

**Orange County  
Arts & Cultural Affairs**

**Blockbuster & Special Events**



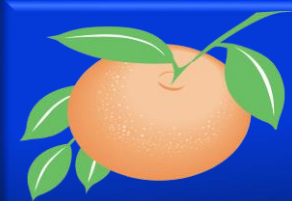
**December 17, 2024**



# Arts & Cultural Affairs Advisory Council

## **MISSION:**

*To elevate Central Florida's  
arts and culture  
to that befitting a diverse,  
world-class community.*



# Arts & Cultural Affairs Advisory Council

**Nathan Hill, Chair**

Gunster

**Jennifer Benton**

The Walt Disney Company

**Honorable Maribel Gomez Cordero**

Orange County Commissioner

**Gwen Covington**

Entertainment Galore, LLC

**Flynn Dobbs**

ArtHaus Gallery

**David Forrest**

Kinetic Underground

**Quibulah Graham**

Orlando Health

**Roberto Gonzalez**

Visual Artist

**Paul Lartonoix**

University of Central Florida

**Stephanie Lerret**

Avalon Park Group

**Brendan Lynch**

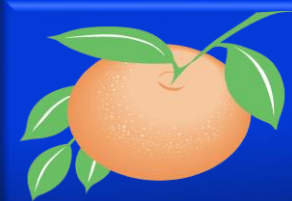
Lowndes Law

**Tiffany Sanders**

Knight Agency

**Nattacha Wyllie**

Haitian American Art Network



# Arts & Cultural Affairs Funding Programs

## TDT

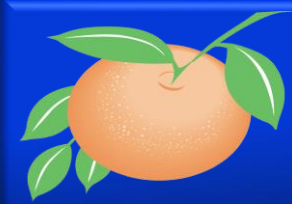
- Cultural Tourism
  - Cultural Tourism Supplement – DEI
  - Cultural Tourism Supplement – Sustainability
- Blockbuster & Special Events
- Cultural Facilities
- Venue Subsidy

## General Fund

- United Arts Program Support
- Venue Subsidy



*Child of this Culture Foundation*



# Arts & Cultural Affairs Funding Programs

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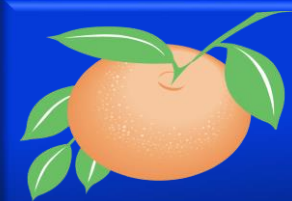
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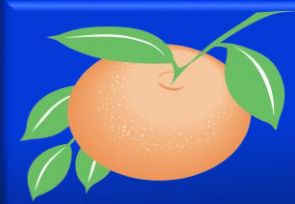
*Child of this Culture Foundation*



# Blockbuster & Special Events Fund

## **MISSION:**

*To encourage marquee arts  
and cultural blockbuster  
events in Orange County.*



# Blockbuster & Special Events Committee

**Stephanie Lerret, Chair**

Avalon Park Group

**Gwen Covington**

Entertainment Galore LLC

**Hal Kantor**

Lowndes Law

**Keith Smith**

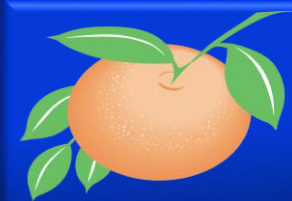
Disney

**Rich Taylor**

Rich Imagination



*Orlando Science Center - Pompeii*



# Blockbuster & Special Events







# Blockbuster & Special Events Evaluation (2015)

***“Blockbuster Special Event” – an arts and cultural event that sustains exceptional and widespread popularity and achieves enormous public participation***

- **Result in regional, statewide, and national or international attendance of at least 50,000**
- **Include significant participation with local arts organizations, collaboration with and among the local arts and culture providers**
- **Be financially feasible, providing details of process, finances, and impact**
- **Proposers must have a demonstrated background of successfully handling significant events**





# Blockbuster & Special Events Process

## DEVELOPMENT

Guidelines developed by Blockbuster & Special Events Committee

Guidelines approved by Funding & Standards Committee

Guidelines approved by Arts & Cultural Affairs Advisory Council

## PROMOTION

Opportunity promoted on Arts & Cultural Affairs website and United Arts funding portal

Known potential applicants made aware of funding availability

Funding pool regularly discussed at Arts & Cultural Affairs Advisory Council meetings

Referrals to program from other County staff and funders

## PROCESS

Screening and informational discussions with Arts & Cultural Affairs staff

Eligibility screening with Committee Chair & staff

Presentation to Blockbuster & Special Events Committee

Presentation to Arts & Cultural Affairs Advisory Council

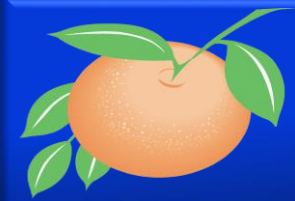


# Blockbuster & Special Events Timeline

## ASSOCIATION TO PRESERVE THE EATONVILLE COMMUNITY: “EATONVILLE RISING”

- August 13, August 27 – Initial eligibility meetings with staff & Blockbuster & Special Events Committee Chair
- September 9 – Preliminary presentation to Blockbuster & Special Events Committee
- October 30 – Second presentation to Blockbuster & Special Events Committee, unanimous approval
- November 13 – Presentation to Arts & Cultural Affairs Advisory Council, unanimous approval

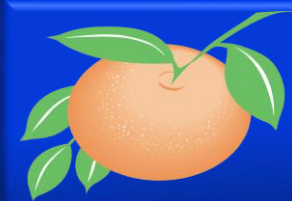




# Blockbuster & Special Events Proposal

## Association to Preserve the Eatonville Community: EATONVILLE RISING (August 2027)

- **6-Event Series throughout August and September 2027**
  - National middle school competition (Final Round in Eatonville, Elimination Rounds in Winter Park)
  - Pan-African Fashion and Food Expo (Eatonville and surrounding areas)
  - Commissioned Exhibition by Kehinde Wiley (August 2027 – August 2028) (Eatonville)
  - “Welcome to Eatonville” Cultural Heritage Tours (Various Locations in Eatonville)
  - Indoor Arena Heritage Concert (Kia Center / UCF Arena)
  - Their Eyes Were Watching God Conference (Eatonville, Maitland, Winter Park, Orlando)
- **Call for Partners Process (guided by Orlando Science Center’s Pompeii)**
- **Total Projected Attendance: 50,500**
- **National Trust for Historic Preservation: Eatonville one of America’s 11 Most Endangered Historic Places**



# Blockbuster & Special Events Proposal

## Project Team – Cultural Heritage Tourism Experts



**N. Y. Nathiri,**  
Executive Director  
Association to Preserve the  
Eatonville Community,  
Inc. (P.E.C.)



**Julian Chambliss, Ph.D.**  
Professor and Curator  
Michigan State University



**Bryan Gienza, Ph.D., J.D.**  
Associate Professor  
Texas Tech University



**Sheryl Taylor,**  
Vice President Member  
Development, Visit  
Orlando (Retired)



**Clarissa N. West-White, Ph.D.**  
University Archivist,  
Assistant Professor  
Bethune-Cookman University



**Lonnie Graham**  
Distinguished Professor of  
Visual Arts  
Pennsylvania State College



**Zienzie (Zienzi) Dillon**  
Chief Executive Officer  
Carmel Global Capital



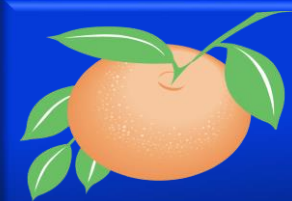
**Everett L. Fly**  
Landscape Architect  
/FASLAArchitect



**Muhammad A. Nadhiri, MBA**  
Managing Partner  
LightPoint Group



**Christopher Peace,**  
Assistant Teaching  
professor of Business  
Communication at  
Carnegie Mellon University



# Blockbuster & Special Events Proposal

## Project Team – Organizational Partnerships



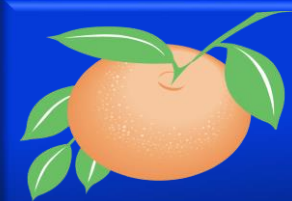
Assisting PEC with storytelling, National Historic Landmark Designation, UNESCO World Heritage Site Designation



Engagement letter confirming pro-bono capital-raising services for a minimum of \$600,000 in matching funds



Collaborating with programmatic elements: exhibition at events, book publishing, moderating panels



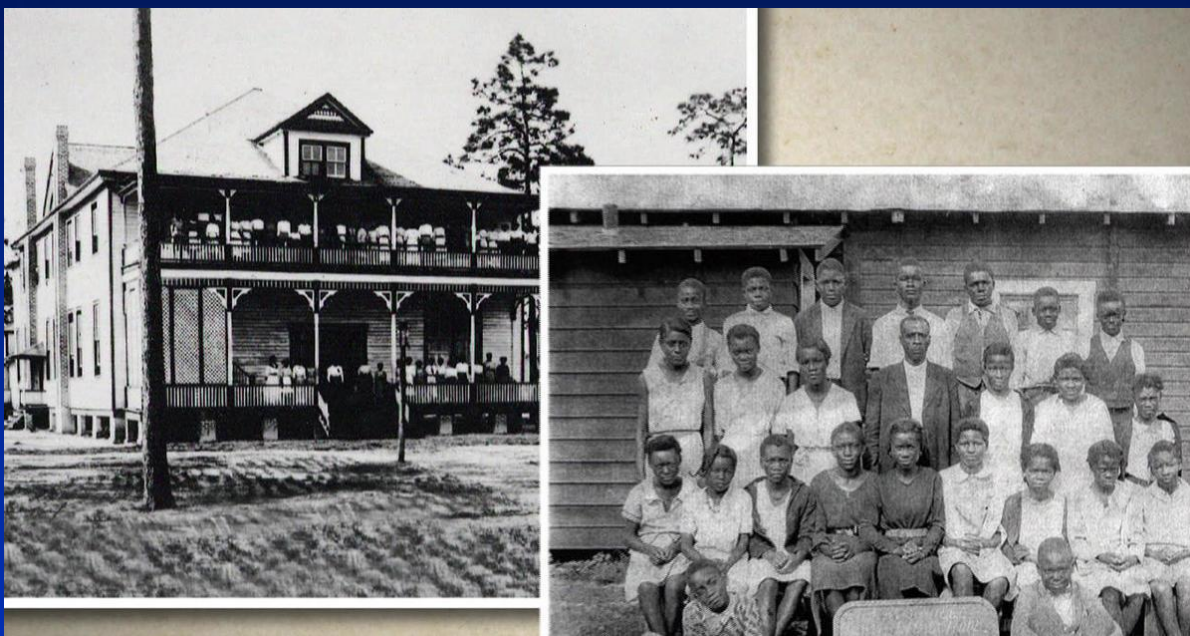
# Blockbuster & Special Events Proposal

## Association to Preserve the Eatonville Community: EATONVILLE RISING

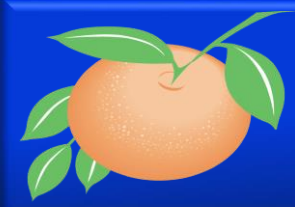
- **FY25: \$689,261**
  - Marketing
  - Cultural Heritage Tourism Experts
- **FY26: \$450,935\***
  - Marketing
- **FY27: \$159,804\***
  - Marketing

**TOTAL REQUEST: \$1,300,000**

Other event expenses are covered by match dollars from philanthropy, sponsorships, and other grants in progress. (Engagement letter for \$600,000 in support)



**\*Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.**



# Blockbuster & Special Events Proposal

## Funding Sources

**FY25: \$1,328,861**

Orange County: \$689,261

Finalis: \$600,000\*

Private Philanthropy: \$39,600

**FY26: \$1,050,935**

Orange County: \$450,935

Sponsorships: \$250,000

Foundations: \$100,000

Private Philanthropy: \$150,000

Merchandise: \$100,000

**FY27: \$3,739,804**

Orange County: \$159,804

Sponsorships: \$250,000

Foundations: \$100,000

Private Philanthropy: \$100,000

Federal Support: \$100,000

Admissions: \$2,905,000

Merchandise: \$125,000

\*Confirmed





# Blockbuster & Special Events Fund Projection

Blockbuster & Special Events Projection						
	Annual Allocation	Holdover	Creative City Request	PEC Request	Balance	
FY23-24	\$ -		\$ -		\$ 2,114,000	
FY24-25	\$ 1,127,000	\$ 385,382	\$ (1,000,000)	\$ (689,261)	\$ 1,937,121	
FY25-26	\$ 1,127,000	\$ -	\$ (1,000,000)	\$ (450,935)	\$ 1,613,186	
FY26-27	\$ 1,127,000	\$ -	\$ (1,250,000)	\$ (159,804)	\$ 1,330,382	
FY27-28	\$ 1,127,000	\$ -	\$ (1,500,000)	\$ -	\$ 957,382	
FY28-29	\$ 1,127,000	\$ -	\$ (2,000,000)	\$ -	\$ 84,382	
			\$ (6,750,000)	\$ (1,300,000)		



# Arts & Cultural Affairs Advisory Council Recommendation – Blockbuster & Special Events

**RECOMMENDATION:** to award the Association to Preserve the Eatonville Community their full request of \$1,300,000 over three years, with Year 1 (\$689,261) contracted now, and Years 2 (\$450,935) and 3 (\$159,804) contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.



## Requested Action

**Approval of the Arts and Cultural Affairs Advisory Council's funding recommendation for Blockbuster and Special Events – “Eatonville Rising”**

- FY25: \$689,261**
- FY26: \$450,935\***
- FY27: \$159,804\***

**\*Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.**

**Orange County  
Arts & Cultural Affairs**

**Blockbuster & Special Events**



**December 17, 2024**