

Orange County Arts and Cultural Affairs Cultural Tourism Funding 2019



Presentation to the
Orange County
Board of County Commissioners
October 16, 2018

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

Cecelia Bonifay, Chair

Akerman LLP

Karen Climer

Arts Advocate

Rick Richbourg

Adelphi Agency

Julie A. Coleman

Life Begins Now, Inc.

Becky Roper

Roper Family Foundation

Hal Kantor

Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

Dr. Rick Schell

University of Central Florida

Evelyn Martinez

Bongos Cuban Café

Sara Segal

Flying Horse Editions at UCF

Shelby Norwich

Olde Towne Brokers, Inc.

Overview of Evaluation

- **Identity (25 points)**

- Innovation & Uniqueness
- Attention/Standing

- **Quality (25 points)**

- Artistic Excellence
- Feedback/Critical Acclaim

- **Tourism (30 points)**

- Artistic Excellence
- Feedback/Critical Acclaim

- **Implementation (20 points)**

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

FY19 Projected Funding

	TDT	General Fund
TDT Funding Calculation	\$5,300,000	\$1,313,880
Other	\$842,677	
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Program		
Cultural Tourism	\$2,929,150	
Cultural Facilities	\$1,750,000	
United Arts Operational Support		\$1,313,880
United Arts Fiscal & Grants Mgmt.	\$210,000	
Community-wide Marketing	\$100,000	
Blockbuster Fund	\$1,163,527	
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TOTAL	\$6,152,677	\$1,313,880

Recommendations

Organization

Orange County Funding Recommendation

Albin Polasek Museum & Sculpture Gardens	\$ 40,000
Art & History Museums - Maitland	\$100,000
Asian Cultural Association of Central Florida	\$ 35,000
The Association to Preserve the Eatonville Community (P.E.C.)	\$120,000
Bach Festival Society of Winter Park	\$150,000
Central Florida Ballet	\$150,000
Central Florida Community Arts	\$ 75,000
Crealdé School of Art	\$ 75,000
Creative City Project Inc.	\$150,000
Downtown Arts District	\$150,000
Enzian	\$150,000
Garden Theatre	\$150,000
Global Peace Film Festival	\$ 40,000
Holocaust Memorial Resource and Education Center of Florida	\$ 75,000

Recommendations continued

Organization	Orange County Funding Recommendation
Mad Cow Theatre Company	\$ 75,000
Maker Effect Foundation	\$ 40,000
Friends of The Mennello Museum of American Art	\$ 75,000
Opera Orlando	\$ 40,000
Orlando Ballet	\$150,000
Orlando Fringe	\$150,000
Orlando Museum of Art	\$150,000
Orlando Philharmonic Orchestra	\$150,000
Orlando Repertory Theatre	\$150,000
Orlando Science Center	\$150,000
Orlando Shakes	\$150,000
Snap! Orlando	\$ 40,000
Timucua Arts Foundation	\$ 40,000
Winter Garden Heritage Foundation	\$ 34,150
The Winter Park Playhouse	\$ 75,000
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TOTAL FUNDING RECOMMENDATIONS	\$2,929,150

Cultural Tourism Summary FY19

- Organizations requested funding: **31**
- Organizations recommended for funding: **29**
- Total project budgets: **\$23 million**
- TDT investment: **\$2.9 million**



Projections

- Total attendance: 1,372,768 (21% tourists)
- Total tourists: 281,495
- Increased awareness of Orlando as a cultural destination in regional, national and international media
- Total economic impact: \$61,078,233
- Return on Investment: \$21:\$1

Requested Action

Approval of the Arts and Cultural Affairs Advisory Council's recommendations for FY19 Cultural Tourism funding in the amount of \$2,929,150.

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