

**Orange County
Arts & Cultural Affairs**

FY25 Grant Funding



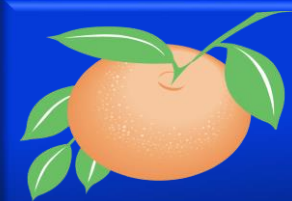
October 29, 2024



Arts & Cultural Affairs Advisory Council

MISSION:

*To elevate Central Florida's
arts and culture
to that befitting a diverse,
world-class community.*



Arts & Cultural Affairs Advisory Council

Nathan Hill, Chair

Gunster

Tammy Bateman

HREC Investment Advisors

Jennifer Benton

The Walt Disney Company

Honorable Maribel Gomez Cordero

Orange County Commissioner

Gwen Covington

Entertainment Galore, LLC

Flynn Dobbs

ArtHaus Gallery

Roberto Gonzalez

Visual Artist

Paul Lartonoix

University of Central Florida

Stephanie Lerret

Avalon Park Group

Brendan Lynch

Lowndes Law

Tiffany Sanders

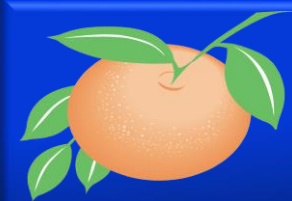
Knight Agency

Theo Webster

Arts Advocate

Nattacha Wyllie

Haitian American Art Network



Arts & Cultural Affairs Funding Programs

TDT

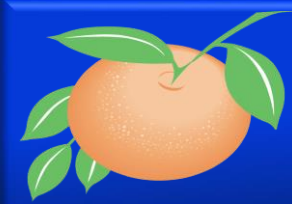
- Cultural Tourism
 - Cultural Tourism Supplement – DEI
 - Cultural Tourism Supplement – Sustainability
- Blockbuster & Special Events
- Cultural Facilities
- Venue Subsidy

General Fund

- United Arts Program Support
- Venue Subsidy



Child of this Culture Foundation



Arts & Cultural Affairs Funding Programs

TDT

- **Cultural Tourism**
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Child of this Culture Foundation



Cultural Tourism Grant History

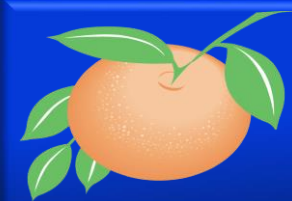
- 2002

- 4 groups funded
- \$500,000 total

- 2024

- 40 applications recommended
- \$4,614,618 total





Cultural Tourism



1

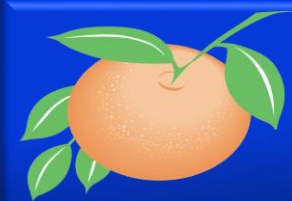
**Review
Panel**

2

**Advisory
Council**

3

**Board of County
Commissioners**



Cultural Tourism Timeline

May 30

**“How to Apply” Workshop
(recorded/available online)**

July 7

Courtesy Review of Applications

July 14

Applications Due

July 15

United Arts Staff Review

August 14

Panelist Calibration/Training, Panelist Review

September 19

Review Panel Meeting

September 25

**Recommendation Approved by Arts &
Cultural Affairs Advisory Council**

January 1 – December 31, 2025

Project Period & Reporting



Cultural Tourism Evaluation Criteria

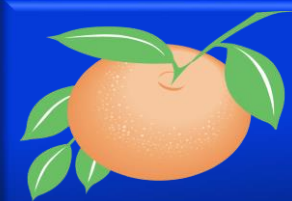
- **IDENTITY (25 points)**
 - Innovation & Uniqueness
 - Attention/Standing
- **QUALITY (25 points)**
 - Artistic Excellence
 - Feedback/Critical Acclaim
- **TOURISM (30 points)**
 - Marketing Plan
 - Projected Attendance (total)
 - Projected Attendance (tourists)
- **IMPLEMENTATION (20 points)**
 - Outreach & Diversity
 - Operational Readiness
 - Financial Readiness
 - Financial Match (\$1:\$1)

MINIMUM SCORE FOR ELIGIBILITY

80 (large request \$175,000)

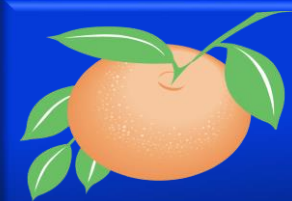
75 (medium request \$90,000)

70 (small request \$50,000)



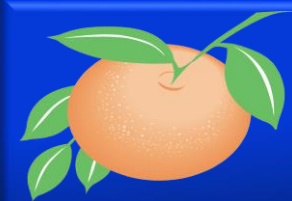
Cultural Tourism Funding Recommendations

Organization	Grant
Albin Polasek Museum & Sculpture Gardens	\$175,000
Art & History Museums - Maitland	\$175,000
Asian Cultural Association	\$48,185
Association to Preserve the Eatonville Community	\$90,000
Bach Festival Society of Winter Park	\$175,000
Caribbean American Passport Multi-Cultural Initiative	\$50,000
Central Florida Ballet	\$165,433
Central Florida Community Arts	\$175,000
Central Florida Vocal Arts	\$108,000
Child of this Culture Foundation (NEW!)	\$23,517
Crealdé School of Art	\$90,000
Creative City Project	\$175,000
Descolonizarte TEATRO (NEW!)	\$32,620
Downtown Arts District – DAD	\$175,000
Enzian	\$175,000
Escuela de Bomba y Plena Tata Cepeda (NEW!)	\$30,625



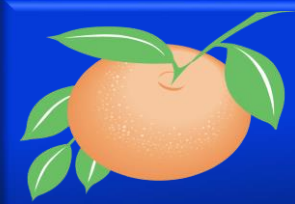
Cultural Tourism Funding Recommendations

Organization	Grant
Global Peace Film Festival	\$50,000
Holocaust Memorial Resource & Education Center of Florida	\$175,000
Leu Gardens (Friends of)	\$55,920
Maker Effect Foundation	\$50,000
Mennello Museum of American Art (Friends of)	\$90,000
Open Scene	\$45,000
Opera Orlando	\$175,000
Orlando Ballet	\$175,000
Orlando Community Arts	\$50,000
Orlando Family Stage	\$175,000
Orlando Fringe	\$175,000
Orlando International Film Festival	\$30,200
Orlando Museum of Art	\$175,000
Orlando Philharmonic Orchestra	\$175,000
Orlando Science Center	\$175,000



Cultural Tourism Funding Recommendations

Organization	Grant
Orlando Shakes	\$175,000
PAST / The Wells' Built Museum of African American History & Culture	\$32,718
Renaissance Theatre Company	\$175,000
Rollins Museum of Art	\$175,000
Shalom Orlando (NEW!)	\$50,000
Timucua Arts Foundation	\$90,000
Winter Garden Heritage Foundation	\$90,000
Winter Park Historical Association (NEW!)	\$50,000
Winter Park Playhouse	\$175,000
TOTAL FUNDING RECOMMENDATION	\$4,614,618



Community Impacts

- Total economic impact:
 - \$131,423,260
 - 2,335 FTEs
- Return on Investment: 28:1
- Projected attendance: 1,936,934
- Projected tourists: 487,396 (25%)
- Increased awareness of Orange County as a cultural destination in regional, national and international media



Descolonizarte Teatro



FY25 Cultural Tourism Summary

- 40 applications recommended for funding
- 5 new organizations
- 12 organizations led by people of color (3 new)
- 10 organizations have missions specifically related to African American, Hispanic or Asian culture
- \$40,219,235: Total project budgets
- \$4,614,618: TDT investment (11%)
- \$131,423,260: Total economic impact
- ACT Awards planned for February 2025



ACT Awards 2023

FY25 Cultural Tourism Summary



ORLANDO MUSEUM OF ART

Orlando Community Arts

HARRY P. LEU GARDENS

RENAISSANCE THEATRE COMPANY

ORLANDO SCIENCE CENTER
Inspire Science Learning for Life!

THE MENELLO MUSEUM OF AMERICAN ART

WINTER GARDEN HERITAGE FOUNDATION

ORLANDO BALLET

ENZIAN
FILM • FOOD • FRIENDS

GLOBAL PEACE FILM FESTIVAL

In a Child of this Culture

ORLANDO SHAKES
In partnership with UCF

descolonizarte TEATRO

CARIBBEAN CULTURAL INSTITUTE

SHALOM ORLANDO

WELLS' BUILT MUSEUM
A LOOK INTO ORLANDO'S AFRICAN AMERICAN HERITAGE

Rollins Museum of Art

WINTER PARK HISTORY MUSEUM

cfva CENTRAL FLORIDA VOCAL ARTS

OPERA ORLANDO
Where the City goes for Opera

ORLANDO INTERNATIONAL FILM FESTIVAL

Downtown Arts District ORLANDO

Escuela de Bomba y Plena Tata Cepeda

CREATIVE CITY PROJECT

Orlando Philharmonic Orchestra

Holocaust MEMORIAL RESOURCE & EDUCATION CENTER OF FLORIDA

ACA Asian Cultural Association

PRESERVE EATONVILLE COMMUNITY

ORLANDO FAMILY STAGE
IN PARTNERSHIP WITH UCF

bach FESTIVAL SOCIETY OF WINTER PARK
JOHN V. SINCLAIR | ARTISTIC DIRECTOR AND CONDUCTOR

THE ORLANDO FRINGE

OPEN SCENE

THE MAKER EFFECT FOUNDATION

Timucua arts foundation
Bringing art to life.

Central Florida Ballet

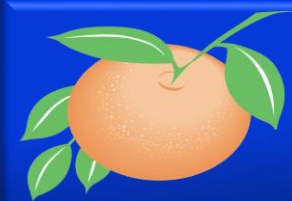
Albin POZASEK Museum
Sculpture Gardens

CENTRAL FLORIDA COMMUNITY ARTS

The Winter Park playhouse

crealdé SCHOOL OF ART

A&H ART & HISTORY MUSEUMS
MAITLAND



Arts & Cultural Affairs Funding Programs

TDT

- **Cultural Tourism**
 - Cultural Tourism Supplement – DEI
 - Cultural Tourism Supplement – Sustainability
- **Blockbuster & Special Events**
- Cultural Facilities
- Venue Subsidy

General Fund

- United Arts Program Support
- Venue Subsidy



Orlando Philharmonic Orchestra



Blockbuster & Special Events Fund

MISSION:

*To encourage marquee arts
and cultural blockbuster
events in Orange County.*



Blockbuster & Special Events Committee

Stephanie Lerret, Chair

Avalon Park Group

Gwen Covington

Entertainment Galore LLC

Hal Kantor

Lowndes Law

Keith Smith

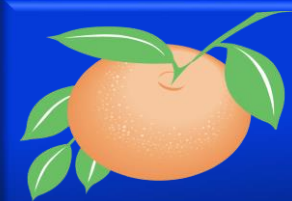
Disney

Rich Taylor

Rich Imagination

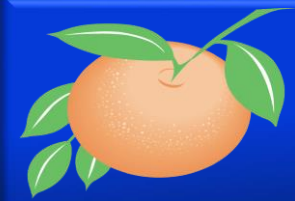


Orlando Science Center - Pompeii



Blockbuster & Special Events





Blockbuster & Special Events Evaluation (2015)

“Blockbuster Special Event” – an arts and cultural event that sustains exceptional and widespread popularity and achieves enormous public participation

- Result in regional, statewide, and national or international attendance of at least 50,000
- Include significant participation with local arts organizations, collaboration with and among the local arts and culture providers
- Be financially feasible, providing details of process, finances, and impact
- Proposers must have a demonstrated background of successfully handling significant events





Blockbuster & Special Events Process

DEVELOPMENT

- Guidelines developed by Blockbuster & Special Events Committee
- Guidelines approved by Funding & Standards Committee
- Guidelines approved by Arts & Cultural Affairs Advisory Council

PROMOTION

- Opportunity promoted on Arts & Cultural Affairs website and United Arts funding portal
- Known potential applicants made aware of funding availability
- Funding pool regularly discussed at Arts & Cultural Affairs Advisory Council meetings
- Referrals to program from other County staff and funders

PROCESS

- Screening and informational discussions with Arts & Cultural Affairs staff
- Eligibility screening with Committee Chair & staff
- Presentation to Blockbuster & Special Events Committee
- Presentation to Arts & Cultural Affairs Advisory Council



Blockbuster & Special Events Timeline

CREATIVE CITY PROJECT - IMMERSE

- **June 10 – Initial eligibility screening with Committee Chair and staff**
- **July 17 – Presentation to Blockbuster & Special Events Committee, unanimous approval**
- **August 14 – Presentation to Arts & Cultural Affairs Advisory Council, unanimous approval**

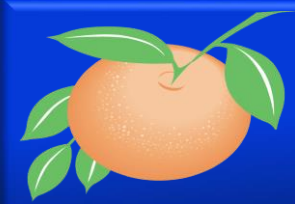




Blockbuster & Special Events Proposal

Creative City Project – IMMERSE 2025 - 2029

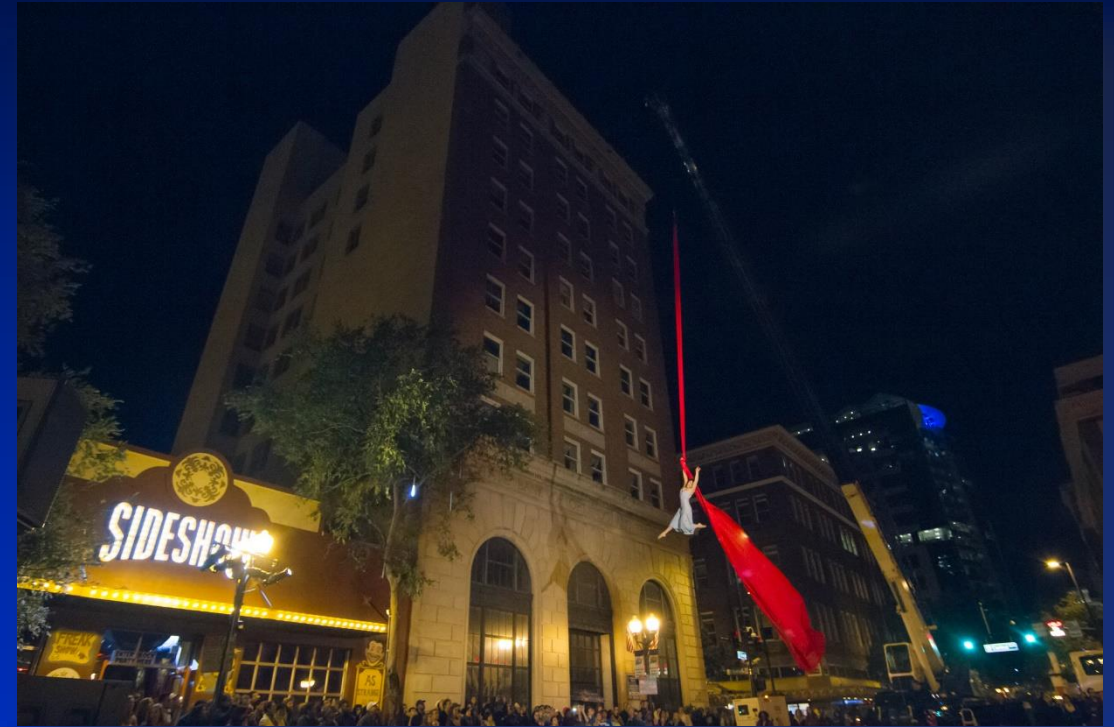
- **3-day Festival (February 21-23, 2025) across 10 city blocks, supported by month-long art and technology activations**
- **Global artists and more than 200 local and regional partners**
- **1,000 participating artists (music, dance, visual art, circus, literature, fashion)**
- **Attendance: 75,000 over 3 days**
- **Marketing plan that outperforms other ad sets in the Central Florida region**
- **Strategic partnerships with Brightline and Visit Orlando**
- **Building on recommendations from the 2014 Sustainable Orange County Plan and the 2023 Arts Ecology Study to invest in signature events**



Blockbuster & Special Events Proposal

Creative City Project – IMMERSE 2025 - 2029

- **2025: \$1,000,000**
 - Tech/AV/Staging
 - Artist Payments
 - Technicians
 - Program Ops Services (security, traffic control, fire/safety)
 - Assets and Materials
 - Marketing
 - **2026: \$1,000,000**
 - **2027: \$1,250,000***
 - **2028: \$1,500,000***
 - **2029: \$2,000,000***
- TOTAL REQUEST: \$6,750,000**



*Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.



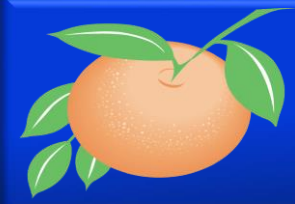
Blockbuster & Special Events Fund Projection

	Annual Allocation	Funding Request	Balance
Starting Balance			\$2,114,000
FY24-25	\$1,127,000	\$1,000,000	\$2,241,000
FY25-26	\$1,127,000	\$1,000,000	\$2,368,000
FY26-27	\$1,127,000	\$1,250,000	\$2,245,000
FY27-28	\$1,127,000	\$1,500,000	\$1,872,000
FY28-29	\$1,127,000	\$2,000,000	\$999,000
		(\$6,750,000)	



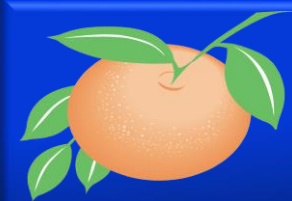
Arts & Cultural Affairs Advisory Council Recommendation – Blockbuster & Special Events

RECOMMENDATION: to award Creative City Project their full request of \$6,750,000 over five years, with Years 1 and 2 (\$2,000,000 in total) contracted now, and Years 3, 4, and 5 contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.



Arts & Cultural Affairs Advisory Council Recommendation – Cultural Tourism

RECOMMENDATION: to award Cultural Tourism grant awards for FY25 in the amount of \$4,614,618 to the 40 organizations shown previously.



Requested Actions

- 1. Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for Arts and Cultural Affairs Grants for Cultural Tourism for FY25**
 - 40 grant awards, totaling \$4,614,618
- 2. Approval of the Arts and Cultural Affairs Advisory Council's funding recommendation for Blockbuster and Special Events**
 - \$1,000,000 for IMMERSE 2025
 - \$1,000,000 for IMMERSE 2026
 - \$1,250,000 for IMMERSE 2027*
 - \$1,500,000 for IMMERSE 2028*
 - \$2,000,000 for IMMERSE 2029*

*Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.

**Orange County
Arts & Cultural Affairs**

FY25 Grant Funding



October 29, 2024