



**MORE  
ART.  
CULTURE.**

**CULTURAL COUNCIL  
OF GREATER JACKSONVILLE**

**STRATEGIC PLAN  
2023-2026**

AS THE LEAD ARTS AGENCY FOR THE GREATER JACKSONVILLE  
AREA THE CULTURAL COUNCIL'S FOCUS IS TO BE AN ARTS  
**FUNDER, CHAMPION, CONNECTOR & EMPOWERER.**

# MISSION

& VALUES

## ENRICH LIFE IN NORTHEAST FLORIDA BY INVESTING IN ARTS AND CULTURE

### AT THE CULTURAL COUNCIL WE ARE:

#### COLLABORATIVE

We value collaboration as a means to expand our collective vision.

#### IMAGINATIVE

We believe it will take vision and innovation to ignite the creative spark that will lead Jacksonville to realize its potential.

#### ENGAGING

We believe that as community leaders we must represent and serve the interests of the cultural sector and the public at large with energy and integrity.

#### INCLUSIVE

We believe that everyone benefits from access to arts and culture and we are committed to championing policies and practices of cultural equity that empower a just, inclusive, equitable city.

#### PLACEMAKING

We believe in the process of creating quality places in which people want to live, work, play, learn, as well as using arts and cultural strategies to implement community-led change.

# IMPACT

## IGNITING THE CREATIVE ECONOMY & CULTURAL TOURISM TOGETHER

### More Art Impact: Boosting our Region's Economy

FY 2022-2023 CULTURAL SERVICE GRANT PROGRAM: BY THE NUMBERS

Against a backdrop of a global pandemic, the Cultural Council leveraged two transformational years of creative capital to mobilize working artists, fund cultural service organizations, and fuel new partnership opportunities across the city. The metrics presented here offer a snapshot of our success — and paint a vibrant picture of what is possible when investments in the arts are deployed for the greater good.

<b><u>\$103,827,082</u></b>	<b>Total</b> Cultural Service Grantees economic impact, representing a <b>13.3% increase</b> over the previous completed fiscal year
<b><u>80.5%</u></b>	<b>of total requests funded</b> , representing historic year-over-year growth (63.8% in FY 2021-2022, vs. 55.4% in FY 2020-2021)
<b><u>3,136,686</u></b>	<b>Admissions</b> to cultural events supported by the City of Jacksonville
<b><u>9,685</u></b>	<b>Events &amp; Performances</b> supported by the City of Jacksonville
<b><u>3,089</u></b>	<b>Number of local artists</b> who participated directly through programming, exhibitions, and educational programs
<b><u>1,356</u></b>	<b>Number of jobs</b> in the arts & culture sector
<b><u>3,376</u></b>	<b>Vendors &amp; small businesses</b> engaged to support events, programming, and operations
<b><u>5,735</u></b>	<b>Volunteers</b> who donated <b>127,713 hours</b>
<b><u>367,930</u></b>	<b>Youths</b> benefiting

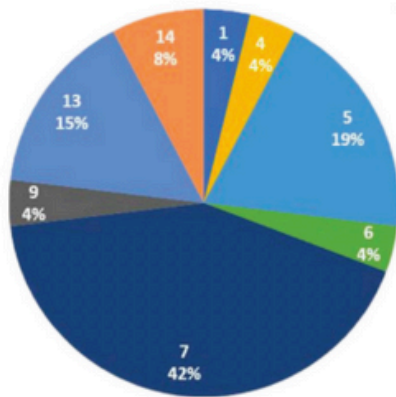
### More Art Advancement: Because of YOU

<b><u>94%</u></b>	the percentage of Cultural Council total expenses <b>spent on program expenses</b> feeding directly back into the creative economy
<b><u>\$150,000</u></b>	The Cultural Council earned the <b>second-highest score in Florida</b> for its efficient use of state funding within the Large Local Arts Agencies category
<b><u>\$500,000</u></b>	Funds regranted this FY 2022-2023 across <b>17 organizations</b> that applied to a capital grant program with requests <b>totaling \$881,671</b>

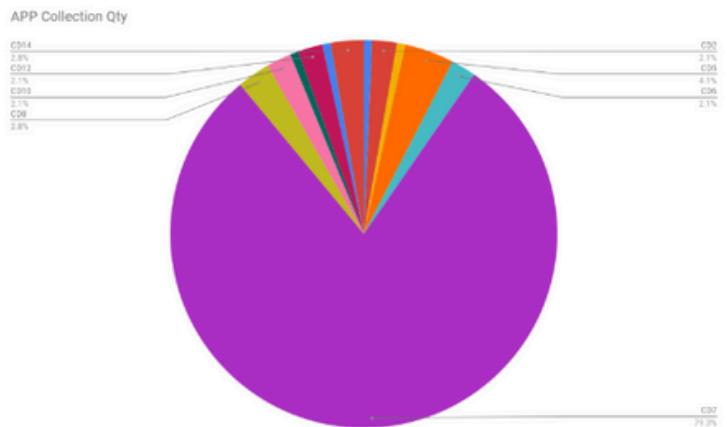
# IMPACT

## More Art Downtown Activation: Leveraging Cultural Assets

CULTURAL SERVICE GRANTEEES BY CITY COUNCIL DISTRICT  
FY 22-23



PUBLIC ART BY CITY COUNCIL DISTRICT  
FY 22-23



**\$90 Million** out of the total **\$103 Million** Cultural Service Grantees economic impact comes from our [Downtown Cultural Service Grantees](#)

Most **Cultural Organizations** and **Public Art Installations** are located in **District 7** at the city's core.

**\$4.7 billion** in economic activity is generated through event-related spending by audiences.

Leveraging current and forthcoming **Public Art Investment** to increase:

- **infrastructure**
- **public safety**
- **neighborhood identity & empowerment**
- **walkability**

Florida Tax Watch Tourism Research reports that **74.9%** of visitors to Florida participate in cultural activities.

## The APP Program: Incorporating Artistic Vitality and Cultural Vibrancy into the City's Landscape through Public Art

### MANAGING PUBLIC ART: TRANSFORMING JACKSONVILLE QUALITY OF LIFE

The Art in Public Places Program is currently administering **34 city-funded** art projects valued at **over \$2M**.

### MANAGING A MULTI-MILLION DOLLAR ART COLLECTION

The COJ has **145 pieces** in Jacksonville's permanent Public Art Collection. The **current value** of Duval's public art collection developed through the Percent for Art policy is **\$10,548,924**.

# STRATEGIC PLAN

2023 - 2026 GOALS

## MAKE NORTHEAST FLORIDA A CULTURAL DESTINATION

## BUILD A SELF-SUSTAINING ARTS ECOSYSTEM

### PHASE I

- Relaunch our identity to define and own who we are and what we do
- Maximize our position as an arts & culture connector
- Cultivate diverse and sustainable funding sources

### PHASE II

- Convene & advocate to increase the pool of available resources
- Lift up the collective voice
- Drive policy and decisions that positively affect the arts & culture sector
- Champion others on our public platform

### PHASE III

- Use our collective experience and knowledge to lead the arts & culture sector
- Leverage technology to connect & empower others and create unique systems of support

# INDICATORS

## **STRONGER LOCAL MESSAGE ABOUT THE ECONOMIC IMPACT OF ARTS & CULTURE**

- Creative jobs
- Cultural/Eco tourism
- ROI for city dollars
- Philanthropic giving
- Public quality of life indicators
- Business engagement in arts & culture

## **LARGER NUMBER OF ACTIVE ADVOCATES AND AMBASSADORS**

- Audience numbers
- User driven interactions
- Volunteerism

## **BROADER GEOGRAPHIC REACH**

- Cultivate relationships in the seven county region
- Positive local and national PR for regional arts & culture

## **INCREASED ACCESS & INTENTIONAL EQUITY**

- Advocate for, incentivize, and promote accessible cultural programming and resources
- Identify and resource equity gaps while celebrating intentional efforts to drive diversity and inclusion within the sector

## **INCREASED POLITICAL SUPPORT**

- Cultivate and steward relationships with government positions and representatives
- Increase arts and culture support among influential organizations and individuals



## 2024 BOARD OF DIRECTORS

Lisa V. Johnson,  
Chair  
Laura Schepis,  
Vice Chair  
Dr. Timothy Snyder  
Secretary  
Joey Greive,  
Treasurer  
Ari Jolley,  
Immediate Past Chair  
Karen Feagins  
David Faliszek  
Chris Lazzara  
Suzanne Pickett  
Katherine Hardwick  
Monica Hernandez  
Darrin Eakins  
Darren Brownlee  
Ashley Folladori  
Michael Freed  
Jimmy Peluso,  
COJ Liaison  
Heather Schatz,  
Mayor's Office Liaison

## 2024 CULTURAL COUNCIL STAFF

Diana Donovan,  
Executive Director  
Amy Palmer,  
Director of Grants Administration  
Kat Wright,  
Director of Public Art  
Benjamin Bennet,  
Public Art Project Manager

## CONSULTANTS



**GALLOWAY GONZALEZ**  
CONSULTING  
gallowaygonzalez.com



# TALKING CONTINENTS

JAUME PLENSA (2003)



CITY OF JACKSONVILLE PERMANENT COLLECTION

CITY OF  
JACKSONVILLE  
PERMANENT  
COLLECTION

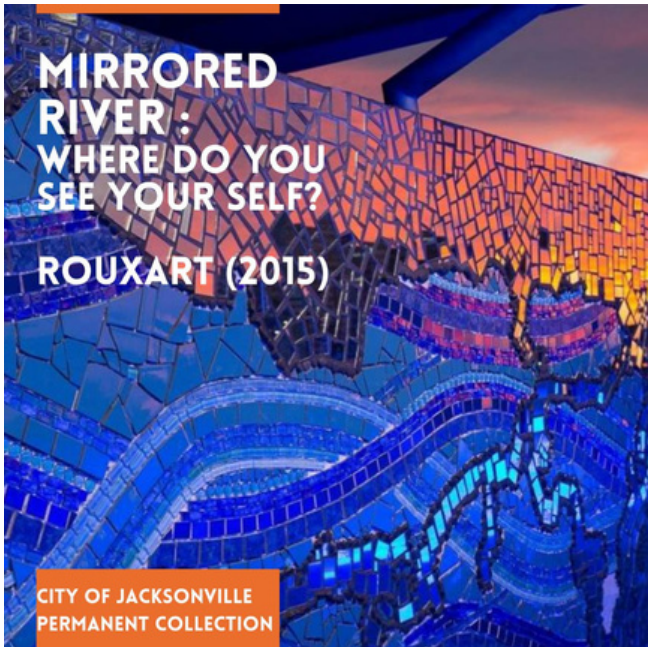
# GUARDIAN OF THE RIVER

RAFAEL CONSUEGRA  
(2017)



# MIRRORED RIVER: WHERE DO YOU SEE YOUR SELF?

ROUXART (2015)

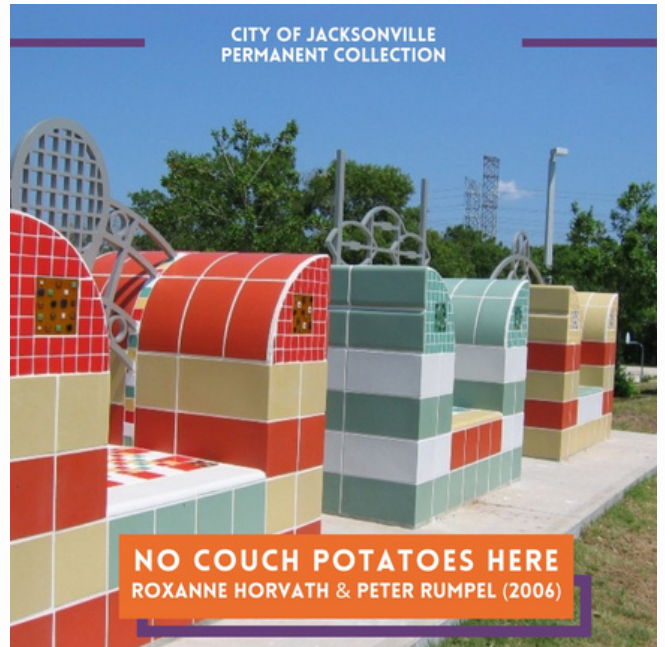


CITY OF JACKSONVILLE  
PERMANENT COLLECTION

CITY OF JACKSONVILLE  
PERMANENT COLLECTION

# NO COUCH POTATOES HERE

ROXANNE HORVATH & PETER RUMPEL (2006)



CITY OF  
JACKSONVILLE  
PERMANENT  
COLLECTION

# SHOWING THE WAY

TILLIE K FOWLER MEMORIAL

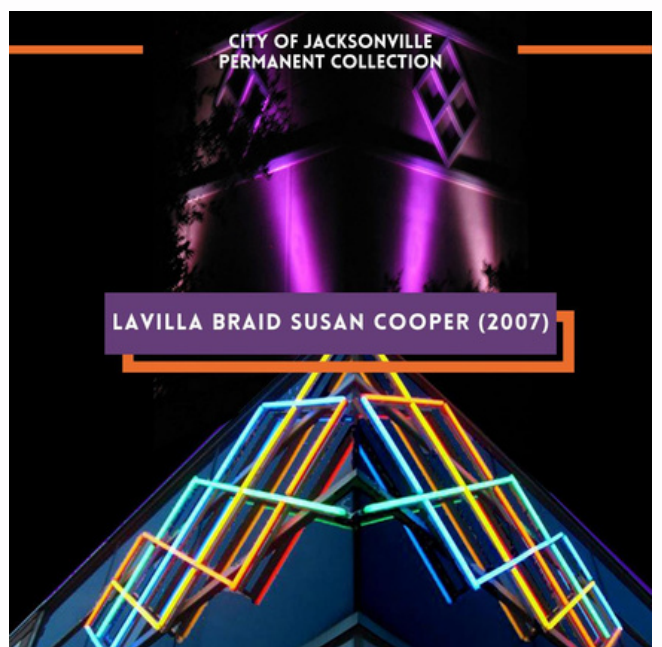
Brower Hatcher (2009)



CITY OF JACKSONVILLE  
PERMANENT COLLECTION

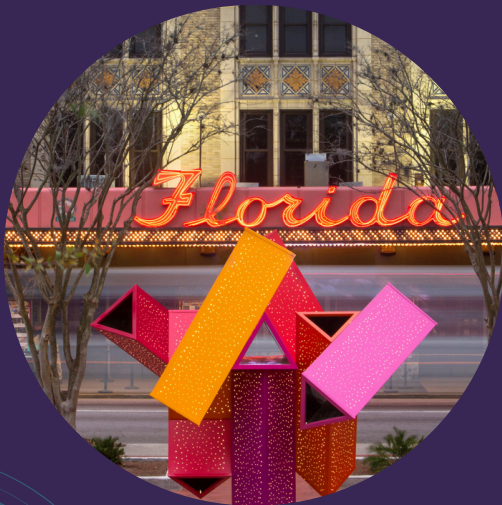
# LAVILLA BRAID

SUSAN COOPER (2007)





**113 MILLION**  
**IN LOCAL ECONOMIC IMPACT**



**3.6 MILLION**  
**PUBLIC ART COLLECTION**  
**ADDITIONAL 3.2 MILLION IN ACTIVE PROJECTS**

**3,136,686**

**ATTENDEES TO CULTURAL EVENTS**



**367,930**

**YOUTHS BENEFITING**