



**Interoffice Memorandum**

October 15, 2020

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

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

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

**SUBJECT:** October 27, 2020 – Consent Agenda Item  
Approval of one year extension to the completion deadline for the Blockbuster Funding to Creative City Project of \$800,000 for the postponed IMMERSE Festival.

On March 10, 2020, the Board approved this year's recommendation of funding for IMMERSE 2020 as a destination, signature event for Central Florida. In keeping with the Blockbuster Fund's guidelines for investment, IMMERSE 2020 planned to host 100,000 guests in October 2020. The event would platform more than 1,000 artists from 200 collaborating organizations across 10 city blocks in Downtown Orlando.

In July 2020, the IMMERSE 2020 team began to consider the immensity of a truly Blockbuster event of 1,000 artists and 100,000 guests and what that means in the time of COVID-19. They have decided it is prudent to delay their Blockbuster IMMERSE experience for a time more conducive for gathering 100,000 guests. In the current climate of COVID-19, their team believes these obligations will happen most successfully and safely in the fall of 2021.

Board approval of the recommendation to extend Blockbuster Funding to Creative City Project for IMMERSE by one year from the Arts and Cultural Affairs Advisory Council will result in the continued growth of IMMERSE 2021. It will allow for 18 months of momentum to build up IMMERSE 2021 into an irresistible experience for residents of and guests to Central Florida.

**ACTION REQUESTED:** **Approval of a one-year extension to the completion deadline for the Blockbuster Funding to Creative City Project IMMERSE Festival.**

TO/ls

c. Byron W. Brooks, AICP, County Administrator  
Carla Bell Johnson, Acting Assistant County Administrator