



**Interoffice Memorandum**

October 9, 2020

TO: Mayor Jerry L. Demings  
-AND-  
Board of County Commissioners

THRU: Carla Bell Johnson, Acting Assistant County Administrator *CBJ*

CONTACT: Terry Olson, Administrator *Olson*  
Arts and Cultural Affairs Office

SUBJECT: October 27, 2020 – Discussion Agenda Item  
Recommended FY21 Cultural Tourism Funding

The Arts and Cultural Affairs Advisory Council ("Advisory Council") has carefully created an application procedure that complies with the statutory requirements for the use of Tourist Development Tax (TDT) funds and also meets the Advisory Council's goal of elevating Central Florida's arts and culture to a status befitting a world-class community. At the October 27, 2020 Board meeting, the recommendations for Arts and Cultural Affairs grants for cultural tourism funding will be presented. The Advisory Council examined numerous issues, including matching requirements, caps on funding, partial funding, categories for funding and accountability.

Twelve members of the Advisory Council served on the Cultural Tourism Review Panel to evaluate and score the eligible applications with financial analysis assistance from a CPA familiar with the industry and a marketing industry expert. After a thorough review by each review panel member and comprehensive discussions regarding the impact to be made by the funds, the panel approved the recommendations, with no votes opposing.

United Arts of Central Florida, Inc. will manage, disperse, monitor, and evaluate the use of these funds by the organizations and programs recommended below. In addition, United Arts will be paid no more than \$210,000 from Accounting Line 4430-035-0990-3197 for the fiduciary agent services required for these and for the Arts and Cultural Affairs programs presented now and in the spring.

The Advisory Council presents the following items for funding from Accounting Line 4430-035-0990-8610 FY21. Disbursements will be provided through United Arts of Central Florida, Inc., as fiduciary agent for the Arts and Cultural Affairs Office, on an agreed-upon schedule related to completion of the projects.

<b>CULTURAL TOURISM</b>				
<b>No.</b>	<b>Organization</b>	<b>Project Name</b>	<b>Funding from Orange County Arts &amp; Cultural Affairs</b>	<b>Project Budget</b>
1	Albin Polasek Museum & Sculpture Gardens	Albin Polasek Museum's 60 <sup>th</sup> Anniversary Year of Programming Including Winter Park Paint Out	\$46,000	\$119,295
2	Art & History Museums - Maitland	Art and History United: the 2021 Season	\$100,000	\$200,000
3	Asian Cultural Association of Central Florida	2021 Season of Music & Film Celebrating India and South Asia	\$30,000	\$89,741
4	Association to Preserve the Eatonville Community, The (P.E.C.)	The 32 <sup>nd</sup> Annual Zora Neale Hurston Festival of the Arts & Humanities (ZORA! Festival)	\$86,000	\$276,250
5	Bach Festival Society of Winter Park	Bach Festival 2021: Inspiring Audiences and Artists	\$172,000	\$1,881,148
6	Bronze Kingdom Museum	The Opening of the Bronze Kingdom Museum	\$79,688	159,376
7	Central Florida Ballet	2021 Season: A Cultural Destination for Dance	\$134,495	\$618,850
8	Central Florida Community Arts	CFCArts 2021 Season	\$172,000	\$1,600,000
9	Cornell Fine Arts Museum	Art, Community, and Current Events: Exhibitions and Programs at the Cornell Fine Arts Museum in 2021	\$172,000	\$1,068,100
10	Crealdé School of Art	Crealdé's 2021 Season of Exhibitions & Events at the Hannibal Square Heritage Center and Beyond	\$86,000	\$205,371
11	Creative City Project, Inc.	2021 Season of Innovative Arts Programming	\$172,000	\$1,737,470
12	Downtown Arts District	2021 Downtown Arts District: A Vibrant and Innovative Arts and Cultural Destination	\$125,000	\$963,999

13	Enzian	30 <sup>th</sup> Florida Film Festival	\$172,000	\$852,695
14	Garden Theatre	Come Home to Garden Theatre in 2021	\$172,000	\$1,575,142
15	Global Peace Film Festival	2021 Global Peace Film Festival	\$46,000	\$444,947
16	Holocaust Memorial Resource and Education Center of Florida	2021: Uprooting Prejudice: Conversations for Change	\$172,000	\$562,800
17	Mad Cow Theatre Company	Mad Cow Theatre's 24 <sup>th</sup> Season of Live, Professional Theatre	\$86,000	\$653,800
18	Maker Effect Foundation	Maker Faire Orlando	\$46,000	\$164,400
19	The Mennello Museum of American Art (Friends of)	Reflections of American Art: The Mennello Museum's 2021 Season	\$79,986	\$184,618
20	Opera Orlando	The Curtain Rises – 2021 Season	\$172,000	\$1,084,806
21	Orlando Ballet	Orlando Ballet Spring and Summer 2021, Fall and Winter 2021	\$172,000	\$2,827,376
22	Orlando Fringe	30 <sup>th</sup> Annual Orlando International Fringe Theatre Festival	\$172,000	\$1,278,235
23	Orlando Museum of Art	Orlando Museum of Art - 2021 Exhibition Season	\$172,000	\$604,205
24	Orlando Philharmonic Orchestra	The Orlando Philharmonic Orchestra 2020-2021 Season (January-June 2021)	\$172,000	\$1,335,514
25	Orlando Repertory Theatre	Innovation, Imagination, and Inspiration – Theatre for Young Audiences in Summer/Fall 2021	\$172,000	\$612,167
26	Orlando Science Center	Orlando Science Center's Celebration of Science	\$172,000	\$2,279,488

27	Orlando Shakespeare Theater	Orlando Shakes 2021 Season of Professional Theatre	\$172,000	\$1,973,528
28	Snap! Orlando	Snap! Creative Placemaking 2021	\$46,000	\$107,050
29	Timucua Arts Foundation	New Frontiers: Art for a Changing World	\$75,000	\$296,588
30	The Winter Park Playhouse	The Winter Park Playhouse 2021 Series of Professional Musical Theatre Programming	\$86,000	\$1,072,455
	<b>TOTALS</b>		<b>\$3,732,169</b>	<b>\$26,849,414</b>

**ACTION REQUESTED:**

**Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for Arts and Cultural Affairs Grants for cultural tourism for FY 2021.**

TO/ls

- c. Byron W. Brooks, AICP, County Administrator  
 Carla Bell Johnson, Manager, Strategic Planning & Development