

Arts and Cultural Affairs

- Major Accomplishment: Completion of the Cultural Arts District Master Plan and Approval for a new building to house the Tampa Museum of Art.
- Expanded the Public Arts Program.¹
 - Increased the number of large-scale commissioned artwork in the Public Art Program collection from 22 to 51 pieces.
 - Adopted Master Plan for Public Art (2000).
 - Completed an inventory/condition report for City's artwork collection and developed a database to maintain the information.
 - Implemented a Public Art awareness/education program.²
 - Investment made in the Public Arts Program totals \$1,309,200 (1995-2002).³
 - \$1.1 million in commissioned public artworks.
 - \$38,700 to expand collection of portable artworks.
- Administered the successful operation of the Tampa Museum of Art.
 - Visited by more than 650,000 people since 1995.⁴
 - Held six (6) major exhibitions and hosted more than 55,000 students in school tours.
 - Added 922 artworks to the Museum's permanent collection.
 - Hosted Magna Graecia, Greek Art from Southern Italy and Sicily Exhibit, in cooperation with the Cleveland Museum of Art (2003).⁵
 - Collaborated in numerous community events including the Black Heritage Festival, TBPAC Annual American Music Festival, Gasparilla Festival of the Arts, PirateFest, Very Special Arts, as well as major cultural events in coordination with Hillsborough County Schools, University of South Florida and the University of Tampa.
 - Received a \$1 million endowment gift to endow the Richard E. Perry Curator of Greek and Roman Art in perpetuity.
 - Operates on an annual City appropriation of 32% of the total Tampa Museum of Arts' total operating budget.⁶
- Completed improvements to the Tampa Museum of Art building.
 - Refurbished the Public Gallery area of the Tampa Museum of Art.
 - Upgraded the Greek and Roman Art collection.
- Received State and National Recognition for the Tampa Museum of Art.
 - Selected to host a Statewide Public Art conference.
 - Received national recognition for model Public Art Program.⁷
 - Selected for national traveling Public Art exhibition.⁸
 - Organized Public Art exhibition at Tampa Museum of Art.⁹
 - Awarded the Henry Flagler Award for Creative Tourism Partnerships (2001).¹⁰
 - Received re-accreditation by the American Association of Museums (1999).
- Expanding the presence, prestige and importance of the Tampa Museum of Art.
 - Completed the Cultural Arts District Master Plan, which includes a new building to house the Tampa Museum of Art. Selected a world-renowned architect to design the new Tampa Museum of Art.¹¹
 - Working to enhance a sense of place through the development of major projects.¹²
- Facilitated a \$1 million expansion of the Tampa Bay Performing Arts Center.

Arts and Cultural Affairs Notes:

- ¹ The Department of Arts and Cultural Affairs is responsible for enhancing the community's sense of place through the placement of artworks throughout the City. The Public Art Program was assigned to the Department of Arts and Cultural Affairs in 2002.
- ² Public Art awareness and education programs have been disseminated through various media - brochures, postcards, website and City of Tampa Cable Television (CTTV).
- ³ Received gifts totaling \$150,000 dollars that were made available to the Public Arts Program.³
- ⁴ Estimate that by March 2003, the Museum will have served more than 650,000 people through exhibitions, education programs and special events since 1995. The Museum has reached 250,000 children and adults through art education programs alone.
- ⁵ Scheduled to open in February 2003. This is a major international loan exhibition, which will be seen only in Cleveland (Ohio) and Tampa.
- ⁶ The City provides an average of 32% of the Museum's total operating budget on an annual basis. The Tampa Museum of Art raises the remaining 68% to support the collection, exhibitions and education programs, and includes the related staffing and promotion required. Funding sources include: grants (foundations, federal, state, and county sources); corporate support; membership and individual support; fundraising events; earned income. Through its operational support funding, the City of Tampa has enabled the Tampa Museum of Art to generate over \$13 million in additional support since 1995.
- ⁷ Tampa's Public Art ordinance for its Central Business District was presented as a model at the national Public Art conference, with the City receiving national recognition for its Public Art Program.
- ⁸ Artwork in the Public Art collection was selected for a national traveling exhibition featuring Ybor City-based artists.
- ⁹ The Department was instrumental in the organization and success of the Public Art Exhibition at the Tampa Museum of Art.
- ¹⁰ Awarded for the original exhibition planned in conjunction with SuperBowl XXXV in Tampa.
- ¹¹ The design phase for the new museum facility is underway, with construction scheduled to break ground by March 2003 and a completion/grand opening date programmed for early 2006. Internationally-renowned architect Rafael Viñoly was selected as the project's architectural designer; a construction manager will be hired, a construction contract will be established and actual construction work will take place by the end of Mayor Greco's term. A capital fundraising campaign to raise construction and endowment funds is underway. The revised cost estimate for the project totals \$50.2 million, with \$44.9 million needed for construction of the new museum building, \$2.5 million for furniture/equipment and \$2.8 million for the new parking structure; the funded amount for the project (CIT bonded funds) totals \$27 million, while the museum parking (\$2.8M) and construction F/E (\$20.4M) remain as items not yet funded.
- ¹² The Department of Arts and Cultural Affairs has several long-range projects in mind to enhance the community's sense of place and aesthetic appearance. Major projects include the Cultural Arts District, Convention Center, Tampa Bay Performing Arts Center expansion, New Tampa Community Center and Municipal Building, City of Tampa/MacDill AFB Ribbon of Green Partnership, Luna Park, Skateboarding parks and the Franklin Street improvements.