	Orange County engages in neighborhood capacity building to develop and enhance heritage and cultural tourism and to attract outside investment.	Funding and site selection.
TAC 7.1.2:	The County will work with Visit Orlando, the National Training Business Center, and the Small Business Organization to develop a program directed to train leaders from smaller neighborhoods and cities on how to promote tourism.	Training, workshopping for tourism improvement initiatives, sharing best practices.
TAC 7.1.3:	Orange County will support connectivity of its arts and cultural venues through existing and potential strategic corridors, linking the City of Orlando's cultural corridor to Orange County's main streets, corridors, and other facilities.	Transportation, mapping, funding. Considerations for connectivity master planning to and from arts and culture sites. Better understanding Zoning Overlay Districts and what changes can be made to support departmental goals. Mapping, funding, place-making.
TAC 7.1.4:	Orange County will leverage relationships with incorporated cities within the County's jurisdiction and will pool resources to draw federal and corporate-oriented grant funding to support cultural tourism.	Coordination, grants.
TAC 7.1.5:	Include arts and cultural venues in regional transit plans to provide access appropriate to the venue.	Transportation, mapping, coordination.

1. **Vision:** Look at existing documents and plans for previously established vision.

A Vision for the City Beautiful, Orlando's Growth Management Plan (Amended 2009)

- To protect the natural beauty and provide quality amenities to residents
- Rich heritage, over 100-year history, originally an agricultural town and leader in the citrus industry
- Embracing of local tourism,
- Topographical assets, such as signature parks and lakes, as public amenities
- High-quality development
- Landscape architecture is an amenity to be safeguarded
- Focal point for the region
- Adjusting for anticipated rapid growth
- Control sprawling, not to the detriment of local ecosystems
- Diversified regional center
- Protecting the unique character of the area
- Community visioning at the forefront of planning efforts
- "Key elements of that vision are strong urban design; historic preservation; the availability and maintenance of parks, recreation and open space; strong cultural arts facilities; and an outstanding

library system. It is largely the presence of such amenities, in combination with the unusually lovely natural landscaping and water features of Central Florida, that will dictate the future quality of life in the community.” pg. V-3.

- Preserve neighborhoods, character “old brick streets, housing diversity (styles and sizes), access to lakes and parks, and ethnic and economic diversity.
- “...this plan encourages diversified infill development and redevelopment that is sensitive in character and compatible in scale with traditional neighborhood design,” pg. V-3.
- Historic preservation combined with aesthetic integrative new building design, to match existing character, maintaining the “urban fabric.”
- Integrate infrastructure, such as roads and drainage facilities, into the amenity framework
- Encourage pedestrian-friendly mixed-use centers, activity centers, driven by incentives
- Review regulations and procedures are meant to be flexible
- Selective on economic bases
- Economic generators, as predicted in this vision, are the “creative class,” industries such as university and research activities, high technology, bio-tech and medical arts facilities, and digital media and information-based companies.
- Strategize land use with Orlando International Airport
- Resident education and well-being are a priority
- Transportation is urgent for furthering desired land use and integral for projected growth. Transportation projects to serve goals of this plan.
- Land use, suitable locations for different levels of intensity regarding for amenities, such as activity centers. Supportive of surrounding neighborhoods, providing regionally centered offices and services, and serves as a destination point for mass-transit system.
- “To support downtown’s central core and adjoining medical districts, the City advocates using the CSX rail corridor to support commuter rail,” pg. V-9.

Tourist Development Tax Citizen Advisory Task Force Report (July 2023)

- https://drive.google.com/file/d/1V_RB2ENFE0D7taHNMk86UaNHtBunBO9i/view?usp=sharing

In the first recommendation the task force supports advancing the requests of Orange County Arts & Cultural Affairs, though these will still be scored for final level of decision funding. The report advises the TDT Application Review Committee (ARC) to evaluate applicants based on their opportunity for tourism expansion, project soundness, and anticipated return on investment. Ordinance No. 2016-30 was established for the tourist development tax grant application and evaluating process for providing an effective date. Within the report, the scoring matrix is available and also shows favored venues and themes for investment, which will be important to consider for future Arts and Culture Master Planning.

Downtown Orlando Community Redevelopment Area (May 2024)

- <https://drive.google.com/file/d/15pdUt30mUaiB5IWDbzGo6bukM5UVBQWE/view?usp=sharing>
- <https://drive.google.com/file/d/1em-q5AOd1EMvSNI9BvDPD00VLR47ews6/view?usp=sharing>

Orange County Arts Ecology Study (March 2023)

- <https://drive.google.com/file/d/196-mAllJCg7su0muZCQzVkdKRggNk8n9/view?usp=sharing>
- [Arts and Culture Research | United Arts of Central Florida \(unitedartscfl.org\)](https://www.unitedartscentralflorida.org/)

2. **Terminology:** Find Terminology for public benefit, open space, urban environment, wayfinding, interconnectivity, dimensions, noise, murals, visual arts, graffiti, temporary use, and similar phrases.

See ATTACHMENT 2.0.

3. **About the Board:** How does the Board review? Who's on the Board? How do you qualify? Does this need modification?

Boards and Committees

Advocacy Committee, Blockbuster Committee, Diversity Equity & Inclusion Committee, Funding & Standards Committee, Public Art Review Board, Sustainability Committee, Committee Chairs

Cultural Arts Element, DIA (Amended 2009), Pg. 7

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.

Orange County Public Art Review Board Committee Webpage

The Public Art Review Board ("PARB") is charged with approving the annual Public Art Action Plan (see below) and Artist Selection Panel recommendations with respect to county capital improvement projects. The Board meets about four times during the year. In June, it meets for its annual evaluation of requests from artists who would like to exhibit their work in the chambers of the Board of County Commissioners. The Public Arts Form will sign you up to receive PARB minute updates... Meeting time 4pm to 5pm... Mission: To enrich the life of Orange County citizens, visitors and employees by providing access to diverse and excellent quality art and collections of our community. Goals:

1. *Contribute to the achievement of an aesthetically pleasing and economically successful community by evaluating and judiciously recommending public art.*
2. *Ensure the work of diverse artists are integrated into public spaces.*
3. *Elevate the awareness and value of public art to Orange County residents and visitors.*
4. *Enrich the Orange County experience by placing quality art in public view.*

Advisory Council [Webpage](#)

Orange County Arts & Cultural Affairs works with its Advisory Council to recommend how Orange County's Tourist Development Tax revenues and General Fund dollars should be invested to elevate the status of arts

and culture in Central Florida. *Mission Statement:* To elevate Central Florida's arts and culture to that befitting a diverse world-class community. *Goals:*

1. *Ensure that County resources empower arts and culture to thrive well into the future.*
2. *Cultivate opportunities for all residents and visitors to experience and participate in innovative, high-quality and diverse arts and culture.*
3. *Anchor arts and culture as core elements of civic health and quality of life.*

4. **Public Art Selection Process:** What does the current process concentrate on? Are art determinations entirely visual? Are there any limitations to their approval strategy?

An art selection matrix is provided in the original Arts & Culture Master Plan, however this may have possibly been updated. More likely, the Board decides artist and organization criteria that needs to be met, but gives no indication as to whether they're required to provide certain percentages of each strategy in the fiscal year. Some of these strategies include limited competition: Artists or organizations may reside within 150 miles of the City of Orlando, or work only in a specific medium. The invitational process: removes possibility for local artists to submit. Direct selection: there's internal decision and one artist or organization is selected, without opportunity for others to submit. Without constraints, the Board may be inclined to choose a simpler option, as their involvement is limited to one meeting a month. It is understood that competition may not be the most time efficient process. Having focused art corridors throughout the County may allow greater planning for more limited competition, as these can be better planned for in the long-term.

Cultural Arts Element, DIA (Amended 2009), Pg. 8

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.*
5. **Legislation:** The Administration Board is integral to the adoption of regulatory processes. What has it done well? What areas can it improve upon?

By addressing these areas for improvement while building on the existing strengths, the Council and Administrative Board can further enhance the cultural landscape and accessibility of the arts in the community.

<i>Topic</i>	<i>Strength</i>	<i>Area for Improvement</i>
Diversity	The diversity of the board, including members of Latino origin, ensures a broad perspective in decision-making and a more inclusive approach to cultural planning.	Leverage this diversity more explicitly in outreach and engagement strategies, particularly to marginalized communities.
Community-Based Programming	Prioritizing community needs and preferences has led to successful events and programs, like the Fusion Fest.	Extend these community-based efforts to underserved areas and involve more community members in the planning process.
Experience in the Arts	The council and board have considerable experience in the arts, which helps in crafting informed policies and programs.	Further develop and utilize this expertise to provide more training and resources for local artists and arts organizations.
Vision for Accessible and Affordable Culture	The vision that culture should be accessible and affordable to all is commendable and guides inclusive programming.	Implement more concrete measures to realize this vision, such as reducing admission charges and increasing financial support and sponsorships.
Successful Events and Programs	Successful events like Fusion Fest and community art projects have fostered social connection and community pride.	Replicate these successful models in more neighborhoods and diversify the types of events to include live music and smaller, community-focused activities.
Partnerships and Collaborations	Partnerships with schools and other organizations have been beneficial, particularly in arts education and community projects.	Strengthen and expand these partnerships to ensure more comprehensive and widespread access to arts programs across the county.
Funding and Financial Management	Securing funding and managing it effectively, such as through per capita allocations and specific grants, has supported various arts initiatives.	Enhance expertise in grant allocation and fundraising, particularly for smaller communities and unincorporated areas.
Infrastructure and Facilities	Investment in infrastructure like the Multicultural Center	Address the need for more arts facilities in underserved

	has provided valuable spaces for arts and cultural activities.	areas and ensure existing facilities are well-maintained and utilized.
Council and Administrative Board	Opportunities for Children in the Arts	Children's arts programs do not receive the same support and visibility as sports programs. Improvement: Increase investment and marketing efforts for children's arts activities to ensure they are as accessible and celebrated as sports programs.
Adaptability to Cultural Phenomena	Develop more flexible programming and planning processes to respond to emerging cultural phenomena and community interests.	The board struggles to adapt quickly to new cultural trends and special events.
Geographic Focus	Expand arts programming and events to East, South, and other less-served areas to ensure equitable access.	The focus is primarily on the downtown area, neglecting other parts of the county.
Utilization of Parks and Community Spaces	Increase the use of parks for arts events and community gatherings, potentially reducing the need for dedicated arts facilities.	Parks and community spaces are underutilized for arts programming.
Financial Barriers to Participation	Secure more funding and sponsorships to lower or eliminate admission fees and make arts events more accessible.	Admission charges for arts events limit participation
Engagement with Local Schools	Strengthen partnerships with schools to integrate arts education and activities into the curriculum and after-school programs.	Engagement with local schools is inconsistent, limiting arts exposure for students.
Cultural Representation and Inclusion	Ensure that arts programming reflects the cultural diversity of the community and includes underrepresented groups.	There is a perceived lack of cultural representation in the arts programs.

Expertise in Grant Allocation	Provide training and resources to improve grant-writing and allocation skills among board members and local organizations.	There is a lack of expertise in grant allocation, particularly in some areas like Apopka.
Community Engagement and Outreach	: Implement targeted outreach and engagement strategies to involve these communities in arts programming and decision-making.	Smaller communities and unincorporated areas feel left out and lack engagement.
Live Music and Spontaneous Art Activities	Encourage and support live music and spontaneous art activities throughout the county to enhance the cultural vibrancy.	There is a shortage of live music events and spontaneous art activities like busking and pop-ups.
Support for Arts Programming and Volunteers	Develop training programs for both arts organizers and volunteers to improve the quality and sustainability of arts initiatives.	There is a need for more training in arts programming and volunteer support.

6. **Open Space:** Does the code or comprehensive plan call out specific plaza sizes?

Open space regulations with the type of uses are defined in the various codes as follows:

VISION 2050 **Open Space:** (as defined in Chapter 38) Land set aside for: (1) the protection of natural resources (such as uplands, wildlife habitats, and groundwater recharge areas) and areas unsuitable for development due to natural hazards (such as wetlands, floodplains, and areas of unsuitable soils); (2) recreation areas; and (3) the enhancement of the urban environment (including buffer areas, landscaped areas, plazas, and hardscapes). **Urban Open Spaces:** Areas set aside to enhance the urban landscape. These can include buffer areas, landscaped areas, and stormwater retention areas designed as an amenity.

ORANGE CODE DRAFT **Open space:** land open to the sky and set aside for: the protection of natural resources (such as uplands, wildlife habitats and groundwater recharge areas) and areas unsuitable for development due to natural hazards (such as wetlands, floodplains and areas of unsuitable soils); recreation areas; and the enhancement of the urban environment (including buffer areas, landscaped areas, plazas and hardscape). **Open space type:** open spaces organized by their physical characteristics, including size, location, and surface material.

EXISTING ORANGE CODE **Open space** shall mean land set aside for: (1)The protection of natural resources (such as uplands, wildlife habitats and groundwater recharge areas) and areas unsuitable for development due to natural hazards (such as wetlands, floodplains and areas of unsuitable soils);(2)Recreation areas; and(3)The enhancement of the urban environment (including buffer areas, landscaped areas, plazas and hardscapes). [Sec. 24-30.](#)

Open space is important as it can be programmable space for cultural arts. It is important, therefore, also to distinguish from open space in the form of plazas and parks versus conservation lands. In addition, the requirements for open space next to civic facilities may create opportunities for an extension of current and future venues. As seen during the field study, at times, what can be open space is tarmac for parking - which while needed for cultural assets, can be vertically constructed to reclaim open space. However, this requires policy decisions within both comprehensive plans and zoning codes regulating sizes for parking, and open space dedications, etc. to create such opportunities. Under current code, open space has a wide range of definitions, some of which may not be suitable for public gatherings or event. It is important that a sub-type of open space definition be considered as related to arts and cultural programming.

7. **Commercial Recreation:** How is "commercial recreation" integrated into the plan? Provide sub-regulations and describe how this fits.

Currently, terminology does not exist for Commercial Recreation in the Orange County LDR Code. Subcategories of what could constitute commercial recreation does exist in the code but under commercial recreation. Commercial recreation uses may involve assembly and open spaces which may provide for private sector provision of arts and cultural activities.

8. **Parking:** Do arts and culture facilities provide sufficient parking?

Arts and cultural facilities do have their own parking ratios, and these may be appropriate depending on area and proximity to mass transit. However, it should be noted that each parking space requirement may result in additional costs to allow for such use. Shared parking is part of the codes, but could be reinforced for arts and cultural facilities where they are located near centralized parking. In order to reduce the cost of facilities development. Because arts and culture funding isn't always available, the cost savings from reduced parking when local supply is adequate may yield funding other needs of such facilities. The below chart provides for base requirements. Specifically, because arts and cultural uses may be part of a combined trip that also includes restaurants for dinner, etc, some initial reduction may be further explored given the current ratios in the code. Various districts in our review have specific provisions such as a "15% reduction," which may be increased for arts and culture as a matter of policy due to its connectivity to other uses.

PARKING REGULATIONS
ORANGE COUNTY ZONING CODE

<i>Type of Use</i>	<i>Code</i>
Civic	Sec. 34-171 (10) On street parking requirements for civic uses.
Farmers Market	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Open Air/ Creative Market	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Outdoor Cafe	Sec. 38-1476 1 space for each 4 seats provided for patron use, plus 1 space for each 75 square feet of floor area provided for patron use which does not contain seats; provided that no use shall have less than 4 spaces
Theatre/ Concert	Sec. 38-1476 1 space for each 3 fixed seats provided for patron use, plus 1 space per employee
Special Events	Sec. 38-1289 Major theme parks or attraction-type developments which experience holiday or special event parking demands may, subject to the approval of the zoning manager, use unpaved parking areas to meet those demands, provided they meet all accessibility requirements of the most recent editions of applicable federal and state standards as adopted.
Community Garden	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Restaurants	Sec. 38-1476 1 space for each 4 seats provided for patron use, plus 1 space for each 75 square feet of floor area provided for patron use which does not contain seats; provided that no use shall have less than 4 spaces
Active Interior Spaces	Sec. 38-1476 space for each 100 square feet of first floor area, plus 1 space for each 200 square feet of floor area above the first floor, excluding storage areas; 2 spaces for lobby
Urban Agriculture	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Farm Stand	
Small Business	Sec. 38-1476 1 spaces for each 300 square feet of gross floor area; provided, however, that no use shall have less than 3 spaces

Outdoor Amphitheater	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Park	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Creative Industrial	Sec. 38-1476 1 space for each bay, plus 1 space for each 1,000 square feet
Micro-Breweries	
Library	Sec. 34-171 (10) On street parking requirements for civic uses.
Plazas	Sec. 38-1476 1 space per each 3 patrons, plus 1 space per each employee
Playgrounds	Sec. 34-171 (10) On street parking requirements for civic uses.
U-Pick Farm	
Museum	Sec. 34-171 (10) On street parking requirements for civic uses.

9.—**Community Special Events/ Festivals:** Are there popular, recurring community events not defined in existing documents?

To further verify or eliminate non-applicable items, our next steps include identifying these events within established Districts and checking for any gaps in Arts & Culture planning efforts. Additionally, some grassroots events might offer valuable insights into emerging corridors. This list, compiled from in-person conversations and additional research, is pending confirmation from County staff.

Ongoing special events/festivals are the following:

- Farmers' Market Locations
- Fusion Fest (Included on website, not interactive map)
- Milk Festival
- Light Up UCF
- Winter Park Harvest/Autumn Festival
- Winter Park Sidewalk Art Festival
- Downtown Food & Wine Fest
- Florida Salsa Fest
- City of Orlando's Annual Blues B-Q
- Orlando Beer Festival
- Winter Springs Festival of the Arts
- Dragon Parade and Lunar Festival
- Lake Mary-Heathrow Festival of the Arts
- Zombietoberfest
- EDC Orlando
- Apopka Foliage Festival
- Great American Pie Festival
- Fort Christmas Historical Park's Cracker Christmas
- Beer and Bacon Festival
- 4th of July Events

- Lake Nona Lights

- Santa's Winter Wonderland Village

- Spring Festival of the Arts

- Skill Development and Community Training Events

- Gardening Day Events

- Open Mic Night Events

The identification and spatial requirements of such events are important because they point to items that may be needed in the code of ordinances. Specifically, temporary use permits, noise ordinances, alcohol ordinances, may need certain adjustments to create new opportunities.

10. **Landscape and Wayfinding:** Are landscape regulations included in the County's Arts and Culture Master Plan? Are wayfinding strategies included?

Yes, landscaping strategies are referenced in the County's Arts and Culture Master Plan. Landscape treatment is typically included in funding costs. Capital project funding is allowed to be used for landscape treatment. For the LDR intensity bonus regarding Downtown Development, the City has placed requirements to promote inclusion of public art on private development sites, which involves 1% of total construction costs for the development prior to the issuance of the building permit; and this money is to be used for works of art, architectural enhancements, or special treatments to landscaping. As well, within the Creative Village, an objective was created to balance green space, among other priority items. Interestingly, within Orlando's Central Business District, an objective in the DIA (2009) was to establish interconnected landscape corridors; meaning some transitional areas and continuity among parks and open spaces, as well as other areas downtown. It also should be noted how bike paths and landscaped streets are both linked for interconnectivity efforts.

The existing Cultural Arts Data, Inventory, and Analysis Element (Amended in 2009) does not reference wayfinding strategies. Wayfinding may be adopted as design elements in a code of ordinances, or, referred to in a code as a design standard that may adopt a specific approach in a master plan or design plan. Often, these include aspects of local culture, history, or branding, and may pose opportunities to showcase local art through banners and other forms of public signage. We were unable to find clear codes related to this as part of the preliminary review.

11. **Cultural Landscapes:** Do cultural landscapes exist in the County? How are they promoted? Are cultural amenities for events included in physical structures? Where and how is cultural space provided and accounted for?

The County provides an [interactive mapping](#) resource for existing cultural landscapes, listed below. The County also provides a database for public art within its limits on its Arts & Culture [webpage](#). There's currently an email subscription list members of the public can sign up for, form is accessible by webpage.

Museums

- A&H: Maitland Art Center

- Albin Polasek Museum & Sculpture Gardens

- Alford Inn

- Blue Bamboo Center for the Arts

- Casa Feliz Historic Home & Venue

- Central Florida Railroad Museum of American Art

- CityArts Orlando

- Hannibal Square Heritage Center

- Harry P Leu Gardens

- Holocaust Memorial

- Mennello Museum of American Art

- Nehrling Gardens

- onPulse Memorial

- Orange County Regional History Center

- Cornell Fine Arts Museum, Rollins College
- Crealde School of Art
- Downtown Arts Collective
- Faith Arts Village Orlando
- Fort Christmas Historical Park

- Orlando Museum of Art
- Snap! Orlando
- The Heritage Museum
- Wells' Built Museum
- Zora Neale Hurston National Museum of Fine Arts

Performance

- Annie Russekk Theatre at Rollins College
- Apopka Amphitheater
- Bach Festival Society of Winter Park
- Blue Bamboo Center for the Arts
- Central Florida Community Arts
- CityArts Orlando
- Dr. Phillips Center for the Performing Arts
- Enzian
- Garden Theatre
- International Fringe Festival of Central Florida
- Linda Chapin Auditorium
- Mad Cow Theatre
- ME Theatre
- MicheLee Puppets

- Orlando Ballet
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre
- Orlando Shakes
- Renaissance Theatre Company
- Sak Comedy Lab
- The Grove at Mead Botanical Gardens
- The Winter Park Playhouse
- Theatre on the Edge
- Timucua Arts Foundation
- Walt Disney Amphitheater
- Orlando Ballet
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre

Education

- A&H: Maitland Art Center
- Central Florida Ballet
- Central Florida Community Arts
- CityArts Orlando
- Crealde School of Art
- Downtown Arts Collective
- Dr. Phillips Center for the Performing Arts
- Enzian
- Harry P Leu Gardens
- Holocaust Memorial
- Mad Cow Theatre
- Marshall Ellis Dance School at Dr. Phillips

- Marshall Ellis Performing Arts Center
- Mennello Museum of American Art
- MicheLee Puppets
- Nehrling Gardens
- Orlando Philharmonic Orchestra
- Orlando Repertory Theatre
- Orlando Shakes
- Sak Comedy Lab
- The History Research, Education, and Visitors' Center
- Theatre on the Edge
- Timucua Arts Foundation
- Truthful Acting Studio

Mostly focused on performance arts and community assets. Lacking in historic preservation. Libraries and other similar civic facilities may have been excluded, although they may provide some cultural, arts, or educational asset.

What are the zoning for these?

12. **Historic District:** What does the County intend to do with its Historic District or other resources?

In the County's LDR, Sec. 19-66 outlines that a historic building variance is needed for repair, improvement and rehabilitation of existing historic structures. Downtown Orlando Historic District resource available online for [self-guided walking tour of historic downtown](#). Improvement opportunity certainly may be to better clarify boundaries and add on to this resource to emphasize as an amenity.

Other historic sites exist throughout the county, along with historic organizations. Such groups may merit additional considerations within the code.

Within the City of Orlando, the following are the historic districts.

- Downtown (1980)
- Lake Cherokee (1981)
- Lake Copeland (1984)
- Lake Eola Heights (1989)
- Lake Lawsona (1994)
- Colonialtown South (2000)

13. **Target Corridors:** Which specific corridors are desired to focus on for improvement?

Target corridors for review were noted to be the following.

Orlando Main Streets: College Park Main Street, West Lakes, Parra More, Ivanhoe Village, Audubon Park, Mills 50*, TPD, City District*, SODO District, Milk District*, Curry Ford West, GO Orlando

Orange County Cities with Established Art Corridors: Winter Garden*, Ocoee, Apopka, Maitland, Winter Park

=Site Visit Areas: Thornton Park, Loch Haven Park*, Universities* (Valencia College Main Campus, University of Central Florida), Fort Christmas Historical Park*, Lake Nona, Medical City*

Through the review of the code, certain corridors above were covered by overlay and other districts. This review is enclosed below. For any corridor or district that does not have an overlay, as needed, new districts or other regulations may be created with the same or similar framework in a subsequent review.

As part of this next step, target corridors should have policy decisions on the limitations of their land use, along with adjacent land uses, and considering changes needed to support desired Arts & Culture goals. This includes providing for additional uses (such as Farmer's markets and Maker's markets) and plazas, or other programmatic space, including provisions for civic uses. More areas to be added or removed as deemed necessary by the County. We suggest where appropriate, additional land be added to certain districts, or, where needed, new districts based on a core of activity be created as appropriate.

14. **Impact Fees/Developer Contributions:** Does the County implement impact fees? If so, how much of this is being allocated to arts and culture? Where are impact fees listed in the County's code?

Cultural Arts Element, DIA (Amended 2009), Pgs. 8-9

(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 [of Orlando] 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 **at 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.*

There is room here for innovative approaches to usages of public art funds that isn't necessarily allowed by code at this time. This includes offsetting construction costs of buildings fully intended for arts and culture, like theaters, by using the the fund to offset aspects like parking requirements. In other cities, there have been innovative approaches such as utilizing the fund as a revolving loan fund as seed money to create lasting public private partnerships with non-profits to create local galleries and other arts related economic development initiatives.

15. Temporary Use: Is the Code for temporary uses of arts and culture sufficient for the desired outcome?

Pine Hills Neighborhood Improvement District, SR 436/SR50 Corridor Overlay District, South Orange Avenue Corridor Overlay District, TOD Meadow Woods Station, and TOD Sand Lake Station all permit temporary use zoning with some conditions. And Special Zone (SZ) Civic and SZ Theme Park have zoning regulations for these as well.

16. Design Standards: How do design standards impact form and use in the code as related to Arts, crafts, and Cultural events and vendors?

More than half of all Zoning Overlay Districts contain design standard regulations. These corridors should be considered indicators for strengths in placemaking, as they may have greater cohesive design elements. Though the opposite can also be true, it will become important to conduct individual examinations of community character prior to making recommendations, as not all placemaking strategies are necessarily suitable. Some districts should have criteria for roadway design such that these will be subject to closure for events, and correspondingly, the design of the right-of-way will include aspects like removable bollards and etc that lends itself to a flexible space. Arts and cultural organization also thrive in flexible space. Allowing for flexibility in certain uses, such as those of craft industrial spaces (i.e. small maker's businesses), begins with noting sub categories

of design needs that are not inherent throughout the code, and may result in recommendations ranging from targeted craft industrial uses as a subset of certain districts, or, in other areas, be more akin to creation of future development by regulating a district with a light manufacturing district-lite approach that can encourage everything from jewelry making to industrial design incubators, craft breweries and micro distilleries.

17. **Site Visit Outcomes:**

Potential Initiatives

1. Mainstreet Revitalization Revolving Loan Fund: Developer contributions; ordinance change.
2. SAMY (Storefront Art & Mural Initiative): Focused on integrating art in storefronts and murals.
3. Bus Stop Initiatives: Improving bus stop design and functionality.
4. Education and Diversity: Incorporating education and diversity into arts and placemaking.
5. "Test & Access" / Supporting Pilot Programs: Testing and supporting temporary arts and placemaking programs.
6. Lighting as an Art Form: Using lighting creatively in public spaces.
7. Downtown District: Activating spaces and improving public and private art integration.
8. Placemaking and Visioning: For Loch Haven Park, including sports, music, entertainment, gardens, and art.

Items to Research Further

1. Distinct Flavors and Identities: Study how different areas can develop unique characteristics.
2. Tactile Urbanism: Explore how tactile urbanism can enhance public spaces.
3. Orange Avenue Garage Operations: Impact of garage closure at 11 pm.
4. Façade Regulations for North Orange Avenue: Check regulations and their impact.
5. Hydroponic Farms: Research opportunities for integration with community.
6. Non-profits: Explore how the non-profits contribute to community and cultural assets.
7. Site for Greater Tourism (e.g., Fort Christmas Historical Park): Explore ways to enhance tourism.

Opportunities to Explore

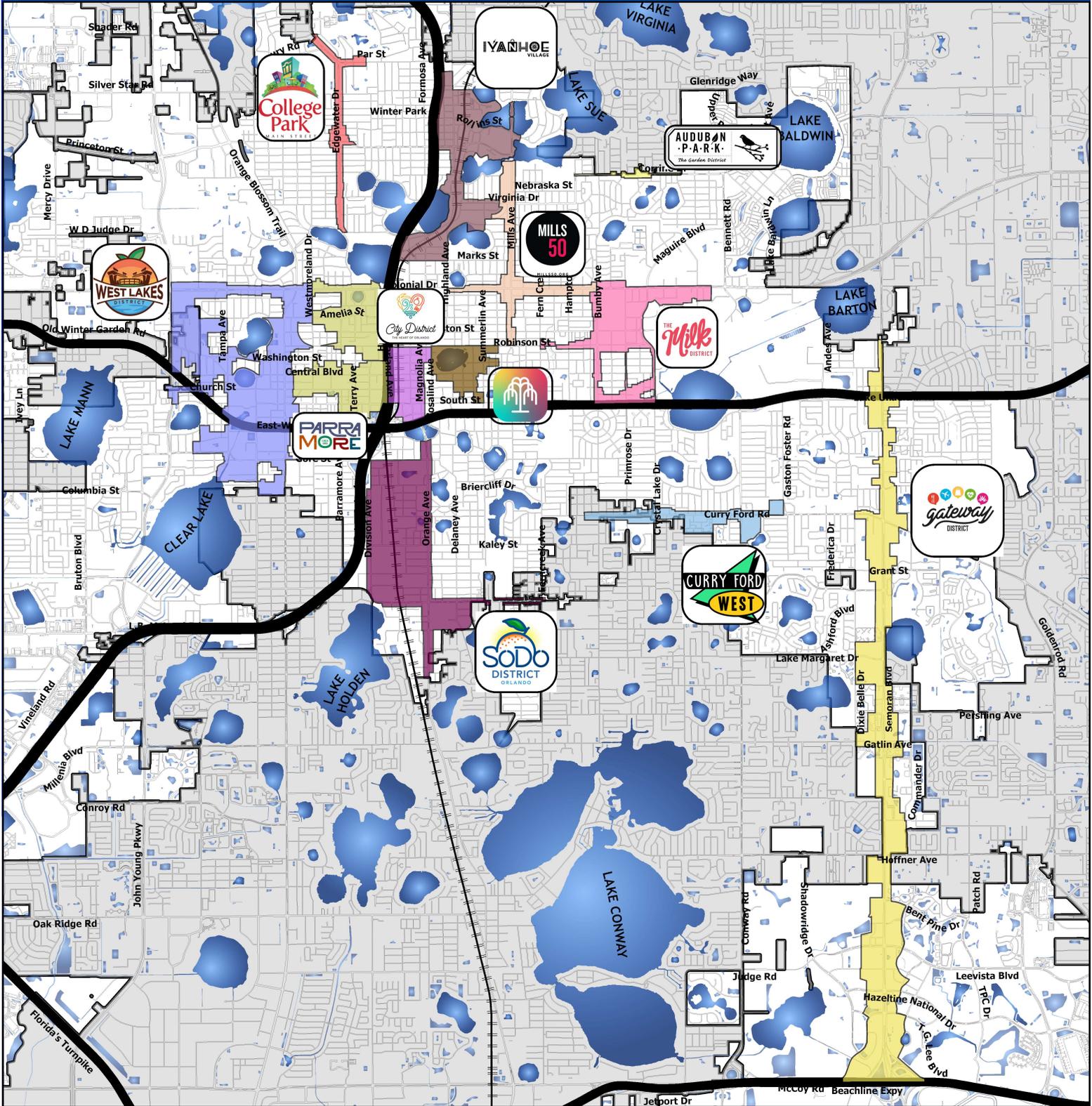
1. Festival Park: Major opportunity for development and revitalization.
2. Fashion Square Mall (Herndon Avenue): Huge opportunity for economic revitalization.
3. Audubon Park: Potential for major revitalization with cultural integration.
4. Rocking Robinson Street Festival: Utilize for cultural engagement and community building.
5. Colonial Town North: Opportunity to improve compatibility with adjacent cultural assets.
6. Winter Garden / West Orange County: Develop gathering places and community activities.
7. Baldwin Park: Extend bike lanes and enhance park usage.
8. Medical City: Increase cultural and community engagement around new apartment developments.
9. Downtown Winter Garden: Address issues related to gentrification and community displacement.
10. Silver Star Neighborhood: Opportunity to improve cultural and community assets around Valencia College and UCF.



Orlando Main Street Districts



June 2025



LEGEND



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|--|---|--|
|  Audubon Park Garden District |  Gateway Orlando |  The Milk District |
|  City District |  Ivanhoe Village |  Thornton Park District |
|  College Park |  Mills 50 |  West Lakes |
|  Curry Ford West |  Parramore | |
| |  SoDo | |

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