

**CHAPTER 18**  
**CULTURAL FACILITIES ELEMENT**

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#### A. OVERVIEW

Volusia County has selected to do this optional element since it believes improving the quality of the arts and culture in the County will improve the quality of life for its citizens, enhance the County's image in Florida and throughout the United States, as well increase its tourism-based economy.

The Element focuses primarily on the issues and needs with respect to cultural buildings or facilities in the County, public and private non-profit. However, any analysis of cultural buildings cannot be divorced from its relationships with existing cultural organizations, cultural programs and activities as well as the lifestyles and cultural needs of the general public and that part of the general public that has supported cultural activities and organizations in the past. Therefore, considerable attention was paid to these other factors listed in the previous sentence with their respective impacts and influences on cultural facilities.

This Element encourages the role of arts in redevelopment. This is supportive of compact urban growth as specified in the Future Land Use Element. Including arts and culture in downtowns and other urban core environments, encourages people to spend time in these urban areas, during the evenings and on weekends beyond normal business and working hours.

The adopted components of the Cultural Facilities Element include the Overview, the Goals, Objectives and Policies, and the Implementation Strategies.

A report containing the support components of the Cultural Facilities Element will be printed separately. It will contain, among other information, an inventory of existing cultural organizations and facilities; an analysis of cultural needs; a review of the cultural facilities of other local units including the degree to which cultural activities are supporting; and; a discussion of the State Cultural Plan (FALCON).

## B. GOALS, OBJECTIVES AND POLICIES

### GOAL:

- 18.1 Enrich the quality of life for Volusia's citizens by increasing awareness of cultural opportunities in Volusia County and support those agencies that provide said opportunities.

### OBJECTIVE:

- 18.1.1 Cultural facilities and opportunities shall be available and accessible to 100 percent of the County's population.

### POLICIES:

- 18.1.1.1 The County shall encourage its municipalities and the private sector to support cultural facilities that provide access to the arts in all sections of the County.

- 18.1.1.2 The County shall seek increased access to arts facilities for disabled people consistent with requirements of the Americans with Disabilities Act.

### OBJECTIVE

- 18.1.2 The County shall recognize and continue to help support the unique cultural needs and facilities of various areas within the County.

### POLICIES:

- 18.1.2.1 The County shall recognize and help support the cornerstones of Volusia County's cultural life. They include, but are not limited to, the following unique educational facilities: The Museum of Arts and Sciences, the primary art and science museum and planetarium for the County; The Atlantic Center for the Arts, the major cultural facility for Southeast Volusia County; and the Cultural Arts Center, located in DeLand (i.e., DeLand Museum of Art, Inc. Theatre Center, Inc., DeLand Little Symphony) the major multi-purpose arts/cultural facility for West Volusia County.

- 18.1.2.2 The County recognizes and appreciates the contributions made to improve the cultural life of its residents by the following events, facilities, and organizations not mentioned in other policy statements:

African American Museum of the Arts  
Art League of Daytona Beach  
Artists' Workshop of New Smyrna Beach  
Art Haus of Spruce Creek Foundation  
Arts Council of Volusia County  
Bel Canto Singers  
Central Florida Cultural Endeavors  
Cinematique of Daytona  
City of Daytona Beach: Peabody Auditorium, Daytona Beach Bandshell  
City of Ormond Beach: The Casements, Ormond Memorial Art Museum,  
Amphitheater (Central Park), Birthplace of Speed Museum, Ormond Beach  
Performing Arts Center  
Civic Ballet of Volusia County

Connor Library & Museum  
 Daytona Beach Choral Society  
 Daytona Beach Community College (DBCC) Cultural Arts Program  
 Daytona Beach Playhouse  
 Daytona Beach Symphony Society  
 The DeLand House  
 DeLand Little Symphony  
 DeLand Museum of Art  
 DeLand Naval Air Station Museum  
 Florida International Festival  
 Friends of the Volusia County Library Center  
 Friends of the Bandshell  
 Gamble Place Spruce Creek Preserve  
 Halifax Arts Festivals  
 Halifax Historical Museum Society  
 Harris House  
 Harvey W. Lee Memorial Garden  
 IMAGES Festival  
 Little Theatre of New Smyrna Beach, Inc.  
 Mary McLeod Bethune House  
 National League of American Pen Women  
 Ormond Memorial Art Museum  
 Ormond Writer's League  
 Pioneer Settlement for the Creative Arts  
 Ponce de Leon Lighthouse  
 St. Johns River Players (Division of Theatre Center, Inc.)  
 Sba-Ujat, Inc.  
 Seaside Music Theater, Inc.  
 Shoestring Theater, Inc.  
 Southeast Museum of Photography  
 Stetson University School of Music, Elizabeth Hall, Gillespie Museum, Sampson  
 Gallery, and Stover Theater  
 Storybook Theatre Company (Division of Theatre Center, Inc.)  
 Theater Center Repertory Co. (Division of Theater Center, Inc.)  
 Very Special Arts of Volusia County  
 Volusia Museum

Such recognition by the County does not imply funding of operations or special programs for the above organizations. Criteria concerning operating funding established in policies 18.1.6.1 through 18.1.6.7 shall be used to help fund cultural organizations' operational and program requirements.

**OBJECTIVE:**

18.1.3 The County shall incorporate a greater role for cultural/arts activities and programs in the tourist development of the County, as well as for its permanent and seasonal residents.

**POLICIES:**

18.1.3.1 The County shall support cultural activities and events and their sponsoring organizations that enhance the image of the County to the rest of the state and nation and generate tourist revenues for the County's economy.

- 18.1.3.2 The County shall encourage local arts/cultural organizations to work more closely with the various area and local chambers of commerce, tourist development agencies and hotel/motel and restaurant sectors of the economy to incorporate and integrate cultural activities and programs into tourist development.
- 18.1.3.3 The County may work with area chambers of commerce, tourist development agencies and local arts organizations on a periodic basis to estimate the economic and social impact of cultural activities and events on the community, County residents' participation at such activities and on tourist development.
- 18.1.3.4 The County may work with the Volusia County Local Arts Agency, local media, financial institutions, realtors, public utilities, etc., to make available information identifying the wide range of cultural facilities, events, activities and organizations available in Volusia County.

OBJECTIVE:

- 18.1.4 The County shall encourage a stronger role for the arts in local development and redevelopment plans.

POLICIES:

- 18.1.4.1 The County shall coordinate with city redevelopment agencies to ensure a role for art and culture in future redevelopment plans and projects when practical.
- 18.1.4.2 The County shall encourage work with local arts organizations, local redevelopment officials and commercial real estate leasing agents to help secure temporary space for art exhibitions in vacant buildings within redevelopment areas.
- 18.1.4.3 The County shall encourage work with local redevelopment organizations to ensure that adequate public open space is available in redevelopment plans and projects for outdoor cultural exhibits and festivals.

OBJECTIVE:

- 18.1.5 The County shall maintain the viability of cultural facilities and opportunities by assisting the relevant sponsoring cultural organizations through an annual County budget appropriation of one dollar per capita dispersed as competitive grants to local cultural arts organizations to be used for operating costs and limited capital expenditures.

POLICIES:

- 18.1.5.1 The County shall help support cultural organizations that demonstrate artistic merit and a history of public support through the percent or number of the public served, amount of private funding, professional management capacity, number of volunteer hours, amount of in-kind (contributed) services and demonstrating a substantial positive economic impact to the County.
- 18.1.5.2 The County through the Cultural Arts Grant requirements shall set a ceiling for allocations to a cultural organization not to exceed ten percent of the organization's operations budget. County allocations for operating expenses for cultural arts organizations that have an operating budget of less than \$50,000 annually, or

organizations that are less than three (3) years old may be assisted to a limit of twenty (20) percent of their annual operating budget or a maximum of \$5,000. (whichever is the greater number).

- 18.1.5.3 Arts organizations applying for funding through the County's art organizations grant program may be required to consult with the County's grant consulting agency or representative thereof to seek alternative, non-County revenue sources.

OBJECTIVE:

- 18.1.6 The County shall help support the arts and cultural events in outdoor and indoor public spaces using existing County buildings and public spaces.

POLICIES:

- 18.1.6.1 The County shall encourage art exhibitions and cultural events in and around the Volusia County Administration Center Building when practical and other appropriate facilities, when practical.
- 18.1.6.2 The County shall continue procedures for the selection of permanent art to be placed in County buildings as stipulated in the Art in Public Places Ordinance and with the assistance of the Cultural Arts Advisory Board appointed by County Council.
- 18.1.6.3 The County shall increase its arts and cultural activities as part of its Park and Recreation Program commensurate with demand for such activities and using user fees to support such activities.
- 18.1.6.4 The County shall encourage incorporation of arts and crafts and other cultural activities into the summer recreational program for children.
- 18.1.6.5 The County shall continue an "Arts on the Beach" program to assist performing and visual artists.
- 18.1.6.6 Protection of sensitive environmental areas and aesthetic considerations including, but not limited to the preservation of open space, scenic vistas and unique visual corridors may be included in the development of any cultural facility funded totally or in part using County funds.
- 18.1.6.7 The County shall continue to support the popular cultural activities (arena events) of the Ocean Center with the operating funds necessary to secure high quality programs as well as maintenance of the arena facilities.
- 18.1.6.8 The County shall continue to use the Resort Tax to retire the debt service for the Ocean Center construction and to help fund the center's operations.
- 18.1.6.9 The County shall consider expansion of the Ocean Center's Conference Center as need is demonstrated.
- 18.1.6.10 The County shall work with local, state and regional arts and sports organizations to maintain a wide range of popular leisure time activities at the Ocean Center's arena.
- 18.1.6.11 The County shall work with the City of Daytona Beach and its redevelopment agency to increase off street parking to serve the Ocean Center and Peabody Auditorium.

18.1.6.12 The County shall work with the City of Daytona Beach to improve traffic circulation near the Ocean Center and Peabody Auditorium, especially when both facilities have concurrent events.

18.1.6.13 The County shall strive to achieve maximum utilization rate of arena facilities.

OBJECTIVE:

18.1.7 The County shall designate a specific staff person to be the liaison to the cultural/arts community to work on the preceding objectives and policies as well as other miscellaneous tasks listed under this objective.

POLICIES:

18.1.7.1 The County shall monitor National and Statewide trends in cultural facility financing as well as funding for cultural operations and make amendments to this Element when practical.

18.1.7.2 The County shall review ordinances pertaining to commercial activities to determine whether such ordinances are detrimental to aesthetics or cultural opportunities.

18.1.7.3 The County shall encourage public and private transit organizations to provide reasonable access to cultural facilities and activities.

18.1.7.4 The County shall work with the Volusia County School Board and cultural organizations to encourage adequate support for arts in the public and private schools and cultural activities for children in general.