




Interoffice Memorandum

October 1, 2018

TO: Mayor Teresa Jacobs
-AND-
Board of County Commissioners

FROM: Terry Olson, Administrator
Arts and Cultural Affairs Office
407-836-5540 

SUBJECT: Recommended FY19 Cultural Tourism Funding
Discussion Item – October 16, 2018

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 16, 2018 Board meeting, the recommendations for Arts and Cultural Affairs grants for cultural tourism funding will be presented. In the spring, Arts and Cultural Affairs grants for cultural facilities funding recommendations will be brought after those applications have been received and evaluated. 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 FY18. 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.

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	CULTURAL TOURISM			
No.	Organization	Project Name	Funding from Orange County Arts & Cultural Affairs	Project Budget
1	Albin Polasek Museum & Sculpture Gardens	10th Annual Winter Park Paint Out Plein Air Festival	\$40,000	\$119,900
2	Art & History Museums - Maitland	Art and History United: the 2019 Season	\$100,000	\$232,927
3	Asian Cultural Association of Central Florida	Music, Photography, & Film: Celebrating India and South Asia	\$35,000	\$84,853
4	Association to Preserve the Eatonville Community, The (P.E.C.)	ZORA! Festival @ Year 30	\$120,000	\$900,807
5	Bach Festival Society of Winter Park	Pure Music – World-Class Choral, Chamber, and Orchestral Programs 2019	\$150,000	\$1,867,984
6	Central Florida Ballet	2019 Season: A Cultural Destination for Dance	\$150,000	\$609,800
7	Central Florida Community Arts	CFCArts 2019 Symphony Orchestra Series	\$75,000	\$150,000
8	Crealdé School of Art	Crealdé's 2019 Season of Exhibitions & Events at the Hannibal Square Heritage Center and Beyond	\$75,000	\$114,655
9	Creative City Project, Inc.	IMMERSE 2019 presented by Creative City Project	\$150,000	\$1,202,800
10	Downtown Arts District	Downtown Arts District: A Vibrant and Innovative Arts and Cultural Destination	\$150,000	\$972,400
11	Enzian	28th Annual Florida Film Festival	\$150,000	\$883,650
12	Garden Theatre	Garden Theatre 2019 Season	\$150,000	\$1,634,375
13	Global Peace Film Festival	2019 Global Peace Film Festival	\$40,000	\$623,473
14	Holocaust Memorial Resource and Education Center of Florida	The Art of Hope and Humanity: The 2019 Cultural Season	\$75,000	\$152,000

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15	Mad Cow Theatre Company	Mad Cow Theatre's 22nd Season of Live, Professional Theatre - Jan. through Sept. 2018	\$75,000	\$1,123,257
16	Maker Effect Foundation	Maker Faire Orlando	\$40,000	\$156,000
17	The Mennello Museum of American Art (Friends of)	Celebrating Diversity in American Art	\$75,000	\$150,000
18	Opera Orlando	Opera on the Mainstage	\$40,000	\$338,750
19	Orlando Ballet	Orlando Ballet Spring and Summer 2019	\$150,000	\$1,795,002
20	Orlando Fringe	28th Orlando International Fringe Theatre Festival	\$150,000	\$1,516,300
21	Orlando Museum of Art	Orlando Museum of Art - 2019 Partial Exhibition Season (January - August)	\$150,000	\$636,002
22	Orlando Philharmonic Orchestra	The Orlando Philharmonic Orchestra's 2018-2019 Season	\$150,000	\$1,316,875
23	Orlando Repertory Theatre	Enriching Young Patrons: Orlando Repertory Theatre's 2019 Summer/Fall Season of Professional TYA	\$150,000	\$549,784
24	Orlando Science Center	Orlando Science Center's Season of Science	\$150,000	\$2,711,262
25	Orlando Shakespeare Theater	Orlando Shakes: Cultural Tourism 2019	\$150,000	\$1,495,478
26	Snap! Orlando	Snap! Exhibitions and Programming 2019	\$40,000	\$125,800
27	Timucua Arts Foundation	Timucua Concert Series	\$40,000	\$337,500
28	Winter Garden Heritage Foundation	Florida Fresh Fest	\$34,150	\$158,150
29	The Winter Park Playhouse	The Winter Park Playhouse 2018 Series of Professional Musicals, Cabarets & New Musical Festival	\$75,000	\$1,032,988
	TOTALS		\$2,929,150	\$22,992,772

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 2019.

Cc: Ajit Lalchandani, County Administrator
Eric Gassman, Deputy County Administrator