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.

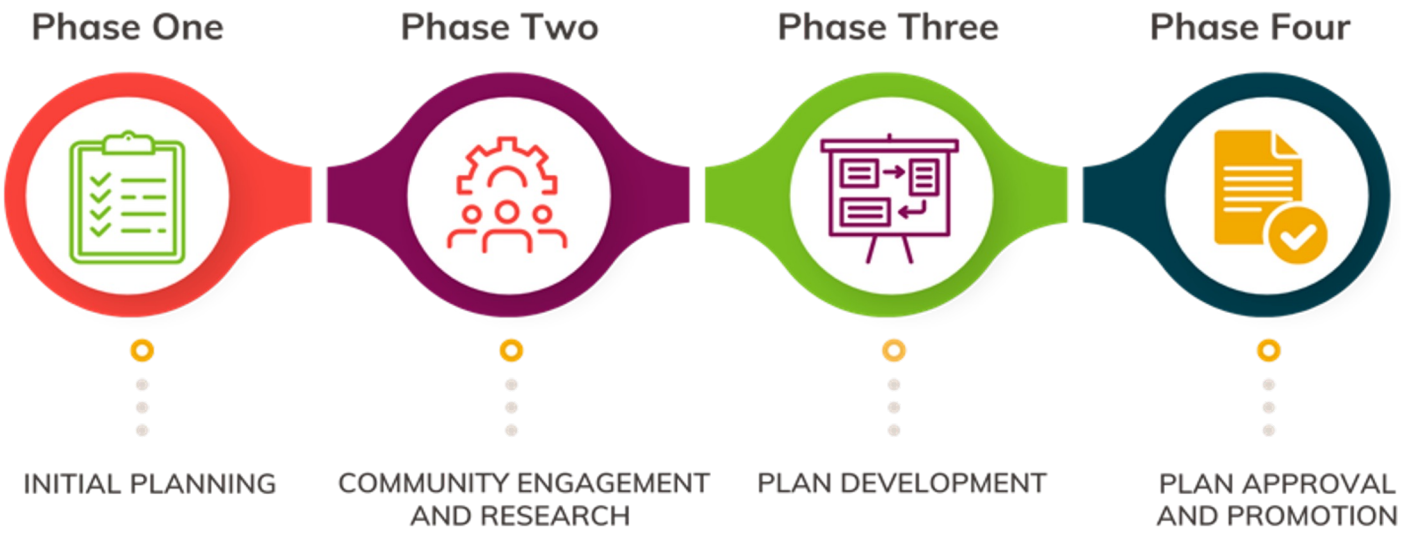
Aspirational and achievable roadmap.

Policy level goals and cross-jurisdictional strategies.

Cultural arts development and access across county.

Creative sector as economic driver.

BACKGROUND: Timeline

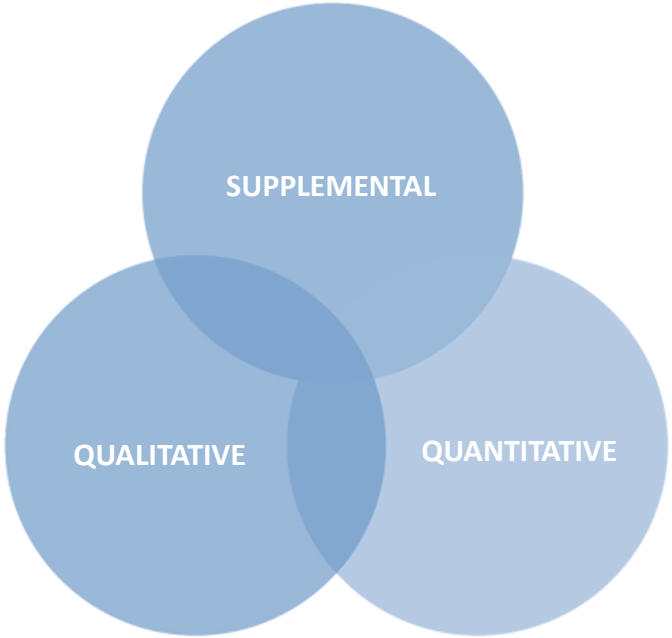


June –August 2024 | **August 2024-February 2025** | **February 2025-July 2025** | **July 2025-August 2025**

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.

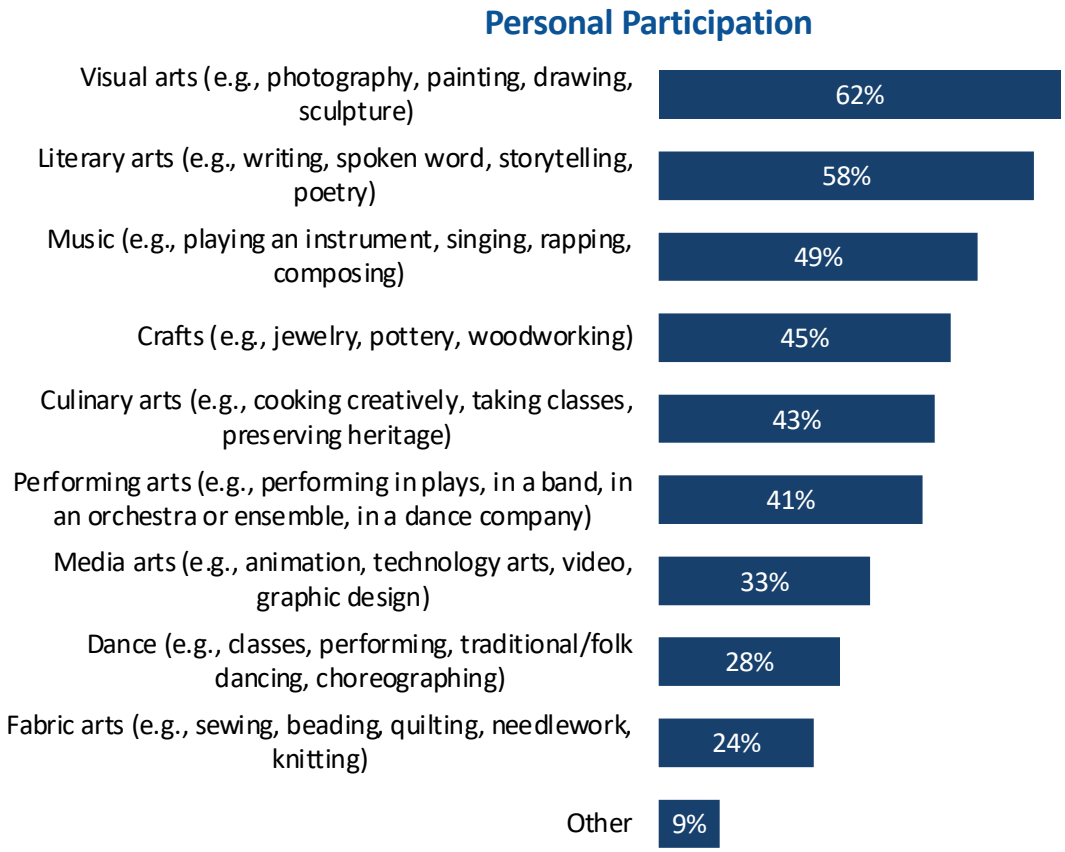
People VALUE the arts and want to support the artistic community

- 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

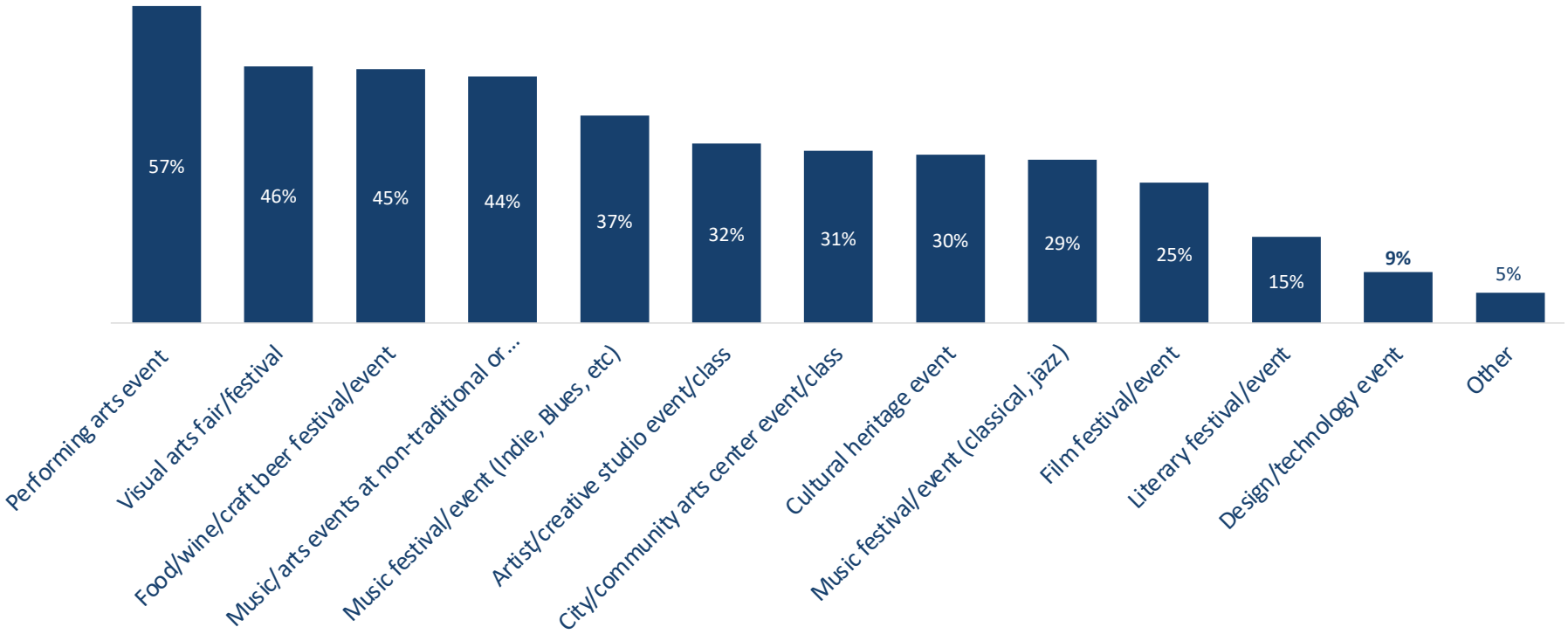
- 90% attend events within Orange County, 70% in the community in which they live and 20% in another community in Orange County.
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%.
- The most popular personal creative activities are centered around visual arts (62%), literary arts (58%) and music (49%).

Residents are creative.



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

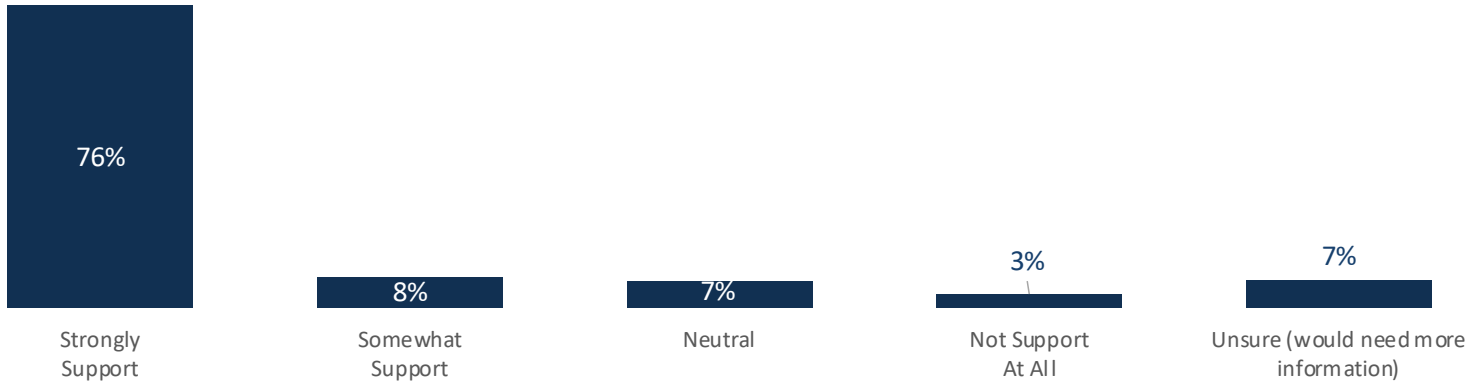
Arts or Cultural Events Attended in Last 12 Months Where Residents Live in Orange County



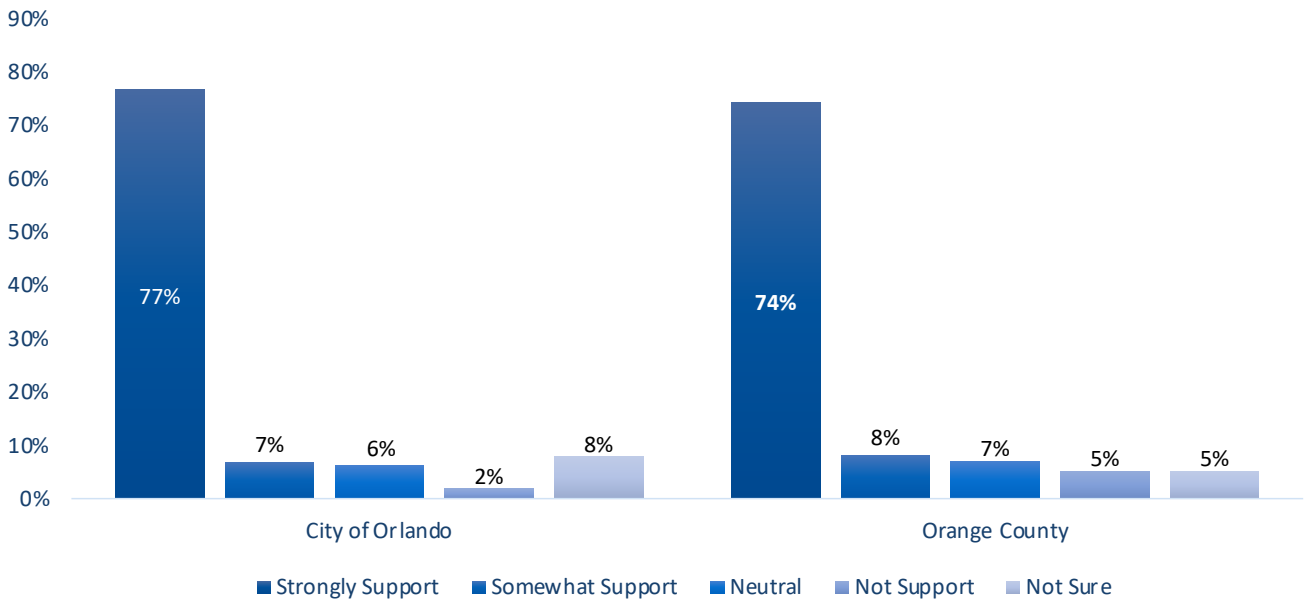
There is significant support for dedicated arts funding.

- 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.

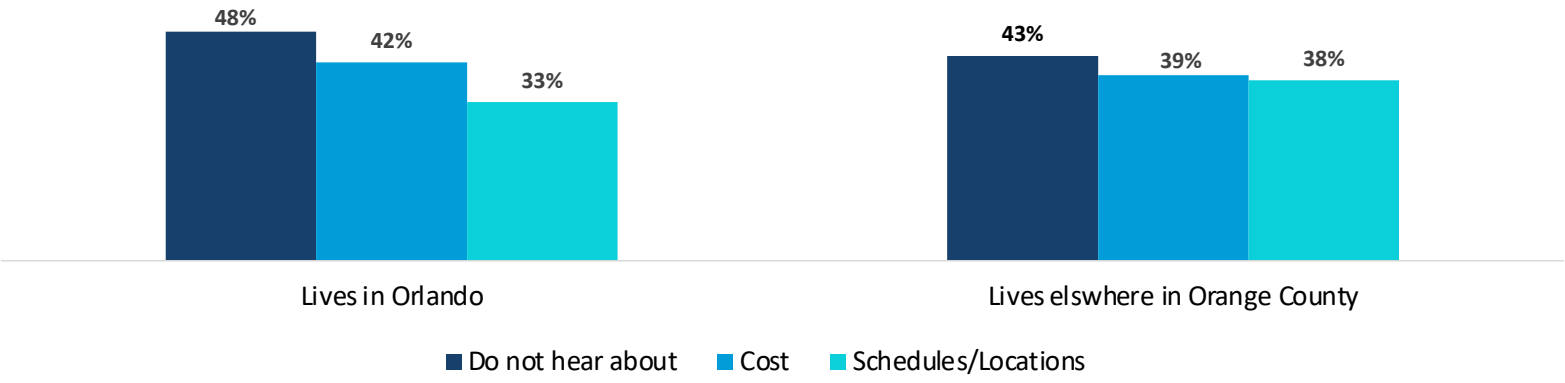
- 73% attend events in the City of Orlando most often, followed by Winter Park at 11%.
- Access to offerings is a priority.
- Where people participate depends primarily on ease of access, area amenities/safety/vibrancy, and feelings of community connection.
- Schedules and inconvenient locations are 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.

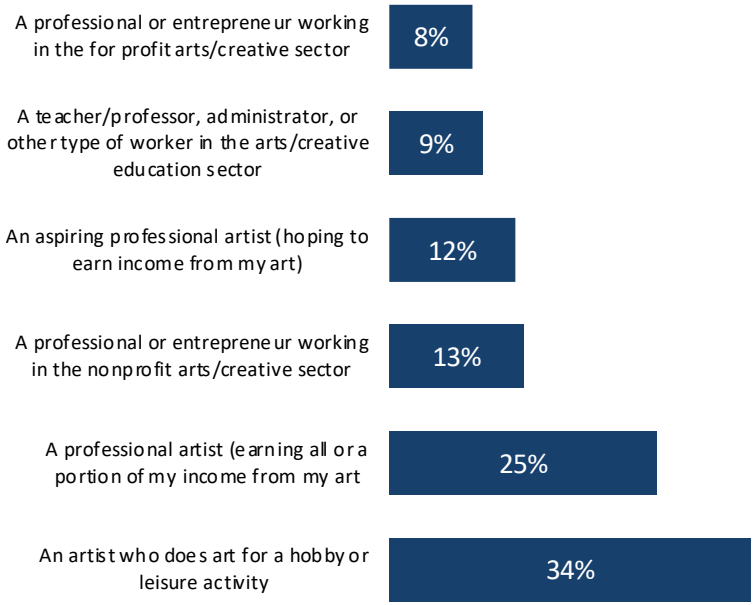
Issues of information and cost are slightly higher among respondents who live in Orlando and schedules/locations are more of a barrier to respondents living outside of Orlando

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

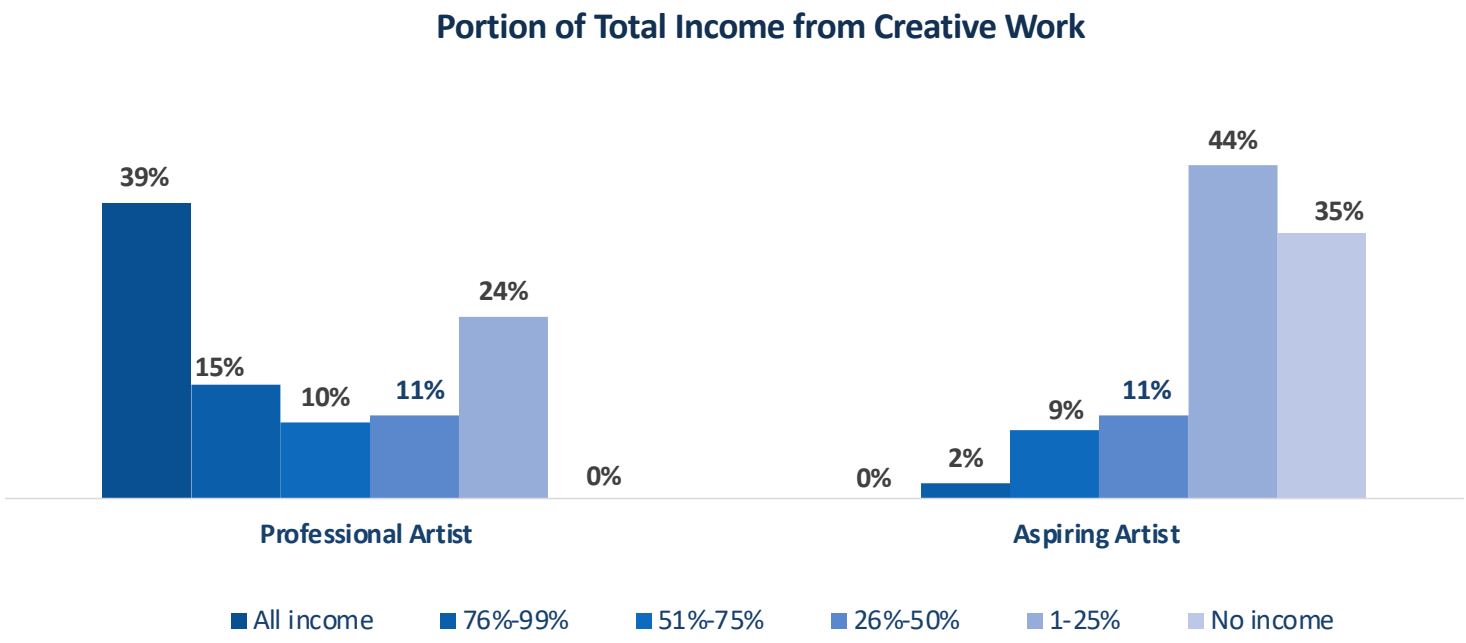
#2 Exhibition, performance, and sales/work opportunities

#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.



Overall Cultural Plan Priorities (from survey)

All Respondents

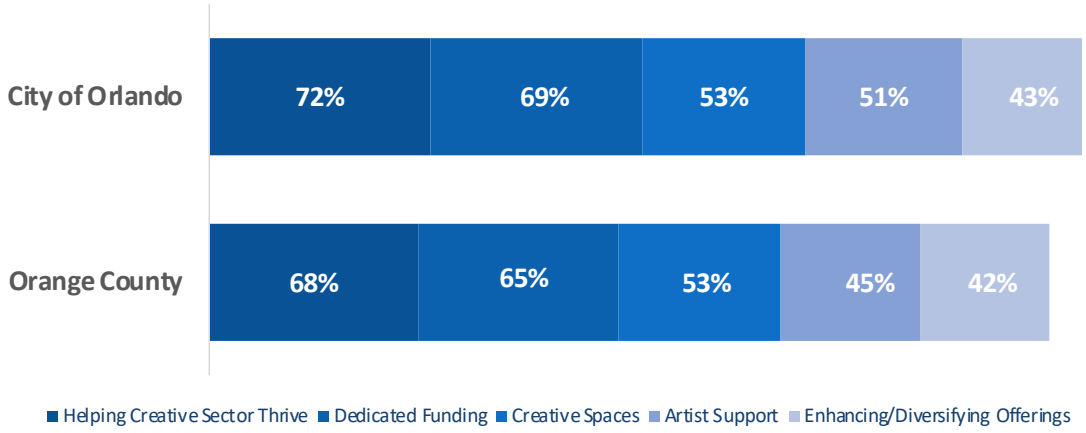
70% Helping local arts and creative businesses grow and do well

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.