



**Report of**  
**Economic Development Efforts**  
**December 30, 2011**

**Submitted to: Jason Brown, Director of Management and Budget; Indian  
River County**

**BY: Barbara Hoffman, Chairman of the Board**

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***Mission***

*To promote the cultural arts in Indian River County through education, collaboration, marketing, and advocacy.*

## **Funds**

The CCIRC received funds from Indian River County through two separate funds. One was a grant allocated by the Board of County Commissioners from the General Revenue Fund in the amount of \$36,409 for Fiscal Year 10/1/2010 through 9/30/2011. The second allocation was through the recommendation of the Tourist Development Council and approved by the Board of County Commissioners in the amount of \$60,000 for the same time period mentioned above.

### **General Revenue Funds**

General Revenue Funds were allocated toward payment of a salary for one full time Executive Director for the Cultural Council. In this capacity, the Executive Director participated in Economic Development activities in tandem and supportive of the designated Economic Development Agency for Indian River County, the Economic Development Division of the Indian River County Chamber of Commerce.

The Executive Director met with potential clients who were considering relocating their businesses, providing information on cultural opportunities, programs, and services. At the invitation of the Chamber of Commerce, the Executive Director served with community leaders and business executives in meetings held on a regular basis to discuss and update economic development efforts in the County.

Current information on the cultural and arts industry was maintained on the CCIRC website to provide access for clients conducting research from locations outside the County.

The CCIRC promoted local small businesses such as galleries, framers and local artists by organizing and participating in gallery walks and local exhibits. Local artists' work was featured through eight exhibits, four at the County Administration Building and four at the County Courthouse.

### **Tourist Development Funds**

Tourist Development Funds were used for advertising and promotion of local cultural organizations and their events. Advertising included ad development and placement of cultural organizations. Promotion included both print and online information on cultural organizations, events and activities.

Advertising of cultural organizations and events emphasized two approaches. One approach was destination advertising that focused on the entire county as a desirable cultural vacation destination. Ads were placed in printed publications, posted on national and international websites in conjunction with local chamber of commerce destination ads. The destination ads usually featured local hotels, shopping venues including galleries, and the Museums of Art, Riverside Theatre, and the Botanical Garden to present a comprehensive picture of Indian River County as a desirable destination for out of town visitors. The second advertising approach provided local and up to date information for visitors. This advertising included weekly promotion of cultural events in the local newspaper and on radio, and advertising in tourism related publications.

Promotion of cultural organizations included the development and maintenance of a calendar of events, both online and in print. 10,000 annual calendars of events were distributed to hotels, businesses, cultural organizations, libraries and local chambers of commerce. The CCIRC office maintained marketing materials of its cultural organizations and events.

The CCIRC website was an invaluable source of cultural information in the County. This website included a calendar of events, updated every 24 hours, registries of artists, musicians, performers, authors and writers, information about its cultural members, calls for artists, arts in public places, and the business of the local arts agency. The website provided valuable information for visitors as well as residents.

The Executive Director was an active participant in the Chamber of Commerce's Tourism Division Meetings to coordinate and maximize efforts with other local tourism businesses.