

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

City of Apopka

Project Name:	Northwest Rec: 2025 and Beyond	Proposed Start Date:	10/01/2024
Project Purpose:	Construct, Improve	Proposed End Date:	12/31/2026
Project Location:	District 2 - Christine Moore	Request Amount:	\$13,100,000.00
Project Website:	www.apopka.gov		

Project Summary: Description

The proposed project will provide funding to allow the City of Apopka to expand and upgrade facilities at the Northwest Recreation Complex utilized by third-party tournament/concert/event organizers. The planned project will help to attract larger sports tournaments and musical/cultural events.

Project Area One will bring a new quad of softball fields to the Northwest Recreation Complex, expanding the inventory of baseball/softball sport fields at the complex. The addition of four more fields will increase the baseball/softball field inventory at the park to 16 fields total and will increase the opportunity to host larger tournaments in those sports at the Northwest Recreation Complex. The proposed expansion is planned for a 15+/- acre parcel of City owned property adjacent to the current Northwest Recreation Complex footprint. These proposed upgrades include:

- Four new 230-foot softball fields, with fencing/lighting/dugouts
- New concessions and restrooms building
- New maintenance building
- New walkways, bleachers, and water fountains
- New grass parking lot

Project Area Two will bring infrastructure upgrades to the Apopka Amphitheater to make the venue more appealing for third-party event organizers/promoters. These proposed upgrades include:

- New ticket booth/restroom building at the west amphitheater entrance
- New ADA parking at the west entrance
- Expanded loading dock to allow for additional backstage vehicles
- New upper walkway ring and connecting walkways to provide ADA access to the top of the amphitheater lawn
- New dedicated food truck areas with electrical hook-ups and vendor space at the top of the amphitheater lawn
- New restroom and concession building at the top of the amphitheater lawn
- New access road from south to the top of the amphitheater lawn

Total requested TDT ARC funds in the amount of \$13,100,000 dollars to complete these projects.

Northwest Recreation Complex Background

The Northwest Recreation Complex is a large regional park owned and operated by the City of Apopka. The park is located in northwest Orange County at 3710 Jason Dwelley Parkway, Apopka, Florida 32712 and is made up of 272+/- acres. The City of Apopka owns an additional 35+/- acres directly adjacent to the park which is also identified as park land for further park development. Future planned development includes the addition of six (6) new soccer multipurpose fields over the next three years (2024-2026), the addition of a tennis and pickleball complex featuring ten (10) tennis courts and up to twenty (20) pickleball courts, and the construction of a new park exit with two grass parking lots located at the park's southern property line which will provide better egress during large events and closer parking for the new inclusive playground to be installed this year. The Northwest Recreation Complex is a family-oriented regional park which features a wide variety of amenities for visitors of all ages.¹

¹ The City of Apopka application summary was provided by United Arts of Central Florida.

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The 4R Foundation, Inc., dba 4Roots

Project Name:	4Roots Farm Campus	Proposed Start Date:	10/01/2024
Project Purpose:	Construct	Proposed End Date:	09/30/2028
Project Location:	District 6 - Michael "Mike" Scott	Request Amount:	\$12,000,000.00
Project Website:	https://4rootsfarm.org/		

Project Summary: REQUEST

4Roots is requesting 12 million dollars in TDT funding over a 4-year period to construct two auditoriums (Event Center and Community Stage & Green). By expanding an untapped tourism market, this investment will add to Orange County's thriving tourism ecosystem, providing a substantial return on investment.

TOURISM EXPANSION

Fully operational, 4Roots anticipates expanding Orange County's tourism by complementing the Convention Center's impact. The 4Roots Farm Campus (4RFC) will focus on creating new tourism opportunities by hosting events and conferences at the 4RFC. For example, agrotourism/ecotourism are untapped markets in Orange County. The 4RFC will allow the county to innovate in this space. 297,678 guests are expected annually, generating 20,875 additional hotel room nights. Additional direct tourism spending of \$7,884,211 is estimated, resulting in a total economic impact of \$14,135,960 annually. The TDT investment will complement substantial funding raised from other sources, representing 18% of the total Venue cost.

The 4RFC auditorium #1's (Event Center) planned uses include conferences, weddings, retreats, educational classes, and corporate and fundraising events. Auditorium #2's (Community Stage & Green) planned uses include farmer's markets, art festivals, concerts, plays, speakers, movies, group health & wellness, and outdoor events. The mix of assets at the 4RFC will appeal to a variety of interests and are uniquely designed to attract visitors for multiple visits. For example, guests can enjoy a concert followed by a farm-to-table meal made with produce grown at the farm. Visitors can enjoy products made by local artisans and purchase them from the cafe and retail space.

4Roots' strategic marketing plan includes national and international coverage through traditional advertising channels and social media, contributing to increased attendance. 4Roots membership and partnership with Visit Orlando will extend its promotional reach beyond the region to attract national/international interest. For example, the 4RFC venue will serve the increased interest from convention customers for Environmental Social Governance related experiences and uniquely enhance Visit Orlando's portfolio.

COMMUNITY IMPACT

4RFC will grow produce in its state-of-the-art greenhouse, which is estimated to grow 40,000 pounds of produce every week. This healthy food will be used for 4Roots programming benefiting underserved communities across Central Florida.

4Roots' ongoing Meet the Need (MTN) program has played a pivotal role serving low-income/low-access areas by providing 2,125,079 meals crafted from locally sourced, fresh produce. This initiative has contributed to a total distribution of 1,272,149 pounds of produce, fostering both nutritional well-being and community resilience. MTN's service area for 2023 was 76% in Orange County with 164 distribution events taking place across 23 Orange County zip codes: 32703, 32730, 32757, 32789, 32701, 32714, 32727, 32751, 32803, 32804, 32805, 32806, 32807, 32808, 32809, 32810, 32817, 32818, 32822, 32824, 32826, 32827, and 32835.

4Roots' program, Fresh by 4Roots, operates both virtually and in-person at the Packing District's Regional Park, boasting a customer base of 1,700. Offering local, seasonal, and non-GMO produce grown sustainably, the market sold 30,995 pounds of nutrient-dense produce in 2023. Fresh by 4Roots accepts Supplemental Nutrition Assistance Program and Florida Access Bucks thereby offering its customers affordable high quality, locally grown produce.²

² The 4R application summary was provided by United Arts of Central Florida.

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Orlando Science Center, Inc.

Project Name:	Orlando Science Center’s Event Venue Enhancement	Proposed Start Date:	06/01/2026
Project Purpose:	Construct, Extend, Enlarge, Remodel, Improve	Proposed End Date:	09/30/2028
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$14,000,000.00
Project Website:	www.osc.org		

Project Summary: Orlando Science Center (OSC) is Central Florida's award-winning, hands-on science museum. Fully accredited by the American Alliance of Museums, it ranks as one of the most popular museum destinations in the region. OSC brings science to life for nearly 600,000 annual visitors, impacting over 14 million individuals since inception. OSC is driven by a mission to inspire science learning for life and a vision to create prosperity in our community that enhances lives. OSC respectfully requests support of \$14 million to support the next phase of our Unlock Science campaign, which aims to revitalize our visitor experience. Unlock Science’s infrastructure and programming updates help solidify OSC as a national leader in STEM informal education, drawing out-of-town audiences, and elevating the cultural landscape in our community. As we look towards the future, we understand the need to provide sustainable revenue to continue to provide exceptional experiences to the community. By improving our ability to provide an ideal venue for events, weddings, and expositions, OSC is poised to make a significant impact for our community and the many tourists Orlando attracts each year.

OSC’s proposed project includes the enclosure of OSC’s Terrace, located on Floor 4 of the Center, to create a multi-purpose venue to provide our community with improved rental venue options and additional flexible programming space for OSC visitors. Venue rental is an important source of revenue at OSC and an opportunity to broaden our reach to out-of-town visitors. OSC annually hosts over 300 venue rental events, approximately one-third of which are weddings in addition to expositions, corporate social events, holiday parties, fundraising galas, seminars, luncheons, and more. OSC offers various venue options, including a traditional meeting room, theaters, and even our exhibit halls. Rental clients, particularly weddings, enjoy the Terrace because it offers panoramic, unobstructed views of Downtown Orlando and the stunning surrounding greenery. However, because this is currently an uncovered outdoors space, there are significant operational limitations. When the Terrace is booked for an event, one of the exhibit halls is reserved as a backup space in case of inclement weather, which limits the number of concurrent events that can be booked in the space. Due to the proximity of residents in the area, events on the Terrace currently must end by 10pm to avoid noise complaints. Our project would address these limitations, while still maintaining the City Beautiful views through expansive glass windows. This premier rental space will attract increased wedding and corporate events from throughout the country. The new venue will feature a space-themed exhibit design, creating both a fun and unique location for rental events and a new space for our regular attendees. When the space is not in use for rentals, it will serve as an additional exhibit hall space for OSC visitors during the day and will include a variety of activities and programming. The hall will be designed so that exhibits are easily moveable to make way for events in the evening. This would increase OSC’s programming space by 6,500 square feet. The design for the enclosure includes the addition of an increased outdoor deck on floor 6, adding 1,630 square feet of exterior space. This deck can be used in conjunction with rental events (such as a wedding ceremony or photo session) and will provide increased capacity for guests to visit OSC’s observatory on floor 6.

Tourist Attraction

In FY2023, OSC served 594,072 people, including 532,885 on-site attendees. 46% of attendees were from outside Orange County and 16% were non-local from outside the defined seven county area. With an average group size of three visitors, we estimate 75% of non-local tourist visitor groups to OSC are generating at least one room night. Based on this methodology, OSC generated an estimated 21,082 room nights for FY2023. We project a 27% increase in annual room nights will be generated from our tourist visitors in FY2029 upon completion of the first year of the terrace renovation. With several indoor and outdoor settings, OSC serves as a venue for an array of events that have the potential of bringing tourists to Central Florida, including business retreats, conventions, and weddings. Please see “Target Audiences” for more details.³

³ The Orlando Science Center application summary was provided by United Arts of Central Florida.

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

Rollins College			
Authorized Agent:	Edward A. Kania	Agent Title:	Vice President for Business & Finance and Treasurer
Project Name:	Rollins Museum of Art: New RMA Facility	Proposed Start Date:	10/01/2024
Project Purpose:	Construct	Proposed End Date:	09/30/2027
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$10,000,000.00
Project Website:	www.rollins.edu/rma/new-rma-facility/index.html		

Project Summary: A great museum elevates a community and its region, enhancing the quality of life of all who live there and who visit, and increasing its desirability as a destination. Visitors to Orange County already envy us for the theme parks, lakes, and Dr. Phillips Center for the Performing Arts. The new Rollins Museum of Art will add a vibrant, 21st-century museum – one that combines state-of-the-art galleries with academic but accessible exhibitions and programs and is committed to access, innovation, and learning – to the list of what makes Orlando special, elevating our city as an arts destination.

We respectfully request support of \$10,000,000 through the TDT Grant Application process to make such a new facility for the Rollins Museum of Art a reality: a nearly \$30.7-million project funded entirely through philanthropy, of which we have raised approximately 60% (nearly \$18.3 million). Situated squarely in the City of Winter Park’s cultural corridor and featuring a three-fold increase in exhibition and educational programming space compared to the current building, the new museum will function as a cultural destination for those from outside the area and as a community hub for greater Orlando.

The Rollins Museum has a built-in advantage in its ability to attract cultural tourists through our direct ties to the hospitality industry. The Alford Inn at Rollins, where the museum curates part of the contemporary collection through changing installations, is our “museum with rooms.” As *Forbes* noted in 2023, “The Alford Inn is the only hotel in the U.S. that functions as an extension of an art museum. The art on view is variously provocative, sublime, and thought-provoking.”

The new Rollins Museum will stand next to The Alford Inn, making the relationship more visible and encouraging tourists to visit the museum as they stay at the Inn, and vice-versa. Already, many visitors to the museum stay at The Alford Inn, as noted by a tourist from Pasco County, FL, last October: “I am staying at the Alford for a week. I attended the museum’s Happy Hour Tour last night, and I enjoyed it so much I wanted to see the museum today.” As such, we already surpass national tourist averages among our visitors: while the national average of attendees to art events who travel outside of their county of residence is 30%, 58% of Rollins Museum visitors in 2023 were from outside the seven-county local area. They came from 32 other Florida counties, 45 states, and 31 foreign countries. Importantly, 73% of them were first-time visitors, demonstrating the growth potential as the museum gains more recognition, and especially when it becomes more conveniently located.

The opening of a new museum is a major event for any community and generates local, national, and international press. As our Marketing Plan notes, we already have interest from several major publications. New museums are desirable destinations for cultural tourists who want to be among the first to experience them; multiple conversations with directors whose museums have built new facilities in the last several years have provided useful benchmarks. Both the Colby Museum of Art (Waterville, ME) and the Asheville Museum of Art (Asheville, NC) have more than doubled their attendance after expanding, with tourists representing at least 50% of total visitors. In our case, we are confident that we can attract at least 100,000 visitors in the first year in the new facility. The recent expansion and renovation of The Alford Inn, as well as the building of several other new hotels nearby, is boosting the appeal of traveling to Winter Park, and will accommodate more museum goers. We are in discussions with several museum networks (Southeast Association of Museum Directors; Association of Art Museum Directors) regarding special trips to visit the new facility, including hosting conferences for national and regional museum organizations.⁴

⁴ The Rollins College application summary was provided by United Arts of Central Florida.

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Orlando Philharmonic Plaza Foundation

Project Name:	The Plaza Live Expansion - Patron's Room	Proposed Start Date:	10/01/2024
Project Purpose:	Construct, Extend, Improve, Operate	Proposed End Date:	08/01/2026
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$2,100,000.00
Project Website:	https://www.plazaliveorlando.org/		

Project Summary: Executive Summary

The Orlando Philharmonic Plaza Foundation requests \$2.1 million in funding from the Orange County TDT Application Review Committee for Phase 4 of The Plaza Live's major renovation project. Phase 4 represents the final phase of the renovations, updating the amenities and adding a Patron's Room, serving guests and touring acts visiting our Central Florida community. The Plaza Live has become a vibrant contributor to Orange County and The Milk District, providing a long history of entertainment with a bright future. Drawing visitors from outside the 7-county region to Central Florida to attend concerts at the venue, The Plaza Live is an important economic driver for the local community. Continued renovation of the facility, including the proposed project, will continue to enhance the guest experience, making The Plaza Live an even more desirable venue for live music and helping to draw greater audiences.

History

The Plaza Live is one of Florida's oldest theatres and auditoriums. It was transformed from a cinema to an auditorium space, and finally to a music venue. The Plaza Live, in the heart of the Milk District, has been known for years as an important entertainment venue hosting countless national and international artists and groups such as Peter Frampton, John Waite, Rick Springfield, Kenny G, Styx, Kris Kristofferson, Blue Oyster Cult, Lyle Lovett, Gordon Lightfoot, Arlo Guthrie, Boney James and others. Originally opening on November 20, 1963 with John Wayne in "McClintock", the Plaza Theatre was Orlando's first two-screened movie theatre in the era of "popcorn palaces." In August 2013, thanks to help from Orange County's TDT ARC funding, the Orlando Philharmonic Orchestra purchased The Plaza Live building, contents and the business for \$3.4 million. This gave the Orlando Philharmonic a permanent home and the first phase of the renovation.

After the Orlando Philharmonic Orchestra's purchase of the building, the Orlando Philharmonic Plaza Foundation (OPPF) was formed in 2013 to support the operations and lead the renovations of The Plaza Live. Since 2019, the OPPF has led the transformation and renovation of The Plaza Live, including \$7 million in renovations of The Main Hall and lobby. The previous TDT ARC funding oversight and project is being managed by the OPPF.

Tourism Expansion

The Plaza Live has a proven track record of attracting visitors from outside the surrounding areas. The Plaza Live has existing relationships with hotel partners such as Marriott Downtown, Crowne Plaza Downtown and Aloft Hotel. Touring acts bring at least 130 shows a year and at least 65% of them use our hotel room partners while visiting The Plaza Live. Visitors and audience members of The Plaza shows use 1,625 hotel rooms annually on average. The theatre, which is a flex space that serves 980 seated and 1,330 standing, is one of the only ones of this size in Orange County. Artists from around the world seek this size venue when researching performance spaces.

The addition of the Patron's Room will add an additional 4,320 square feet to the facility. This includes the addition of the flex-seating Patron's room and performance space, restrooms, storage room, bar, and an additional green room. With this addition, the venue will increase availability of the space and will increase the number of patrons served while adding additional revenue. The space will be used for visiting acts as well as rental space for third-party rentals and private events including fundraisers, corporate meetings, and other social events.

This new space would run in tandem with the Main Hall. The Patron's Room will be used simultaneously with The Main Hall as a performance space, resulting in at least 130 projected rentals annually.⁵

⁵ The Orlando Philharmonic Plaza Foundation application summary was provided by United Arts of Central Florida.

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2024 Venues & Capital Projects – Executive Summary

Winter Garden Art Association, Inc.

Project Name:	Winter Garden Art Museum	Proposed Start Date:	06/02/2025
Project Purpose:	Construct	Proposed End Date:	09/30/2027
Project Location:	District 1 - Nicole H. Wilson	Request Amount:	\$4,000,000.00
Project Website:	https://wgart.org/		

Project Summary:

Celebrating Art and Community: Winter Garden Art Association's Proposed New Downtown Museum

A decade ago, in 2013, a transformative journey began in Winter Garden, Florida, spurred by the collective vision of dedicated individuals and the unwavering support of community leaders. Long-time Winter Garden City Manager Mike Bolhoeffer and Economic Development Director Tanja Gerhartz, along with residents Mary Keating and Elizabeth McKinney, spearheaded the establishment of the Winter Garden Art Association (WGAA), a non-profit organization poised to redefine the cultural landscape of the city. Reflecting on our humble beginnings, it is evident that our remarkable journey owes its genesis to the foresight and commitment of the City of Winter Garden and its visionary leaders. Now, City Manager Jon Williams, Economic Development Director Marc Hutchinson, Mayor John Rees and the City Commissioners are the visionaries leading us into the next stage, expanding the visual arts in our community.

The City of Winter Garden's pivotal role in our inception cannot be overstated. From the Mayor and our Commissioners to city officials, their steadfast support and visionary leadership have been instrumental in propelling the Winter Garden Art Association to its current stature. Under a symbolic \$10 lease agreement and with utilities covered, the city provided the foundation upon which our organization could thrive. Moreover, the provision of \$25,000 annually towards the salary of our Executive Director over the past five years underscores the city's unwavering commitment to nurturing artistic endeavors within the community.

This support has catalyzed the exponential growth of the Winter Garden Art Association and its SOBO Art Gallery, fostering an environment where creativity flourishes. Today, we proudly stand as the most active community of 2D and 3D artists in Central Florida, with over 1200 active artists submitting to bi-monthly exhibitions over the past four years. These visual artists are contributing to Orange County's vibrant tapestry of artistic excellence. Our Winter Garden Art Association & SOBO Art Gallery serves as a veritable oasis for artistic expression in Orange County, hosting multiple juried exhibitions annually and showcasing the finest works of visual artistry.

Despite our achievements, the constraints of our current space pose a significant challenge to our mission of expanding public access to art. With over 250-350 submissions for each exhibition and only 20% accepted due to limited space, the need for a new museum space is imperative. The charming and unique nature of Winter Garden is well established. The project we are requesting funding for is a new art museum that would capture that charm in the center of a beautiful downtown setting. The proposed new museum adjacent to our current location represents an exciting venue to showcase original 2D and 3D artwork and expand our cultural footprint in Orange County. It is not merely a physical structure but a testament to our unwavering commitment to fostering artistic growth and enriching the lives of individuals within our community.

Our journey is deeply rooted in the historic fabric of Winter Garden, epitomized by the transformation of the original fire station on South Boyd Street into the existing SOBO Art Gallery. Built during the Great Depression, the fire station embodies the resilience and spirit of the community. From its humble origins to its present incarnation as a bastion of artistic innovation, the building stands as a testament to the transformative power of art and the enduring legacy of Winter Garden's heritage. The new museum would be located on the adjoining City property and tied into our existing building (see attached renderings and drawings).⁶

⁶ The Winter Garden Art Association application summary was provided by United Arts of Central Florida.

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

Orlando Family Stage, Inc.

Project Name:	Orlando Family Stage Centennial	Proposed Start Date:	10/01/2024
Project Purpose:	Remodel, Repair, Improve, Maintain, Operate, Promote	Proposed End Date:	12/31/2026
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$5,825,000.00
Project Website:	https://orlandofamilystage.com/		

Project Summary: Orlando Family Stage (OFS) is approaching a once-in-a-lifetime milestone, its Centennial Celebration. Since its beginning as the Orlando Little Players in 1926, OFS has been a steadfast pillar in the Central Florida arts community. To celebrate and strengthen its position in our growing community, OFS will focus its Centennial Celebration on the following core opportunities:

1. **Align facility capabilities with nationally-renowned programming:** OFS will attract guests from across the nation for its Centennial Celebration. To better serve these guests, critical facility improvements and enhancements are necessary to present acclaimed programming within our auditoriums while meeting the safety and security of our audiences, staff, and volunteers
2. **Clearly defined strategic growth plan:** To meet both existing unmet demand for OFS programming and to prepare for the future, OFS needs a feasibility study to carefully plan and budget for a facility expansion to meet the needs of our rapidly growing community and out-of-region visitors;
3. **Celebrate this milestone with national-appeal:** Plan and present a schedule of vibrant programming to celebrate this anniversary and the thousands of artists, partners, and supporters who have been part of its history; and
4. **Increase out-of-region visitors through strategic marketing:** OFS programming over the past century has impacted countless lives. Through institutional and programmatic marketing surrounding the Centennial Celebration, OFS will attract new out-of-region visitors, encouraging extended stays in our area through a schedule of vibrant programming.

OFS seeks \$5,825,000 from Orange County's Tourist Development Tax Application Review Committee (ARC) to support these efforts.⁷

⁷ The Orlando Family Stage application summary was provided by United Arts of Central Florida.

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

The City of Winter Park

Authorized Agent:	Randy Knight	Agent Title:	City of Winter Park, City Manager
Project Name:	Winter Park Playhouse Auditorium Acquisition and Expansion (part of The Winter Park Playhouse)	Proposed Start Date:	10/01/2024
Project Purpose:	Acquire, Enlarge, Remodel, Improve	Proposed End Date:	05/01/2026
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$8,000,000.00
Project Website:	https://www.winterparkplayhouse.org		

Project Summary: The City of Winter Park, in partnership with The Winter Park Playhouse (WPP), respectfully requests \$8 million from the Orange County TDT Application Review Committee for the acquisition, expansion, and restoration of the current auditorium site of WPP located at 711 Orange Avenue in Winter Park.

The City of Winter Park's stated vision for the city: "Winter Park is the city of arts and culture, cherishing its traditional scale and charm while building a healthy and sustainable future for all generations." Americans for the Arts completed the national Arts & Economic Prosperity Study (AEP6) and estimated that more than 700,000 cultural tourists visit the city annually.

The zoning overlay in which this property resides within, the Orange Avenue Overlay (OAO) District, was created to incentivize re-investment into existing structures to keep the traditional scale within the OAO and create solutions for the problems that small properties and local business-owners in the OAO face. This project will help promote the long-term goal of the OAO to create a special place within Winter Park that promotes an environment of arts, culture, heritage, social interaction, local business, education, and community.

WPP is a 501(c)(3), non-profit professional musical theatre that has operated at the 711 Orange Avenue location in Winter Park for 22 years. Its mission is to build community and enhance the quality of life for Central Florida residents and visitors through professional musical theatre experiences that are accessible, inclusive, uplifting and inspiring.

As the only professional theatre in Orange County dedicated to exclusively producing all musical content, WPP serves a pivotal role in Orange County's arts brand and cultural identity. The preservation and expansion of this performance jewel, located in the heart of Orange County, is worth investment from Orange County TDT funds to ensure the continued operation of WPP, which has served more than 360,000 residents and visitors in its lifetime.

Anticipated Return on Investment

WPP's 123-seat auditorium serves as a cultural cornerstone of Orange County's arts and culture scene. With a celebratory future and history of economic and social impact on the community, WPP is a pillar of the arts and tourism in Winter Park.

Attendance is consistently between 95%-100% capacity and with significant demand for WPP's unique professional programming, attendance is expected to steadily increase. According to AEP6 Calculator specifically for Central Florida, WPP's current economic impact is \$1.9 million but with increased audience capacity of 10,000+, annual revenue will increase resulting in an economic impact of \$3.2 million by 2030. The economic impact will continue to increase annually.

WPP currently employs 8 Full-time staff, 4 Part-time staff and nearly 200 Florida-based contract employees who all contribute to the local economy. The renovation project is estimated to employ 150-200 local workers through construction jobs and enable WPP to add at least 3 Full-Time and 6 Part-Time jobs to staff once complete.⁸

⁸ The City of Winter Park application summary was provided by United Arts of Central Florida.

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2024 Venues & Capital Projects – Executive Summary

Friends of the Mennello Museum of American Art

Project Name:	Building Our Future: The Expansion of the Mennello Museum of American Art	Proposed Start Date:	10/01/2024
Project Purpose:	Construct, Extend, Enlarge, Improve, Operate, Promote	Proposed End Date:	09/30/2028
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$13,000,000.00
Project Website:			

Project Summary: SUMMARY

The Friends of the Mennello Museum of American Art, the museum's 501c3 support board, respectfully requests support of \$13,000,000 through Orange County's Tourist Development Tax Grant Application for *Building Our Future: The Expansion of the Mennello Museum of American Art*, a 40,000 square foot expansion to the existing 12,000 square foot facility that will yield a stunning 52,000 square foot state-of-the-art museum, multi-purpose event center, and sculptural garden that seamlessly merges architecture and nature to create an inclusive and welcoming multi-faceted cultural experience to be enjoyed by residents and tourists year-round.

The new museum would be integrated at its current home at 900 E. Princeton Street located on beautiful Lake Formosa, part of Loch Haven Cultural Park. Inspired by Florida vernacular, the unique sun light as reflected in our skies and warm waters, majestic oak trees draped in Spanish moss, and all welcoming front and back porch, the concrete and cypress destination will be an invaluable site for reflection that brings joy and inspiration to the communities it serves and well beyond. The new museum, designed by renowned architects Brooks + Scarpa and KMF Architects will become an iconic cultural destination and join its acclaimed neighbors who have successfully completed beautiful TDT funded projects, the Orlando Ballet and Orlando Science Center. With the museum expansion, it can finally share its highly regarded American art collection, secure and mount blockbuster exhibitions, offer highest caliber art education, community outreach, and enrichment that is accessible - while also attracting attendees to celebrate life greatest moments in a stunning, aesthetically resounding new event space. The museum compliments a pillar of cultural facilities generating a trifecta of excellence in the visual arts, dance, and science that along with the park's other cultural anchors collectively delivered direct economic impact of \$58 million. That number will only get bigger as the museum furthers its community engagement, increases contributions to the economy, and grows the quality of life and cultural offerings that will achieve new heights in the transformation our art and cultural tourism's ecosystem. The museum's narrative and distinct role in the community has garnered impressive support from citizens and leaders in museums, tourism, travel, law, healthcare, education, and local government.

For over 25 years, the museum has enriched the public through exhibitions, educational programs, and diverse events that celebrate the diversity of American Art. The museum has initiated expansive thinking and programming about the critical role an American Art Museum can have in society and how such expansive thinking can improve lives through multiple experiences and perspectives that fosters life-long appreciation of visual art and art collections as part of the city of Orlando and Orange County's unique identity. The expanded facility includes additional exhibition and permanent collection galleries to highlight community assets, education spaces, classrooms, museum-grade storage, multi-use event and rental space as well as plenty of spaces for play, pause, and healthy respite.

The visionary expanded museum and event center will enable us to broaden our current capabilities and continue an improved program of artistic excellence that will boost museum tourism and introduce architectural tourism and new social engagement spaces - that successfully renews itself and is sustainable. The museum has been diligently preparing for this expansion of mission and service and is ready to take possession of this journey of creating a shining and flourishing cultural amenity and tourism generator to be distinguished with civic pride.⁹

⁹ The Mennello Museum of American Art application summary was provided by United Arts of Central Florida.

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

Orlando Museum of Art

Project Name:	OMA Roof and HVAC project	Proposed Start Date:	10/01/2024
Project Purpose:	Repair	Proposed End Date:	06/30/2026
Project Location:	District 5 - Emily Bonilla	Request Amount:	\$7,236,640.00
Project Website:	www.omart.org		

Project Summary: The Orlando Museum of Art (OMA) is currently celebrating its 100-year anniversary, and we are grateful to be firmly rooted in a generous community that has supported the OMA through attendance, financial donations and volunteerism over the last century. The OMA's current facility was built in 1959 and is an important reminder of the cultural anchor it serves for Central Florida. Annually, the Museum presents 10-12 exhibitions on-site and 13 exhibitions off-site, award-winning art enrichment programs, unlimited gallery tours, teacher in-service training programs, distinguished lectures, art appreciation lectures, studio classes, lecture/luncheon programs and outreach services in its facility and throughout the community. The services benefit individuals, including visitors from all 67 counties in Florida, the other 49 states and numerous foreign countries. These programs are implemented by the Museum's staff, its Board of Trustees and more than 300 volunteers, many of whom are part of its membership of 2,700 individuals.

The OMA has spent the last few years undergoing an exhaustive assessment of the facility with representatives from Trane which will serve as the design build contractor for the modernization of the HVAC system. This contractor's recommendation is to refurbish all current gallery and non-gallery units to like new with the exception of replacing the two oldest units from 1959 with one modern unit.

The replacement roof system and building envelope will be overseen by Joe Williams of Architecture Roof Consulting (A/R/C) Associates, Inc. The OMA will directly hire A/R/C as the owners' representative for the roofing and exterior weatherization process to create working documents and secure pricing from subcontractors.

Trane and A/R/C will be contracted separately.

The proposed Capital Project includes work on the following:

- Roofing-Aggregate Surfaced Coal Tar Pitch Built Up Roof Membrane
- Roofing-Coated Modified Bitumen, Roof Level 9 (Existing RoofTop Mechanical Room)
- Roofing-Mineral Surfaced Modified Bitumen, Roof Level 20 (Existing steeply sloped area)
- Roofing-TPO Single Ply Roof Membrane
- Exterior Wall Systems – Brick veneer repair work
- Exterior Wall Systems – EFIS repair work for areas with gouges in material
- Exterior Wall Systems – EFIS repair work for areas of sealant joints above ground grade
- Exterior Wall Systems – General EFIS restoration beyond repair of damaged areas
- Glazing and Glass Storefronts – Repair work for Store Front Glass
- Glazing and Glass Storefronts – Repair work for Fixed Glass Windows
- Exterior Door Repair or Replacement
- Refurbishing all current and non-gallery units to “like new” with the exception of replacing the two oldest 1959 units with one modern unit¹⁰

¹⁰ The Orlando Museum of Art application summary was provided by United Arts of Central Florida.

Orange County Tourist Development Tax Application Review Committee (ARC)

2024 Venues & Capital Projects – Executive Summary

The Association to Preserve African American Society, History and Tradition, inc.

Project Name:	Wells' Built Museum Complex Expansion	Proposed Start Date:	10/01/2024
Project Purpose:	Acquire, Construct, Repair	Proposed End Date:	02/28/2026
Project Location:	District 6 - Michael "Mike" Scott	Request Amount:	\$5,000,000.00
Project Website:	www.wellsbuilt.org		

Project Summary: The Wells' Built Museum of African American History and Culture opened in 2001 and has offered year-round programming in a 6800 sq. foot two-story structure for 23 years. The Wells' Built was originally a hotel owned by Dr. William Monroe Wells, an African American physician who arrived in Orlando in 1917. Dr. Wells obtained a building permit to construct the hotel west of Division Avenue in 1926. Due to redlining and his inability to obtain bank loans for the construction of the hotel, Dr. Wells self-financed the project. Dr. Wells poured funds from his medical practice and revenues from the South Street Casino, which he also owned, into the construction of the hotel which opened in 1929. The opening of the Wells' Built Hotel was heralded and received much acclaim as the only African American hotel in Orange County that welcomed African American visitors during America's days of racial segregation.

Many of the guests at the Wells' Built Hotel were musicians, athletes and dignitaries who lacked access to other lodging. The Hotel was located next to the South Street Casino which showcased big bands such as Count Basie, Cab Calloway, Billie Holiday, Duke Ellington, Ella Fitzgerald and Ray Charles. The Wells' Built was listed in the Negro Motorists Green Book which was a directory compiled by Harlem postal worker, Victor Hugo Green, to guide African American travelers seeking lodging to hotels that would not turn them away because of the color of their skin. Due to its proximity to the South Street Casino, the Wells' Built Hotel was a well-known stop along the Chitlin Circuit which was a performance route that brought entertainers to venues which routinely served chitlins, or pork intestines, on the menu. With the passage of the Civil Rights Act in America in 1964, it became unlawful for hotels and other public accommodations to discriminate based on race and the Negro Motorists Green Book which began publishing in 1936 ceased publication. Many of the artists who appeared along the Chitlin Circuit went mainstream and the Wells' Built Hotel began to flounder. The Hotel closed its doors in the early 1970s and was boarded up and abandoned for more than 25 years. It was slated for demolition but was resurrected by the Trust For Public Land and the Association to Preserve African American Society, History and Tradition, Inc. (PAST) in the late 1990s. It was reopened in celebration of African American History Month in February of 2001 as the Wells' Built Museum of African American History and Culture. The Wells' Built Museum Complex Expansion would add an auditorium for educational and theatrical presentations, a lobby and prefunction space, rehearsal space, meeting rooms, a banquet hall for food service and rental, a reception area, an art gallery, a revenue-generating gift shop, office space and expanded exhibit space within the Wells' Built Museum Complex. The Wells' Built Complex will highlight the resilience, optimism and spirituality of African Americans in Florida and throughout America. The Wells' Built will celebrate the brilliance, perseverance and entrepreneurial innovations shown by African Americans as evidenced by the Wells' Built Hotel and South Street Casino. For more than two decades, the Wells' Built Museum has operated within a space that was never intended for the purpose for which it is utilized. It was, however, retrofitted to serve as a history museum but would greatly benefit from a state-of-the-art structure that could employ technology to provide immersive storytelling and draw people into the African American journey. The Wells' Built Museum Complex Expansion would be patterned after the National Civil Rights Museum in Memphis, Tennessee which is built adjacent to the Lorraine Motel where Dr. Martin Luther King, Jr. was assassinated in 1968. The Lorraine Motel and other structures integral to the civil rights struggle have been maintained as they were in 1968 and a new structure has been added to accommodate the growing audience interested in African American and Civil Rights history. Like the National Civil Rights Museum, the Wells' Built would attract convention groups seeking authentic cultural experiences and other visitors hungry to uncover long-obscured portions of America's history. The Wells' Built Complex would showcase the former Wells' Built Hotel filled with period furnishings, African American fashions, textiles, phonographs, records, musical instruments, and portraits of musical greats and dignitaries. The collection, papers and photographs of the Wells' Built Museum Founder, Florida Senator Geraldine F. Thompson, would also be exhibited within the Wells' Built.¹¹

¹¹ The P.A.S.T. application summary was provided by United Arts of Central Florida.