



MAYOR'S COUNCIL ON THE ARTS MEETING AGENDA

April 21, 2025

1 PM

Lake Crago

- I. Meeting called to order
- II. Mayor's Remarks
- III. Introduction of Commissioner Madden
- IV. Minutes Review & Approval
- V. Terms
- VI. Lakeland Library Culture Pass
- VII. Services Grant Program Updates
- VIII. Grant Program Updates



LkldArts.org

Mayor's Council on the Arts June 4, 2024

The Mayor's Council on the Arts met at the Lake Crago Outdoor Recreation Complex. Mayor **Bill Mutz**, Chair **Kerry Falwell**, Commissioner **Sara Roberts McCarley**, **Alex Rich** – Polk Museum of Art, **Pal Powell** – Polk Museum of Art, **Cynthia Haffey** – Platform Art, **Alice Santana** – Straz Center, **Daryl Ward** – Polk Arts Alliance, **Alan Reynolds** – Lakeland Community Theatre, **Kimberly Moore** – LkldNow, **Georgia Lynn Dean** – At Large Member, **Tyson Voigt** – Southeastern University, **Lesley Chambers** – At Large Member, **Chandra Frederick** – At Large Member, Deputy Director of Parks, Recreation, and Cultural Arts **Pam Page**, and Deputy City Clerk **Heather Bradman** were present.

Mayor Bill Mutz called the meeting to order at approximately 12:02 p.m.

Mayor Bill Mutz expressed gratitude for Kerry Falwell's leadership.

Kerry Falwell introduced Georgia Lynn Dean to the rest of the Council. This is her first meeting she has been able to attend since being appointed as an at-large member. Additionally, Kimberly Moore with LkldNow is here.

Minutes Review & Approval

Daryl Ward motioned to approve the March 21, 2024 meeting minutes; Tyson Voigt seconded. The motion carried unanimously.

Last meeting the Council talked about the upcoming grant cycle. Members were asked to complete a survey and rate the importance of perception in how grants have been scored up until now. The results were taken to the subcommittee (members: Brad Lunz, Chandra Frederick, Alex Rich, and Kerry Falwell). The results were split down the middle between whether members thought it should be program specific funding or operating funding. After looking at the data, the Council recommends program funding with an emphasis on innovation from years past.

FY25 Grants Update

The Council reviewed the 2024-2025 Fiscal Year Grants Proposal, Grant Cycle 1. A copy of the proposal is on file in the agenda packet. The Council discussed:

- The subcommittee respectfully requested a 10% threshold of each organization's operating budget while still maintaining the \$70,000 - \$75,000 cap for larger institutions. This is a significant increase to ask from the city (\$275,000 to \$425,000). The commission will have to volley on behalf of the Council to see if 10% is possible.
- This means there are more arts organizations that want to create and give back to the community. The arts are growing.
- Of all the operating expenses of organizations that would be available to be funded next year, this Council is only requesting 2% funding from the City. Arts organizations raise 98% of their own funds.

- While arts organizations are strong on their own, investment from the city speaks volumes with how citizens are supported.
- It is refreshing for a committee to solicit feedback and listen to it in order to create a better process.
- Larger organizations can assist smaller organizations as part of the expectation of maxing out their larger portion of the grant. For example, Bok Tower would lend their resources to smaller organizations. This is not something they have to do, but they recognize the rising tide of arts and culture.

The Council continued to review the 2024-2025 Fiscal Year Grants Proposal, Grant Cycle 2, and discussed:

- This is a non-cash cycle that would also be application based for smaller organizations as capacity is building.
- This is another way to engage people outside the scope of cash grants while providing opportunity for innovation, growth, and support.
- Is there a timeline for fulfilling those who have been awarded? They are on the fence as to whether it is a one-day event, or they have six months to set a date with whomever their consultant is. It could be a hybrid of both suggestions.
- Consultants would be volunteering their services as a sort of pre-donated award for someone to apply for. Like an auctioning service.
- The Council would negotiate the relationships between consultants and awardees.
- Consultant services could include one-on-one consultations, or it could be a workshop that several awardees can attend.
- It is crucial this grant application is simple, not a massive burden of time.
- "Grant" sounds less like the right word. This is more of a "symposium" directed by the Mayor's Council on the Arts.
- We could create a type of symposium where artists and organizations can apply for more in-depth opportunity the Council helps facilitate.
- The Council likes the idea of a broad symposium where participants go through training first before being awarded their individualized service with a consultant.
- This would be based on the number of consultants willing to participate.
- Mentorships is another opportunity to explore. Personal relationships with other artists and organizations could be helpful. We are all connected.

The Council's subcommittee will continue taking feedback from the surveys everyone filled out and have conversations to refine the grant guidelines for cash grant cycle. Those guidelines will be announced prior to August 1st so applications can go out. A Council member who does not represent a 501c3 applying for funds can be an adjudicator for the grant. If interested, please reach out to Kerry Falwell individually. At least one Council member must be a scorer.

Polk Vision Arts, Culture, and Recreation Update

Daryl Ward gave a presentation of Polk Vision's 2024 Refresh – Arts/Culture/Recreation. A copy of the presentation is on file in the agenda packet.

Polk Vision tries to keep the temperature of the county. Daryl Ward made it a mission that arts, culture, and recreation be one of their pillars. This is a huge deal, because arts, culture, and recreation did not originally have a seat at the table. Now, Polk County needs to know where they stand on those pillars via a series of benchmarks (i.e. education measured by graduation rate). The closest benchmark the arts have is economic impact data related to grants received by organizations that applied.

Polk Arts and Cultural Alliance (PACA) is initiating an arts and economic impact study specifically for Polk County for 2024-2025. The current data is 7 years old, pre-covid. PACA is asking, how do we figure out what we want to know and then measure it? They are in the planning phase right now.

The committee discussed:

- Different methods to identify gaps in the county include surveys, mailings, in-person, and panel discussions. The county has general data about how residents feel, but they need more information.
- Future data might include questions that are county specific or more about quality rather than quantity.
- It can be difficult to define arts, culture, heritage, and recreation because people have different values. The data may be too subjective.
- The committee may have to make subjective decisions in order to move forward with asking questions to get a baseline of information. They must at least start somewhere and then the survey will mature over time.
- Down the line with AI, the survey could be curated based on how the respondent answers the first question.

Daryl Ward will email everyone on the Mayor's Council on the Arts email distribution list the current Polk Vision Survey. Everyone is encouraged to participate. Council members can also share this survey on their own social media accounts.

Council Member Updates

Alan Reynolds, Lakeland Community Theatre:

Mean Girls Jr. starts on June 14, 2024 and School of Rock starts on July 12, 2024.

Cynthia Haffey, Platform Art:

Platform Art membership party on June 26, 2024. CORE Wealth Advisors will be doing a wonderful reception at their business downtown.

Alex Rich, Polk Museum of Art:

The Rockwell/Wyeth: Icons of Americana will come down. The newest exhibition, Nature & Mystery: The Art of Mally Khorasantchi, opens June 15, 2024. Another exhibition, Hunt Slonem Paints! opens June 22, 2024. This will be a slower season as they build up towards the museum's expansion which is on target for a late fall opening. Polk @ Nite is on June 27, 2024. The next members' reception is July 12, 2024.

Daryl Ward, Polk Arts Alliance:

Polk Arts and Cultural Hall of Fame candidates will be announced in July. This will be an exciting group.

Kimberly Moore, LkldNow: All organizations on this Council are welcome to post their events on LkldNow's event calendar. Go to lkldnow.com, click on Events, click on Add Event, sign in to continue, fill out the form, and the event is listed on the calendar. This is the same calendar LALtoday uses.

The Mayor's Council on the Arts and Polk Arts & Cultural Alliance also have calendars that are free.

The MCA website has had one round of updates.

New Business – None

The meeting was adjourned at 1:05 p.m.



MAYOR'S COUNCIL on the ARTS



FY24 Grant Outcomes

Summary

Through a competitive, scored grant application, the City of Lakeland's Mayor's Council on the Arts awarded 9 arts organizations a total of \$256,000 to fund a variety of arts, culture, and heritage activities. This accounts for .16% of the City's total operating budget and resulted in over \$5 million economic impact to the City.

Review of Lakeland Symphony

This is the best field trip I have ever been on in my life! - Ana



258,671

Total Arts
Attendance Funded
by Grant Awards

95,961

Arts Attendance by
Lakeland Residents

912

Artists Engaged
Through Grant
Awards

Arts Education

During the grant period, 16,571 students were impacted. Most arts organizations noted formal partnerships to provide free, live performances.

Economic Impact

Combined local revenue

\$5,747,341

Combined expenditures

\$5,478,297

Full Time Jobs

46



Review of Polk Theatre

A recent performer shared with some of us sitting in the theatre, how much they look forward to returning to perform each year at the Polk because of the energy and excitement generated in such a beautiful atmosphere. We felt that said it all.