

Orange County Arts and Cultural Affairs Cultural Tourism Funding 2020



Presentation to the
Orange County
Board of County Commissioners
October 22, 2019

Arts and Cultural Affairs Advisory Council Mission

*To elevate the status
of Central Florida's
arts and culture
to that befitting a
world-class community.*

**Economic Impact of the
Nonprofit Arts & Culture Industry
Orange County, FL**

**\$264.6
MILLION**

Total **DOLLARS** generated
annually by arts and cultural organizations
and their audiences in direct economic activity

Cultural Tourism Review Panel

Karen Climer, Chair

Arts Advocate

Cecelia Bonifay

Akerman, LLC

Shelby Norwich

Olde Towne Brokers, Inc.

Julie A. Coleman

Life Begins Now, Inc.

Rick Richbourg

Adelphi Agency

Gwen Covington

Entertainment Galore, LLC

Frank Santos

Rosen Hotels & Resorts

Samí Haiman-Marrero

Urbander

Judith Shealey

Lion of Judah Academy

Jeff Moore

University of Central Florida

Keith Smith

Partners Federal Credit Union

Theo Webster

Arts Advocate

Overview of Evaluation

- **Identity (25 points)**

- Innovation & Uniqueness
- Attention/Standing

- **Quality (25 points)**

- Artistic Excellence
- Feedback/Critical Acclaim

- **Tourism (30 points)**

- Marketing
- Attendance (total)
- Attendance (tourists)

- **Implementation (20 points)**

- Outreach & Diversity
- Operational Readiness
- Financial Readiness
- Financial Match

FY20 Projected Funding

	TDT	General Fund
TDT Funding Calculation	\$5,982,947	\$1,349,597
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Program		
	\$3,607,784	
Cultural Tourism	\$3,400,000	
	\$1,542,216	
Cultural Facilities	\$1,750,000	
United Arts Operational Support		\$1,349,597
United Arts Fiscal & Grants Mgmt.	\$210,000	
Community-wide Marketing	\$100,000	
Blockbuster Fund	\$522,947	
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TOTAL	\$5,982,947	\$1,349,597

Recommendations

Organization	Orange County Funding Recommendation
Albin Polasek Museum & Sculpture Gardens	\$ 46,000
Art & History Museums - Maitland	\$100,000
Asian Cultural Association of Central Florida	\$ 44,000
The Association to Preserve the Eatonville Community (P.E.C.)	\$ 86,000
Bach Festival Society of Winter Park	\$172,000
Central Florida Ballet	\$172,000
Central Florida Community Arts	\$172,000
Cornell Fine Arts Museum	\$150,000
Crealdé School of Art	\$ 86,000
Creative City Project Inc.	\$172,000
Downtown Arts District (DAD)	\$134,000
Enzian	\$172,000
Garden Theatre	\$172,000
Global Peace Film Festival	\$ 46,000
Holocaust Memorial Resource and Education Center of Florida	\$125,000

Recommendations continued

Organization	Orange County Funding Recommendation
Leu Gardens (Friends)	\$ 40,000
Mad Cow Theatre Company	\$ 86,000
Maker Effect Foundation	\$ 46,000
Friends of The Mennello Museum of American Art	\$ 77,784
Opera Orlando	\$ 82,000
Orlando Ballet	\$172,000
Orlando Fringe	\$172,000
Orlando Museum of Art	\$172,000
Orlando Philharmonic Orchestra	\$172,000
Orlando Repertory Theatre	\$172,000
Orlando Science Center	\$172,000
Orlando Shakes	\$172,000
Snap! Orlando	\$ 82,000
Timucua Arts Foundation	\$ 55,000
The Winter Park Playhouse	\$ 86,000
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TOTAL FUNDING RECOMMENDATIONS	\$3,607,784

Cultural Tourism Summary FY20

- Organizations requested funding: 30
- Organizations recommended for funding: 30
- Total project budgets: \$27,915,690
- TDT investment: \$3,607,784



Projections

- Total attendance: **1,531,897 (25% tourists)**
- Total tourists: **351,660**
- Increased awareness of Orlando as a cultural destination in regional, national and international media
- Total economic impact: **\$71,082,610**
- Return on Investment: **\$20:1**

Requested Action

Approval of the Arts and Cultural Affairs
Advisory Council's recommendations for
FY20 Cultural Tourism funding in the
amount of \$3,607,784.

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