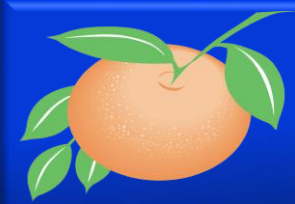


Orange County Arts & Cultural Affairs

State of the Arts



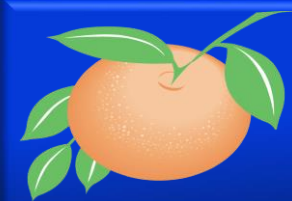
July 9, 2024



Presentation Outline



- **Background & Highlights**
- **Orange County Arts Funding**
- **Research and Planning**
- **FusionFest**
- **Summary**



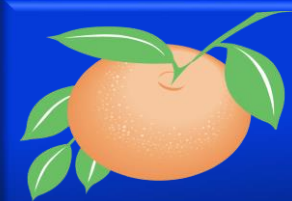
Background



Background



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

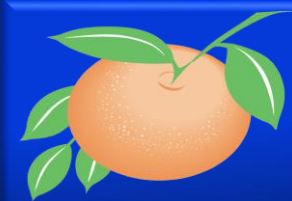


Background



Arts & Cultural Affairs Advisory Council Members:

- Nathan Hill, Chair
- Flynn Dobbs, Vice-Chair
- Tammy Bateman
- Comm. Maribel Gomez Cordero
- Gwen Covington
- Roberto Gonzalez
- Paul Lartonoix
- Stephanie Lerret
- Brendan Lynch
- Tiffany Sanders
- Keith Smith
- Theo Webster
- Nattacha Wyllie



Background



Highlights From Past Year:

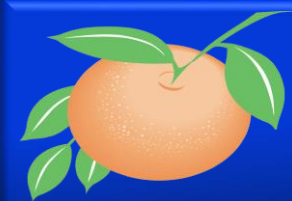
- **Orlando Ballet's Nutcracker**

(Cultural Tourism Grantee)

- \$3.6M investment that set record attendance numbers of more than 20,000
- Artistic Director Jorden Morris spent three years reimagining the production with a creative team of world-renowned designers:
 - Orlando Ballet's Associate Artistic Director Lisa Thorn Morris
 - Award-winning Costume and Set Designer Robert Perdziola
 - Lighting Designer Joseph Walls



Photo courtesy of Willie J. Allen Jr. / Orlando Sentinel



Background

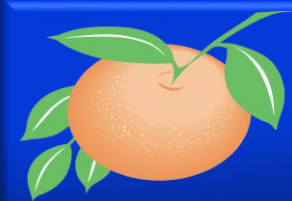


Highlights From Past Year:

- **Orlando Science Center's LIFE Exhibit**
(Cultural Tourism, Cultural Facilities Grantee)
 - Largest, most complex exhibit in OSC's history – funded by private philanthropy (largest individual donation in OSC history) and TDT ARC process – total project of over \$13M
 - Life tells the story of conservation through direct encounters within immersive environments that simulate various ecosystems
 - 3 distinct world environments: Rainforest, Ocean and Swamp
 - Visitors can engage and be empowered to take positive action to conserve our natural resources and protect our fragile planet



Photo courtesy of Orlando Science Center



Background

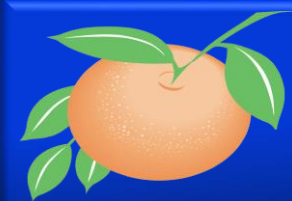


Highlights From Past Year:

- **Opera Orlando, Casa de Mexico, & Hispanic Chamber of Metro Orlando**
(Cultural Tourism, DEI Supplement Grantee)
 - Production of the opera “Frida” funded by Cultural Tourism Supplement – DEI grants program
 - Increased audience diversity and engagement led to Orlando Opera’s first sold-out performances in its seven year history
 - Community outreach event *Mexico Canta!*, an abridged presentation of “Frida” performed at local schools
 - Increased attendance and awareness for Opera Orlando, Casa de Mexico, and Hispanic Chamber



Photo courtesy of Opera Orlando



Background



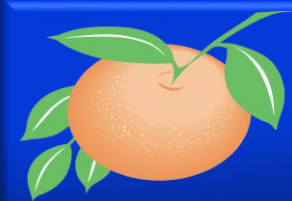
Highlights From Past Year:



- **10th Annual Orlando Urban Film Festival** (Cultural Tourism Grantee)

- Florida's first and only African-American film festival
- Best Short Film Winner, Ghanaian film "Otokunor", selected for four international film festivals: Orlando, Toronto, Kano (Nigeria), Blackstar (Philadelphia)
- New West Coast executive team with Hollywood expertise in film, acting, cinematography, music, and writing
- OUFF Veterans and Military Performing Arts Award – awards film professionals who served in the US Military
- OUFF Africa – marketing to African tourists

Photo courtesy of Garret Davis / Orlando Urban Film Festival



Background

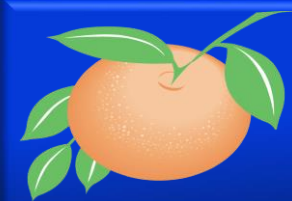


Highlights From Past Year:

- **Open Scene's first NEA Grant**
(Cultural Tourism Grantee)
 - \$10,000 Challenge America grant award in support of Latin American Performing Arts Festival
 - Over 500 applicants nationwide; 49% were selected for funding
 - The festival featured performances by artists such as Barcelona-based La Petita Malumaluga, a company of dancers and musicians; New York-based theater company Teatro Círculo; and Miami-based theater company Arca Images
 - The festival also included free online programming and workshops, benefitting audiences in Central Florida, with a focus on Latinx and BIPOC (Black, Indigenous, and People of Color) artists



Photo courtesy of Chris Trovador via Orlando Fringe



Background

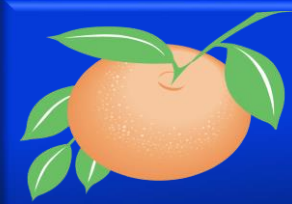


A Current Highlight



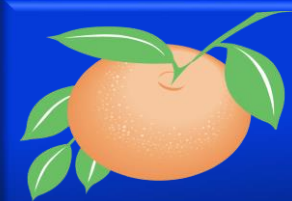
Photo courtesy of Renaissance Theatre company

- **Renaissance Theatre Company Goes Off-Broadway**
(Cultural Tourism Grantee)
 - Two productions at the Pershing Square Signature Center, both of which started in Orange County
 - *From Here* – Donald Rupe’s original musical (June 29 – August 11)
 - *Ain’t Done Bad* – dance theatre exploration – winner of the 2021 Orlando Fringe Critics’ Choice Award (July 9 – August 31)



State Funding Veto

- Florida's Division of Arts and Culture recommended \$77.3M for arts and culture through its grants processes in the FY24-25 budget
 - \$5,725,272 for Orange County
 - For programming, projects, facilities, and endowments
 - Grant Year: July 1, 2024 – June 30, 2025
- Legislature Recommendation: \$32M for two of four grants programs
 - \$1,955,797 for Orange County
 - Last year: \$43,252,101
- On June 12, 2024, Governor Ron DeSantis line-item vetoed these grants in full
- While select individual legislative member projects were funded, State Arts & Culture funding will be zero in FY24-25



Orange County Arts & Culture Funding

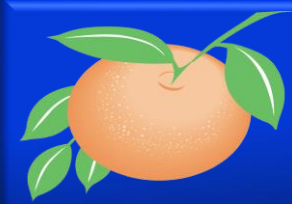


Orange County Arts & Culture Funding



- Increase to 5% of first 4 cents
- \$2,500,000 fixed TDT per plan
- \$1 per capita General Fund



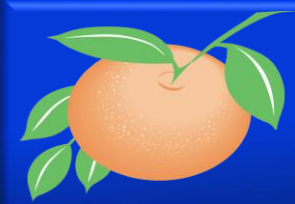


Orange County Arts & Culture Funding



Expansions in FY25

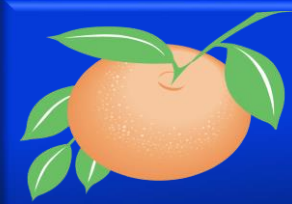
- **Cultural Tourism Supplements**
 - **Diversity, Equity, & Inclusion**
 - Increased Grant Pool
 - New Scoring Rubric
 - **Sustainability**
 - Increased Grant Pool
 - New Scoring Rubric
- **Blockbuster & Special Events**
 - Adjusted Attendance
 - Multi-Year Requests
 - Return Applicants
- **Cultural Tourism**
 - Increased Request Caps
- **Cultural Facilities**
 - Increased Request Cap



FY25 Projected Revenues



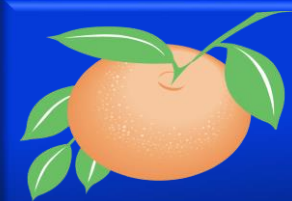
	TDT Funds	General Fund
TDT Calculation (5% of the 1 st 4 cents)	\$11,500,000	
Fixed Funding per Plan	\$2,500,000	
\$1 per capita		\$1,492,951
Total	\$ 15,492,951	



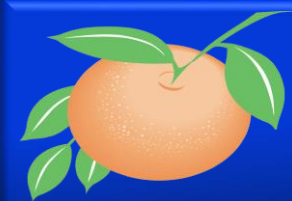
FY25 Projected Uses



USES	TDT Funds	General Fund
Cultural Tourism	\$5,000,000	
Cultural Facilities	\$4,235,000	
Blockbuster & Special Events	\$1,127,000	
CT Supplement – DEI	\$100,000	
CT Supplement - Sustainability	\$100,000	
Venue Subsidy Program	\$500,000	\$500,000
UA Campaign Challenge Grant	\$500,000	
United Arts Marketing	\$300,000	
United Arts – Grant Support	\$1,500,000	\$992,951
United Arts – Fiscal Agent	\$638,000	
Total	\$14,000,000	\$1,492,951



Research and Planning

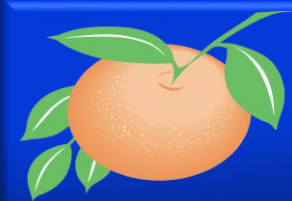


Research and Planning



- Orange County Arts Ecology Study
- Arts and Economic Prosperity Study 6 (AEP6)
- Vision 2050
- Cultural Master Plan





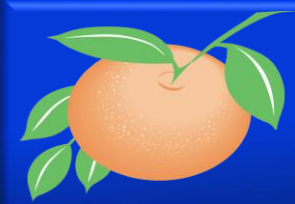
Research and Planning



Orange County Arts Ecology Study

- Devos Institute of Arts Management at the University of Maryland, funded by:
 - Dick & Betsy DeVos Family Foundation
 - Edyth Bush Charitable Foundation
 - United Arts of Central Florida
 - Orange County Government





Research and Planning



Surveyed:

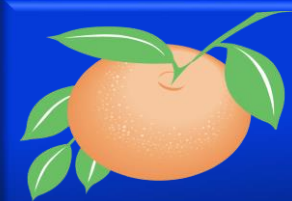
- 80 arts organizations
- 150 community and arts leaders

Comparisons:

- Cities of comparable population
- Cities competing for cultural tourists



Photo courtesy of Orlando Shakes



Research and Planning



Arts Ecology Study Findings: Our Arts & Cultural Community is...

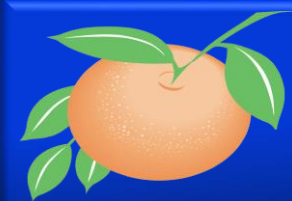
- Above average for government support
- Low on private philanthropy
- Low on organizations by and about minority communities
- Lacking the national profile our quality deserves

United Arts Recommendations:

- Capacity building and strengthening organizations in Development and Marketing skills
- Programs to strengthen the sector
- Broadened marketing and awareness



Photo courtesy of McKenzie Lakey / Orlando Family Stage



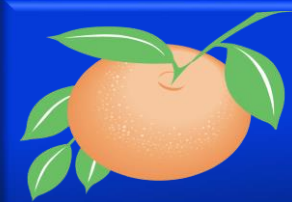
Research and Planning



Arts & Economic Prosperity 6

- Conducted by Americans for the Arts
- Facilitated locally by United Arts of Central Florida
- Organizational surveys of over 90 arts & cultural nonprofits in Orange County
- Audience surveys of 1,496 patrons in Orange County





Research and Planning



DIRECT ECONOMIC ACTIVITY

\$264,912,735 spent by organizations and audiences

NUMBER OF JOBS SUPPORTED

4,943 arts and culture employment opportunities

ARTS & ECONOMIC PROSPERITY 6 - ORANGE COUNTY -

IN-PERSON ATTENDANCE

- 2,795,352 total
- 41.5% of attendees were nonlocal

RETURN ON INVESTMENT

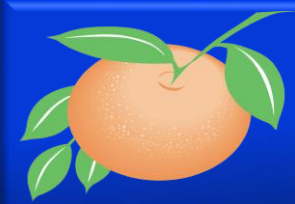
- \$50,331,102 art & culture related revenue returned to government
- \$186,239,400 total household income

RESEARCH FACILITATED IN PARTNERSHIP BY

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Orange County (2023)



Want To Learn More? Contact
United Arts of Central Florida
info@UnitedArtsCFL.org

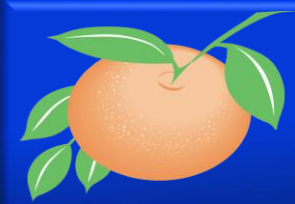


Research and Planning



- **Vision 2050 – Chapter 3: Tourism, Arts, and Culture**
 - **GOAL TAC 1: Arts and cultural resources**
 - **GOAL TAC 2: Tourism & arts and culture venues**
 - **GOAL TAC 3: Arts and cultural education**
 - **GOAL TAC 4: Equity and diversity**
 - **GOAL TAC 5: Art in public places**
 - **GOAL TAC 6: Caring for our creatives**
 - **GOAL TAC 7: Community and cultural tourism**





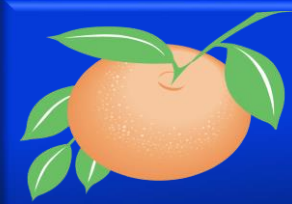
Research and Planning



Cultural Master Plan by Cultural Planning Group

- Clients include:
 - Sacramento, CA
 - Raleigh, NC
 - Lansing, MI
 - Greensboro, NC
 - Laguna Beach, CA
 - Salt Lake City, UT





Research and Planning



▪ Staff Working Group

– Orange County (*primary contact*)

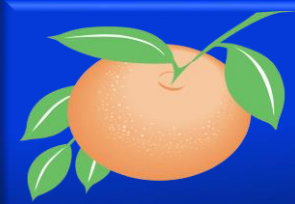
- Vicki Landon (Arts & Cultural Affairs)
- Allison Rice (Planning)
- Samia Solh (Planning)
- Jason Cheberenchick (Planning)

– City of Orlando

- Sherry Gutch (Economic Development)
- Mary-Stewart Droege (Project Manager)
- Shannon Fitzgerald (Public Art)
- Marcia Hope Goodwin (Community)

▪ Phase One (2 months) - *now*

- Project Work Plan
- Project Timeline
- Community Engagement Plan
- Communications Plan
- Research Plan
- Kick-off Meeting(s)
- Stakeholder Identification
- Document Review
- Initial Site Visit



Research and Planning



■ Phase Two (6 months)

- Steering Committee (24 members)
- Key Person Interviews
- Discussion Groups
- Public Engagement
 - Community Forum
 - Discussion Groups
 - Interviews
 - Gatherings
 - Open-Source Community Survey

■ Phase Three (2 months)

- Analysis and Reporting
- Creative Economy Profile
- National Practices Review
- Public Art Inventory
- Public Arts Assets
- Cultural Corridor
- Summary Presentations



Research and Planning



■ Phase Four (5 months)

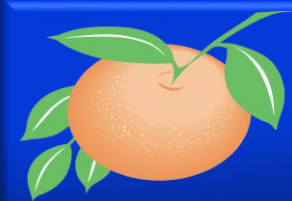
- Draft Plan & Feedback
- Final Plan
 - Funding Recommendations/Options
 - Code/Policy Update Recommendations
 - Cross-jurisdictional Strategies
 - Placemaking/Infrastructure Identification
 - Connectivity Recommendations
 - Strategies for Growth
 - Timeframes for Implementation
 - Marketing Recommendations
 - Technology Recommendations

■ Phase Five (1 month)

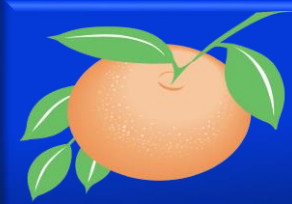
- Plan Presentations
- Implementation Workshop
- Ongoing Consultation (6 months)



Photo courtesy of McKenzie Lakey / Central Florida Community Arts



FusionFest



FusionFest



- *FusionFest is such a life-changing experience, and it contributed to me having the feeling of belonging here in Orlando.* – Justine Francisco, Full Sail





FusionFest



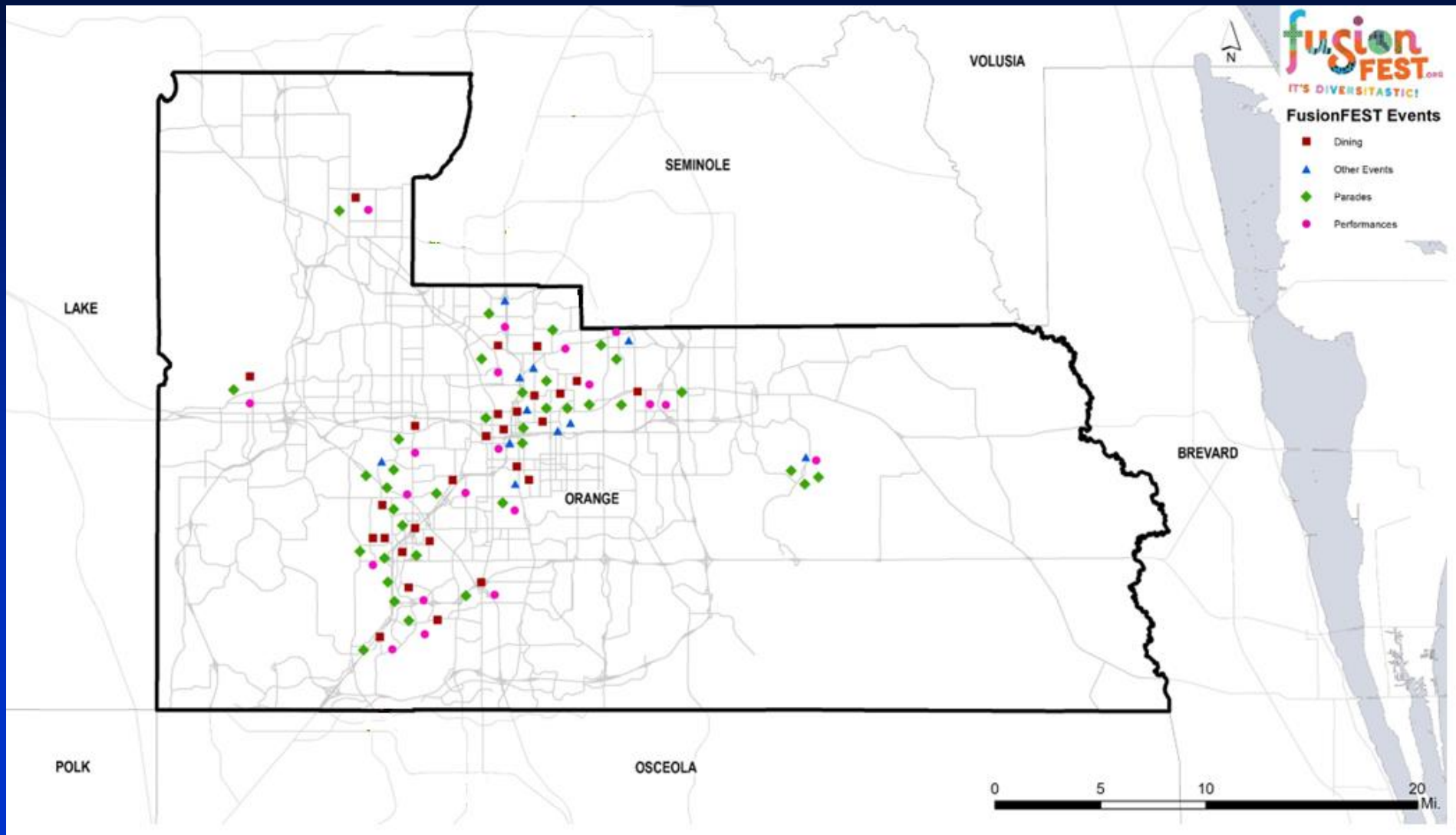
- Year-Round activity:
 - Weekly “Diverse Orange” broadcast
 - Monthly MYgration Film virtual watch party
 - Monthly Diversitastic! Dining experience
 - Regular participation in parades and festivals
 - Annual Culinary Arts contest
 - Annual MYgration Films premiere
 - Annual signature festival

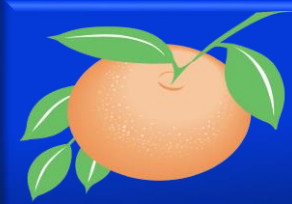


Photo courtesy of FusionFest



FusionFest





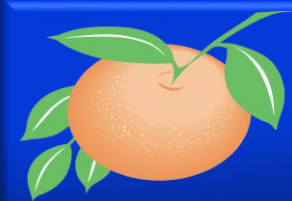
FusionFest



- Staffing Structure
- Diversitastic! Dining program - 41 cultures in 5 years
- Culinary Fusion Contest – 70+ participating chefs
- Last year's MYgration program awarded more than \$1,000 to filmmakers
- March 2025 – Orlando Museum of Arts solo exhibit of 21 of the “Portraits of FusionFest” by photographer Juan David Tena
- Multi-Cultural Potluck: July 27th - \$5 per person when you bring a dish from your heritage



Photo courtesy of FusionFest



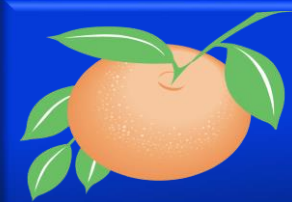
Summary



- Despite decreasing State funding and increasing costs, our Arts & Cultural Community continues to achieve great things and have strong economic impact, thanks in part due to Orange County's increased financial investment
- FusionFest continues to be a strong programmatic partner for cultural heritage and diversity programming
- Increased capacity, stronger communications, and wider awareness are still needed to reach full potential
- Upcoming Cultural Plan will provide a roadmap to these and other accomplishments



Photo courtesy of Crealdé School of Art



Thank You!

