

Arts and Cultural Affairs

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Key Public Service Areas

The Department of Arts and Cultural Affairs provides oversight to the Tampa Museum of Art and the Public Art Program, and acts as a liaison to all arts and cultural activities/organizations in the City of Tampa. The Department also represents the City on several local and regional, cultural boards and committees.

Scope of Department Operations

More than 3 million people attend art related events in Tampa each year. The department collaborates with a number of groups and institutions to assist with many of these events. In addition to the Tampa Museum of Art Board of Trustees and the Public Art Committee, the Director represents the Mayor on numerous other boards and committees. The project management for the Cultural District in Downtown Tampa, (began in FY 00) is an additional responsibility of the department.

Current Initiatives

- Overseeing implementation of the Cultural District Master Plan
- Implementing "Photographer Laureate for the City of Tampa", a Public Art Program that will become a legacy project for the City and a model for Cities around the Country
- Community Cultural Institution Collaborative Initiative
- Relocating "Kid City", the Children's Museum of Tampa and establishing a new museum
- Completing Public Art Projects: College Hill, Greenways & Trails, Union Station Clock Tower and Fireman's Memorial

Critical Issues and Areas of Concern

- Museum Funding
- Cultural District Master Plan Implementation
- Funding for Public Art
- Cultural Affairs Grant Program

Status Report

Museum Funding. The City has committed \$27 million of the Community Investment Tax towards the Tampa Museum of Art. Additional funding in the amount of \$17 million is being raised by TMA Inc. Monitoring the implementation (construction) of the project to assure it remains within budget is critical to its success.

Cultural District Master Plan Implementation. The master plan for the downtown cultural district was completed in 2001 and implementation of the plan began with a focus on the design of the new Tampa Museum of Art. The City selected an architect and a preliminary design has been developed. Refinements have been made in response to public and professional input and critique.

The Museum is a major focus of the planned cultural district, and the integration of this facility into the overall plan/concept needs to be considered as the final design is developed. Such considerations include provisions for future parking, linkages throughout the district and to the Downtown core, and the design, financing and reconstruction of Curtis Hixon Park. Other priorities include the construction of improvements to Ashley Drive, a residential element for the district, incorporation of the Tampa Bay History Center site, the proposed expansion of the Tampa Bay Performing Arts Center and completion of the implementation of the Riverwalk - the linear walkway along the Hillsborough River. A Cultural District Stakeholders Group was established to provide input into the process and to discuss and plan the future of the Cultural District. Bringing diverse interests together to implement the major components of the plan will be a critical need in 2003.

Funding for Public Art. By ordinance, one percent of vertical construction costs on municipal buildings is set aside for Public Art. This administration has assisted the program with an additional annual funding of \$100,000. This funding has allowed the program to add dollars to high use and visibility projects, initiate community based or other non-capital projects such as community murals, and to more than double the City of Tampa's collection of commissioned works. The program has moved to a new level, gaining national

Arts and Cultural Affairs Status Report (continued)

attention as a model city program, with various projects (such as the streetcar seating) featured as one of the nation's best examples of Public Art. The program partners with several city departments and incorporates Public Art into new facilities on a regular basis. This has allowed city budget dollars to go further. Critical issues for this program to continue in its present positive growth include staffing, office space and maintaining this additional annual funding.

Cultural Affairs Grant Program. Funding for local cultural/art organizations is distributed on an "as requested" basis. The City has no established criteria or guidelines for distribution of such funding/support and no defined program for determining how these institutions relate to the City's cultural affairs goals and objectives. It is important to evaluate the current process to ensure that funding decisions are equitable and fall within established city parameters. An examination of other local government models for providing support, an in-depth analysis of our current funding program and a review of additional potential grant sources would provide options for ongoing funding and the funding of new programs.

Organization Chart

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