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PRESS RELEASE

City hosted inspiring arts & culture event featuring economic impact stats and Edyth Bush Charitable Foundation special announcement

illumination
a spotlight on arts & culture

WINTER PARK, FL, an internationally recognized, award winning city with multiple accredited agencies (December 15, 2023)

On December 12, the City of Winter Park's Communications Department presented *illumination | A Spotlight on Arts & Culture* highlighting the 20 non-profit member organizations of the city's Arts & Culture Alliance and outlining its recent accomplishments and ongoing mission. In addition to Communications Director Clarissa Howard, speakers included Betsy Gardner Eckbert, President & CEO, Winter Park Chamber of Commerce, David Odahowski, President & CEO, Edyth Bush Charitable Foundation, and featured guest Randy Cohen, Vice President of Research, Americans for the Arts.

In honor of the Edyth Bush Charitable Foundation's 50th Anniversary, Odahowski announced the Foundation's award of a \$50,000 grant to fund a new Senior Advisor of Arts & Culture and the return of "Weekend of the Arts" in Winter Park. According to Odahowski, "The arts are the soul of our city reflecting its history, diversity and spirit. Through the generous support of foundations, businesses, art patrons and audiences, Winter Park is a canvas for creative expression where public art installations and cultural events foster a sense of community and shared experience, something we need more of."

After a brief summary of the Alliance's recent accomplishments, special musical tributes with a Winter Park twist were performed by Central Florida Vocal Arts, and messages included topics relating to why "Art is Good Business," and "Arts, Culture & Philanthropy." In addition, Winter Park-specific results from the "Arts & Economic Prosperity 6" (AEP6) study were shared. AEP6 was conducted by Americans for the Arts and regionally sponsored and coordinated by United Arts of Central Florida. According to the AEP6 report, in 2022, Winter Park arts and culture generated:

- \$44.3 million of direct economic activity
- \$36.1 million of personal income
- 850 jobs

Social impact was also measured with 89% of respondents sharing, "My attendance is my way of ensuring that this activity or venue is preserved for future generations." Also, 92% of respondents felt, "This activity or venue is inspiring a sense of pride in this neighborhood or community."

These findings and others listed in the report further prove the far-reaching impact of arts and culture in our community. To review 10 Reasons to Support the Arts in Winter Park, as well as more information regarding the city's Arts & Culture Alliance and additional ways to be inspired, access wpinspires.org, and click the "sign up for newsletter" blue button. # # #

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