



Exhibit A

Arts & Cultural Affairs FY25 Blockbuster & Special Events Recommendation December 17, 2024, Discussion Item

Blockbuster & Special Events Funding Recommendation: \$1,300,000 over 3 years to the Association to Preserve the Eatonville Community (PEC)

- Mission of the Blockbuster & Special Events program: *to encourage marquee art and cultural blockbuster events in Orange County*
- Proposed event must result in attendance of 50,000+, must include significant collaboration with the local arts community, be financially feasible, and be proposed by a nonprofit arts & cultural organization with demonstrated background of successfully handling significant events
- No application due date / cycle: applications accepted on a rolling basis
- 1 applicant has been unanimously recommended for funding by the Blockbuster & Special Events Committee and the Arts & Cultural Affairs Advisory Council: multi-year support (FYE25, 26, 27) of PEC's "Eatonville Rising", a Cultural Heritage Tourism project
- Proposed Project: "Eatonville Rising" by PEC
 - Six-event series throughout August and September 2027
 - National middle school competition to engage students in Black history and heritage with finals in Eatonville and Orange County (1,500)
 - Pan-African Fashion and Food Expo (7,500)
 - Commissioned Exhibition by internationally respected visual artist Kehinde Wiley, free and open to the public August 2027 – August 2028 (15,000)
 - "Welcome to Eatonville" Cultural Heritage Tours (10,000)
 - Heritage Concert: indoor arena concert with tiered tickets August 21 (15,000)
 - Their Eyes Were Watching God Conference (1,500)
 - Total attendance: 50,500
 - Request Amount:
 - FYE25: \$689,261 for marketing and cultural heritage tourism experts
 - FYE26: \$450,935 for marketing
 - FYE27: \$159,804 for marketing
 - *Other event expenses covered by match dollars from philanthropy, sponsorships, and other grants in progress*
 - There is sufficient current funding in the Blockbuster & Special Events account to fund Year 1 in full, and enough projected funding to fund Years 2 and 3 (if TDT remains flat)

ACTION REQUESTED:

Approval of the Arts & Cultural Affairs Advisory Council's funding recommendation for Blockbuster & Special Events: \$1,300,000 over 3 years to Association to Preserve the Eatonville Community

FYE25: \$689,261

FYE26: \$450,935*

FYE27: \$159,804*

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