

RESOLUTION NO. 2007 288

**A RESOLUTION BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA DESIGNATING THE ST. JOHNS CULTURAL COUNCIL AS THE LOCAL ARTS AGENCY FOR ST. JOHNS COUNTY, FLORIDA**

**WHEREAS**, the St. Johns Cultural Council was formed as a nonprofit entity in 2000, in order to promote St. Johns County ("County") as one of the nation's premier arts destinations; and

**WHEREAS**, the St. Johns Cultural Council assists local artists and arts organizations in the County by helping to obtain financial assistance through local, state and federal grants and providing professional and technical support to help in the development, marketing, and promotion of their activities; and

**WHEREAS**, the St. Johns Cultural Council works to expand and promote art education in schools within the County, and to encourage arts, art organizations, and businesses to assist the County's schools to help enrich the children of the County; and

**WHEREAS**, arts and cultural programs made available to students in County schools, including after-school programs for disadvantaged youth, have dramatically improved academic achievement, as well as, achievement in students' personal lives; and

**WHEREAS**, arts and cultural activities enhance and enrich the quality of the lives of County residents; and

**WHEREAS**, a new report by Americans for the Arts shows that nationwide the nonprofit arts and culture industry generates \$166.2 billion in economic activity annually, up 24% in the past 5 years; and

**WHEREAS**, the nonprofit arts and culture industry generates \$30 billion in revenues for government against governmental spending of \$4 billion – a 7:1 return on investment; and

**WHEREAS**, arts and culture businesses, of which about 700 are located within St. Johns County, leverage additional event-related spending in other local businesses, and tourists stay longer when attracted and entertained by arts and culture events; and

**WHEREAS**, in the recent study “Exploring America Through its Culture” the following observations were made concerning cultural tourists: 1) distinguished as having higher income levels; 2) more likely to stay in hotels; 3) possess a higher level of education; 4) display more interest in shopping; 5) generate trips of longer duration; 6) appear upscale; 7) able to spend more travel dollars per day; and 8) express a desire for new travel experiences; and

**WHEREAS**, cities and counties that have vibrant arts and culture opportunities are more successful in attracting new businesses and investment; and

**WHEREAS**, a Local Arts Agency is defined as an umbrella entity, including nonprofit corporations, designated by the County Commission to serve the County arts and cultural constituencies; and

**WHEREAS**, the St. Johns County School Board, the St. Johns County Tourism Development Council, St. Johns County Sheriff's Office, as well as, the County's Recreation Advisory Board have all recommended to the Board of County Commissioners of St. Johns County to designate the St. Johns Cultural Council as the Local Arts Agency of the County; and

**WHEREAS**, designation of the St. Johns Cultural Council as the Local Arts Agency for St. Johns County would enhance the voice and business of the arts and culture community in County matters; and

**WHEREAS**, the Board of County Commissioners of St. Johns County, Florida has determined that it would be in the overall interests of the County to designate the St. Johns Cultural County as the Local Arts Agency for St. Johns County.

**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY**, as follows:

Section 1. The above recitals are incorporated by reference into the body of this Resolution, and such recitals are adopted as findings of fact.

Section 2. It is the intent of this Resolution to accomplish the following:

(a) Stimulate greater governmental and public awareness and appreciation of the importance of the arts to the residents of St. Johns County .

(b) Encourage and facilitate greater and more efficient use of governmental and private resources, in order to more fully develop and support the arts.

(c) Encourage and facilitate opportunities for St. Johns County residents and visitors to participate in arts and cultural programs and activities.

(d) Expand and support cultural tourism development in St. Johns County, in order to enhance St. Johns County as a national destination for arts and cultural activities.

(e) Promote the development of artists, arts institutions, community organizations sponsoring arts and cultural programs and activities, and audiences located and/or residing within St. Johns County .

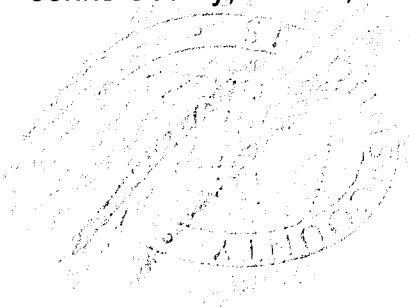
(f) Assess the needs of the arts, artists, arts institutions, community organizations sponsoring arts programs and activities, and residents of St. Johns County relating to the arts.

(g) Support and facilitate the preservation and growth of the County's artistic resources.

(h) Otherwise serve the citizens of the County in the realm of the arts.

Section 3. The Board of County Commissioners of St. Johns County, Florida, hereby designates the St. Johns Cultural Council as the Local Arts Agency for St. Johns County .

**PASSED AND ADOPTED** by the Board of County Commissioners of St. Johns County, Florida, this 2nd day of October, 2007.



**BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA**

By: Ben Rich

**Ben Rich, Chairman**

**ATTEST: Cheryl Strickland, Clerk**

**RENDITION DATE 10/4/07**

By: Pam Halterm

**Deputy Clerk**