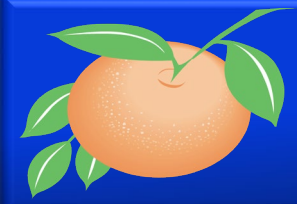


**Orange County
Arts & Cultural Affairs**

FY24 Cultural Tourism Funding



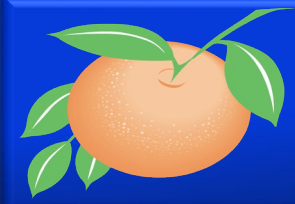
October 24, 2023



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

Jeffrey Moore, Chair
University of Central Florida

Tammy Bateman
HREC Investment Advisors

Jennifer Benton
The Walt Disney Company

Honorable Maribel Gomez Cordero
Orange County Commissioner

Gwen Covington
Entertainment Galore, LLC

Flynn Dobbs
ArtHaus Gallery

Roberto Gonzalez
Visual Artist

Nathan Hill
Gunster

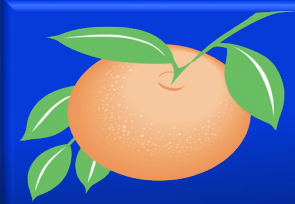
Stephanie Lerret
Avalon Park Group

Tiffany Sanders
Knight Agency

Theo Webster
Arts Advocate

Nattacha Wyllie
Haitian American Art Network

Vacant Seat
District 2



Arts & Cultural Affairs Funding Programs



Cultural Tourism
(TDT)

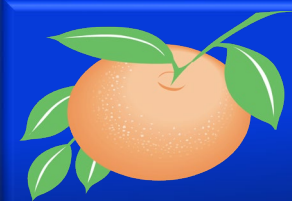
United Arts Grant
Programs
(General Fund)

Venue Subsidy
(TDT)

Collaboration
Supplement
(TDT)

Blockbuster
(TDT)

Cultural Facilities
(TDT)



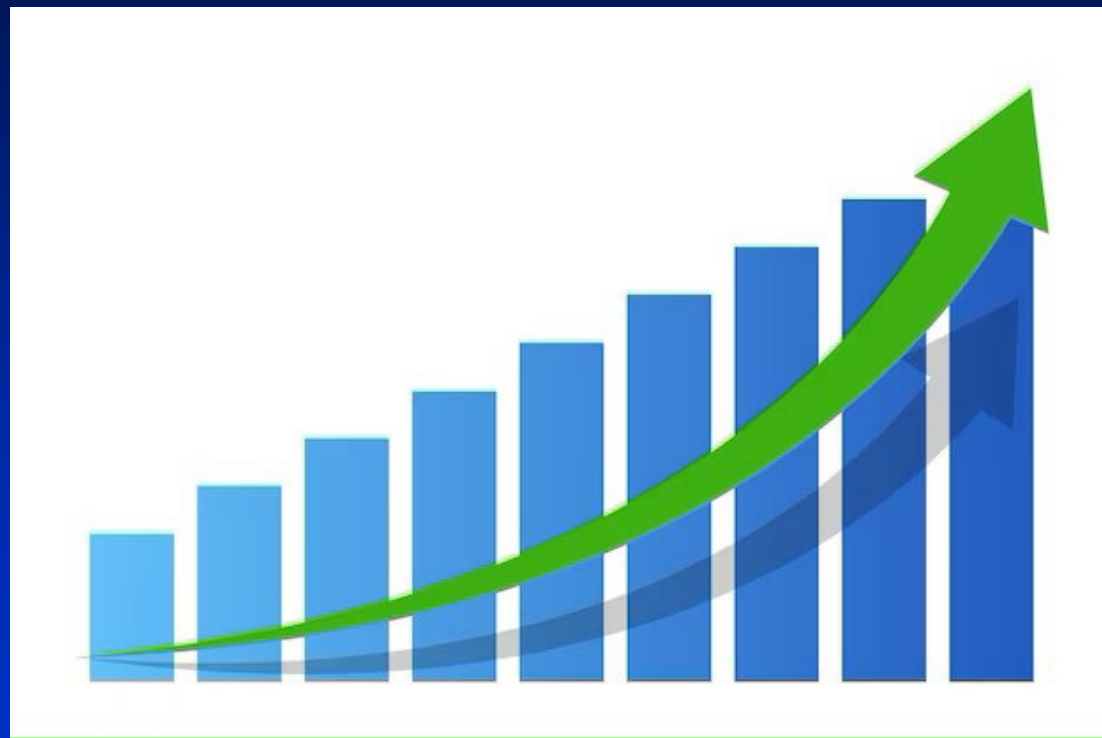
Cultural Tourism Grant History

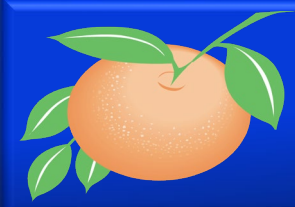
- 2002

- 4 groups funded
- \$500,000 total

- 2023

- 40 Applications recommended
- \$4,161,715 total

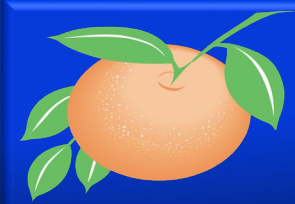




Funding

Revenue Source – Tourist Development Tax

| Grant Program | TDT Funds |
|--------------------------|--------------------|
| Cultural Tourism | \$3,999,150 |
| Collaboration Supplement | \$162,566 |
| TOTAL | \$4,161,716 |



Cultural Tourism Review Process

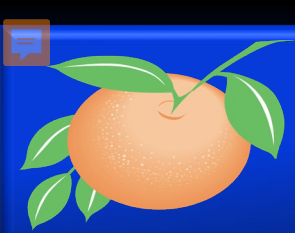
Board of County Commissioners



Arts & Cultural Affairs Advisory Council



Cultural Tourism Review Panel



Cultural Tourism Evaluation Criteria

- **Identity (25 points)**

- Innovation & Uniqueness
- Attention/Standing

- **Quality (25 points)**

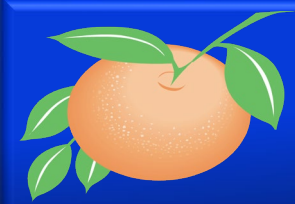
- Artistic Excellence
- Feedback/Critical Acclaim

- **Tourism (30 points)**

- Marketing
- Attendance (total)
- Attendance (tourists)

- **Implementation (20 points)**

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



Collaboration Supplement Review Process

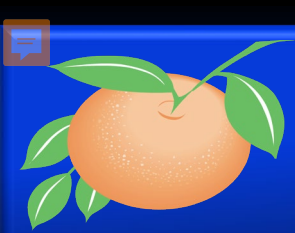
Board of County Commissioners



Arts & Cultural Affairs Advisory Council



Collaboration Supplement Review Panel



Collaboration Supplement Evaluation Criteria

- **Collaboration**

- Significant Programming
- Significant Funding

- **Partner**

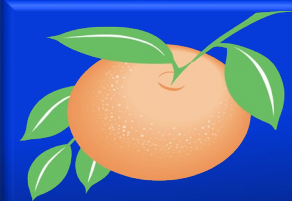
- Underserved Community

- **Action**

- Motivation

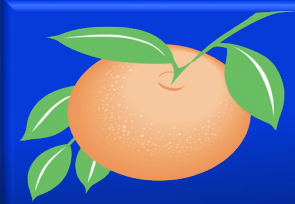
- **Sustainability**

- Environmental
- Social
- Economic



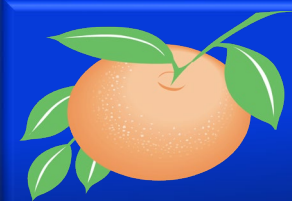
Cultural Tourism Funding Recommendations

| Organization | CT | Supplemental | Total |
|---|-----------|--------------|-----------|
| Albin Polasek Museum & Sculpture Gardens | \$100,000 | \$0 | \$100,000 |
| Art & History Museums of Maitland | \$160,000 | \$0 | \$160,000 |
| Asian Cultural Association of Central Florida | \$45,000 | \$0 | \$45,000 |
| Association to Preserve African-American Society, History & Tradition (PAST/The Wells' Built Museum) | \$25,259 | \$0 | \$25,259 |
| Association to Preserve the Eatonville Community (P.E.C.) | \$80,000 | \$0 | \$80,000 |
| Bach Festival Society of Winter Park | \$160,000 | \$0 | \$160,000 |
| Blue Bamboo Center for the Arts [NEW!] | \$5,000 | \$0 | \$5,000 |
| Caribbean American Passport Multicultural Initiative [NEW!] | \$45,000 | \$0 | \$45,000 |
| Central Florida Ballet | \$160,000 | \$0 | \$160,000 |
| Central Florida Community Arts | \$160,000 | \$0 | \$160,000 |
| Central Florida Vocal Arts | \$80,000 | \$15,000 | \$95,000 |
| Crealdé School of Art | \$80,000 | \$6,440 | \$86,440 |
| Creative City Project Inc. | \$160,000 | \$0 | \$160,000 |
| Downtown Arts District (DAD) | \$155,000 | \$0 | \$155,000 |
| D.T.O. Jazz Fest Inc. [NEW!] | \$15,090 | \$0 | \$15,090 |



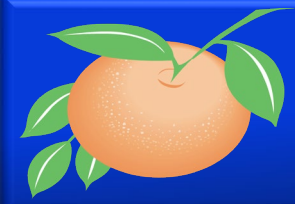
Cultural Tourism Funding Recommendations

| Organization | CT | Supplemental | Total |
|---|-----------|--------------|-----------|
| Enzian | \$160,000 | \$0 | \$160,000 |
| Florida FIRST Robotics Education Foundation (FFREF) [NEW!] | \$12,000 | \$0 | \$12,000 |
| Garden Theatre | \$160,000 | \$0 | \$160,000 |
| Global Peace Film Festival | \$45,000 | \$22,500 | \$67,500 |
| Holocaust Memorial Resource and Education Center of Florida | \$160,000 | \$0 | \$160,000 |
| Leu Gardens (Friends of) | \$19,600 | \$0 | \$19,600 |
| Maker Effect Foundation | \$45,000 | \$0 | \$45,000 |
| Mennello Museum of American Art | \$80,000 | \$0 | \$80,000 |
| Open Scene | \$35,000 | \$16,000 | \$51,000 |
| Opera Orlando | \$160,000 | \$25,000 | \$185,000 |
| Orlando Ballet | \$160,000 | \$8,626 | \$168,626 |
| Orlando Community Arts | \$45,000 | \$0 | \$45,000 |
| Orlando Family Stage (prev. Orlando Repertory Theatre) | \$160,000 | \$14,000 | \$174,000 |
| Orlando Fringe | \$160,000 | \$10,000 | \$170,000 |
| Orlando International Film Festival | \$32,200 | \$10,000 | \$42,200 |
| Orlando Museum of Art | \$160,000 | \$0 | \$160,000 |
| Orlando Philharmonic Orchestra | \$160,000 | \$10,000 | \$170,000 |



Cultural Tourism Funding Recommendations

| Organization | CT | Supplemental | Total |
|--|--------------------|------------------|--------------------|
| Orlando Science Center | \$160,000 | \$25,000 | \$185,000 |
| Orlando Shakes | \$160,000 | \$0 | \$160,000 |
| The Renaissance Theatre Company [NEW!] | \$45,000 | \$0 | \$45,000 |
| Rollins Museum of Art | \$160,000 | \$0 | \$160,000 |
| Snap! Orlando | \$45,000 | \$0 | \$45,000 |
| Timucua Arts Foundation | \$80,000 | \$0 | \$80,000 |
| Winter Garden Heritage Foundation [NEW!] | \$45,000 | \$0 | \$45,000 |
| Winter Park Playhouse, The | \$120,000 | \$0 | \$120,000 |
| TOTAL FUNDING RECOMMENDATIONS | \$3,999,149 | \$162,566 | \$4,161,715 |



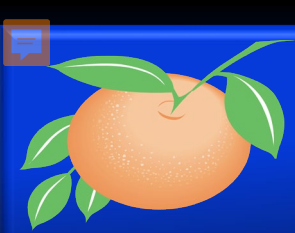
New Collaborations

Collaborator

- Black Theatre Girl Magic
- Cynthia Slaughter
- Descolonizarte TEATRO
- Haitian American Art Network
- Casa de Mexico Central Florida
- The Hispanic Chamber of Commerce Metro Orlando
- Kirmari Kasambayi
- Fitzroy Harris
- Hope CommUnity Center
- Open Scene, Inc.
- Sunflower Joy Music
- Without Fear Theatre
- Perego
- Josué Alfaro Mora and Irene Pacheco Brizuela
- Page 15, Inc.

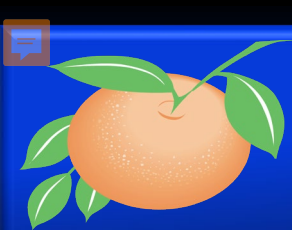
Applicant Organization

- Central Florida Vocal Arts
- Crealdé School of Art
- Global Peace Film Festival
- Open Scene, Inc.
- Opera Orlando
- Opera Orlando
- Orlando Ballet
- Orlando Ballet
- Orlando Family Stage
- Orlando Fringe
- Orlando Fringe
- Orlando Fringe
- Orlando International Film Festival, Inc.
- Orlando Philharmonic Orchestra
- Orlando Science Center



Community Impacts

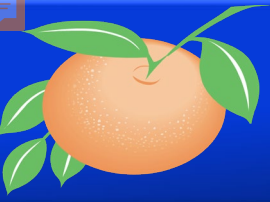
- **Total economic impact: \$94,646,116**
- **Return on Investment: \$24:1**
- **Projected attendance: 1,773,397**
- **Projected tourists: 462,016**
- **Increased awareness of Orlando/Orange County as a cultural destination in regional, national and international media**



FY24 Cultural Tourism Summary

- **41 applications for funding + 16 collaborators**
- **40 (56 total) organizations recommended for funding**
- **6 new organizations**
- **11 organizations led by people of color**
- **7 organizations have missions specifically related to African American, Hispanic or Asian culture**
- **\$43,617,470: Total project budgets**
- **\$4,161,715: TDT investment**
- **ACT Awards scheduled for November 8, 2023**

FY24 Cultural Tourism Summary



ORLANDO MUSEUM OF ART

Orlando Community Arts

HARRY P. LEU GARDENS

RENAISSANCE THEATRE COMPANY

ORLANDO SCIENCE CENTER
Inspire Science Learning for Life!



THE MENELLO MUSEUM OF AMERICAN ART



ENZIAN
FILM • FOOD • FRIENDS

GLOBAL PEACE FILM FESTIVAL

ORLANDO Shakes
In partnership with UCF

ORLANDO REGIONAL FIRST ROBOTICS COMPETITION 25 YEARS

CARIBBEAN

Center for the Arts

WELLS BUILT MUSEUM
A LOOK INTO ORLANDO'S AFRICAN AMERICAN HERITAGE

snap!

cfva CENTRAL FLORIDA VOCAL ARTS

OPERA ORLANDO
Where the City goes for Opera



Downtown Arts District ORLANDO

D.T.O. DOWNTOWN ORLANDO JAZZ FEST

Rollins Museum of Art



Orlando Philharmonic Orchestra

GARDEN THEATRE

Holocaust MEMORIAL RESOURCE & EDUCATION CENTER OF FLORIDA



ORLANDO FAMILY STAGE
IN PARTNERSHIP WITH UCF

bach FESTIVAL SOCIETY OF WINTER PARK
JOHN V. SINCLAIR | ARTISTIC DIRECTOR AND CONDUCTOR

OPEN SCENE

THE MAKER EFFECT FOUNDATION

Timucua arts foundation
Bringing art to life.

Central Florida Ballet

CENTRAL FLORIDA COMMUNITY ARTS

ACA Asian Cultural Association

Pride in Heritage
Educational Excellence
Cultural Arts

THE ORLANDO FRINGE

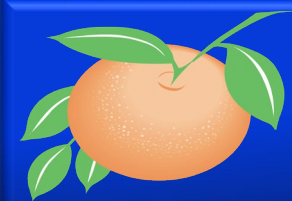
Albin POZASEK Museum
Sculpture Gardens

CENTRAL FLORIDA COMMUNITY ARTS

The Winter Park playhouse

crealdé SCHOOL OF ART

A&H ART & HISTORY MUSEUMS
MAITLAND



Requested Action

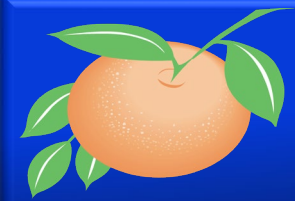
**Approval of the Arts and Cultural Affairs
Advisory Council's funding
recommendations for Arts and Cultural
Affairs Grants for Cultural Tourism for
FY24.**

**Orange County
Arts & Cultural Affairs**

Cultural Tourism Funding 2024



October 24, 2023



New Sites to Explore for FusionFest 2024

- Blue Jacket Park
- Camping World Stadium
- Central Florida Fairgrounds
- Cypress Grove Park
- Dept. Brandon Coats Park
- Eagles Nest Park
- Festival Park
- Icon Park
- Lake Eola
- Loch Haven Park
- Luminary Green
- Magic Mall
- Orange County Convention Center
- Turkey Lake Park
- UCF Arboretum
- UCF Memorial Green
- UCF Stadium
- Under I-4
- West Oaks Mall

Factors to Consider

- Space for all the elements
- Accessibility - easy to get to, and availability for those with impairments
- Beauty - ability to give participants and performers a sense of importance
- Power – availability
- Water – availability
- Parking - nearby, cost
- Grass, trees, landscaping - pleasing surroundings
- Continuity - availability for at least 5 years
- Restrooms
- Sound Control
- Sponsors