

# **TDT Grant Application Review Committee (ARC) 2024 Grant Cycle Recommendations**



**Board of County Commissioners Meeting  
October 29, 2024**



# Agenda

- **Background**
- TDT ARC 2024 Application Cycle
- Summary of Projects / Applications
- Scoring Results
- TDT ARC Grant Funding Recommendations
- Requested Action



## Background – TDT ARC



- Created by ordinance and resolution in 2016/2017
- 11 appointed members (2 by Mayor, 6 by the BCC, and 3 recommended by TDC)
- Current Members:

Martha Haynie, Chairperson

Beverly Winesburgh, Vice-Chair

Jennifer Anderson

Derek Baum

Joshua France

Terrance Hunter

Jason Lopez

Marc Reicher

Edward Wimp

Bridget Williams

*\*1 position is currently vacant*





# Background – TDT ARC



## ARC duties:

- Consider applications for excess TDT funding for TDT eligible events and capital projects
- Develop application cycle and process
- Rank applications and make written funding recommendations to the TDC and BCC

## ARC application review criteria:

1. Commitment to expansion of tourism in Orange County
2. Soundness of proposed event or capital project
3. Anticipated return on investment



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# TDT ARC 2024 Application Cycle



## BCC Action:

During the October 3, 2023, BCC meeting, the Board of County Commissioners approved allocating \$75 million of tourist development tax (TDT) over 5 years to ARC (\$15M/FY for FY2024-2028).

## ARC Action:

At their March 15, 2024, meeting the ARC voted to:

- Engage United Arts to assist in the application process.
- Utilize United Arts Foundant system to accept applications.
- Open the ARC application window from April 1, 2024, to April 30, 2024, with the following criteria:
  - ✓ Capital projects only,
  - ✓ Funding requests more than \$2 million and up to a maximum of \$15 million.



# TDT ARC 2024 Application Cycle



## 2024 Grant Cycle Key Dates:

- **March 19<sup>th</sup> - News release**
- **March 25<sup>th</sup> & 27<sup>th</sup> – United Arts hosted virtual and in-person training sessions**
- **March 28<sup>th</sup> – Update provided to Commissioners (briefings provided upon request)**
- **April 1<sup>st</sup> – April 30<sup>th</sup> – Application Window**
- **May 1<sup>st</sup> – June 4<sup>th</sup> – United Arts technical review**
- **May 6<sup>th</sup> – Update provided to Commissioners (briefings provided upon request)**
- **June 4<sup>th</sup> – July 1<sup>st</sup> – County Attorney legal review**
- **June / July – ARC application review**
- **July / August – Applicant Presentations**
- **August 16<sup>th</sup> – ARC Scoring**
- **September 13<sup>th</sup> – ARC recommendations finalized**
- **September 27<sup>th</sup> – ARC recommendations approved by TDC**





# TDT ARC 2024 Application Cycle



## United Arts Scope of Work:

- **Provided best practice grant making guidance for the overall ARC application process.**
- **Provided software and technical support for ARC applicants, and ADA compliant online portal.**
- **Organized and implemented in-person and virtual information and grant workshops.**
- **Provided internal technical review of each application for completion and eligibility.**
- **Prepared one page summary of the review for each application for external review by panelists.**
- **Provided matrix and information on applications started and completed.**





# TDT ARC 2024 Application Cycle



## United Arts Application Cycle Summary

- **March 25<sup>th</sup> Virtual Training Session: 31 Participants**
- **March 27<sup>th</sup> In-Person Training Session: 10 Participants**
- **Applications Started: 19**
- **Applications Submitted: 14**
- **Total Requested Amount: \$126,264,640**



# TDT ARC 2024 Application Cycle



## Legal Review

- **Following the technical review by United Arts, a summary of each application was submitted to the County Attorney's Office.**
- **The County Attorney's Office reviewed each request for eligibility based on the ARC application requirements as well as compliance with the TDT statute.**
- **3 of the 14 original applications were deemed ineligible based on either non-compliance with the application requirements or the TDT statute.**
- **Remaining Eligible Applications: 11**
- **Total Requested Amount: \$94,261,640**



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# Summary of Projects / Applications



**Applicant: City of Apopka**

**TDT Funding Request: \$13,100,000**

**Project: Construct and improve softball fields, amphitheater, and ancillary facilities**

**Total Project Cost: \$13,377,283**





# Summary of Projects / Applications



**Applicant: The 4R Foundation, Inc.**

**TDT Funding Request: \$12,000,000**

**Project: Construct two auditoriums (Event Center and Community Stage & Green)**

**Total Project Cost: \$65,000,000 (4Roots Campus)**





# Summary of Projects / Applications



**Applicant: Orlando Science Center, Inc.**

**TDT Funding Request: \$14,000,000**

**Project: Construct, extend, enlarge, remodel and improve museum (Event Venue)**

**Total Project Cost: \$14,113,525**





# Summary of Projects / Applications



**Applicant: Rollins College**

**TDT Funding Request: \$10,000,000**

**Project: Construction of new museum**

**Total Project Cost: \$30,673,245**





# Summary of Projects / Applications



**Applicant: Orlando Philharmonic Plaza Foundation**

**TDT Funding Request: \$2,100,000**

**Project: Construct, extend, improve and operate auditorium (Patron's Room)**

**Total Project Cost: \$3,154,352**



## Summary of Projects / Applications



**Applicant: Winter Garden Art Association**

**TDT Funding Request: \$4,000,000**

**Project: Construct new museum adjacent to current space**

**Total Project Cost: \$7,000,000**



# Summary of Projects / Applications



**Applicant: Orlando Family Stage, Inc.**

**TDT Funding Request: \$5,825,000**

**Project: Repair, remodel, improve, maintain, operate, and promote auditorium**

**Total Project Cost: \$7,695,450**





# Summary of Projects / Applications



**Applicant: City of Winter Park**

**TDT Funding Request: \$8,000,000**

**Project: Acquire, enlarge, remodel, and improve auditorium (The Winter Park Playhouse)**

**Total Project Cost: \$10,000,000**





# Summary of Projects / Applications



**Applicant: Friends of the Mennello**

**TDT Funding Request: \$13,000,000**

**Project: Construct, extend, enlarge, improve, operate, and promote museum**

**Total Project Cost: \$30,000,000**



# Summary of Projects / Applications



**Applicant: Orlando Museum of Art**

**TDT Funding Request: \$7,236,640**

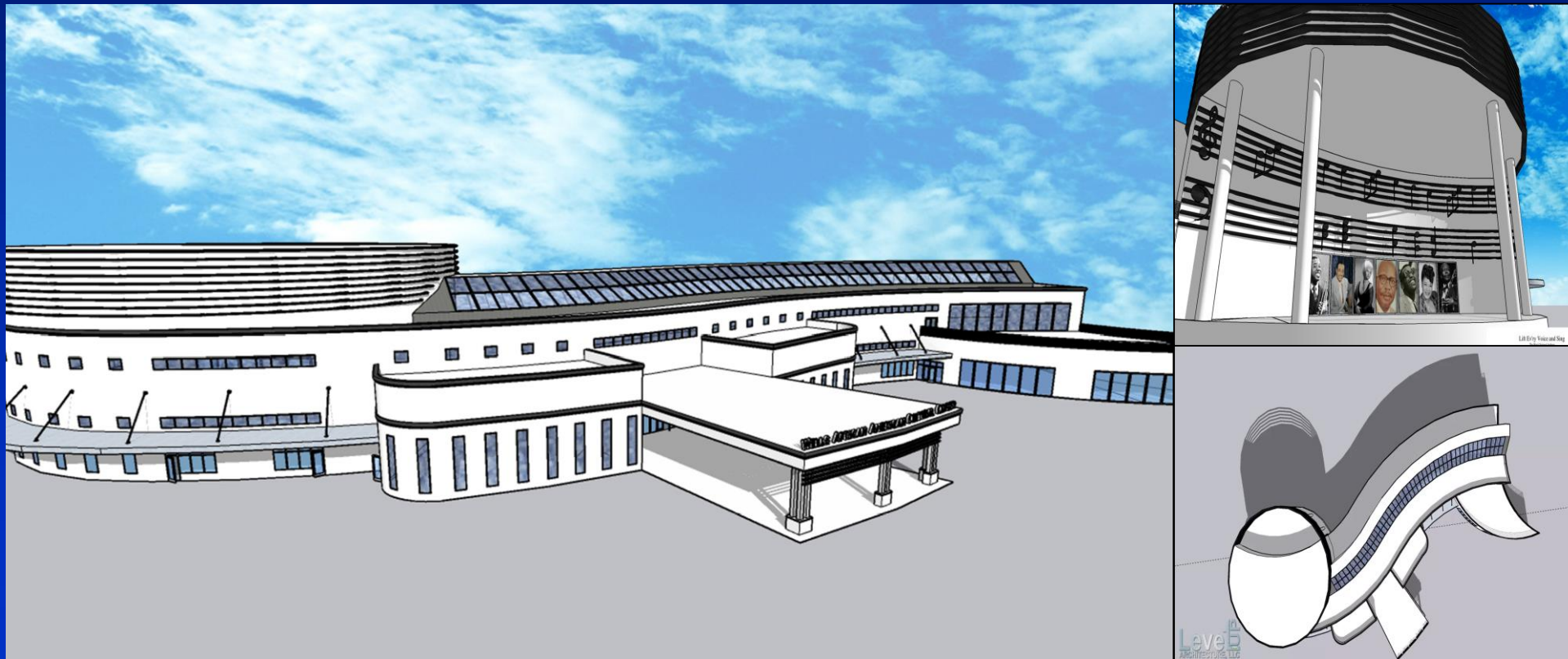
**Project: Repair museum (OMA roof and HVAC)**

**Total Project Cost: \$7,523,571**





# Summary of Projects / Applications



**Applicant: PAST / Wells' Built Museum**

**TDT Funding Request: \$5,000,000**

**Project: Acquire property, and construct and repair museum and auditorium**

**Total Project Cost: \$10,000,000**





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# 2024 Application Cycle Scoring Results

## Scoring Criteria

### 1. Commitment to expansion of tourism in Orange County

- Tourist Attraction
- Advertising Reach
- Tourist Industry Collaboration

### 2. Soundness of the project

- Quality/Longevity Maintenance, Care & Stewardship
- Process/Design & Planning
- Operational Readiness
- Financial Readiness

### 3. Anticipated return on investment

- Economic Benefit (jobs, wages, attracting employers and development)
- Tax Revenues (TDT, Sales Tax, Property Tax)



# 2024 Application Cycle Scoring Results

Applicant / Project Name	Final Score	Request
City of Apopka / Northwest Rec: 2025 and Beyond	90.11	\$ 13,100,000
The 4R Foundation, Inc. / 4Roots Farm Campus	85.56	\$ 12,000,000
Orlando Science Center, Inc. / Orlando Science Center's Event Venue Enhancement	85.33	\$ 14,000,000
Rollins College / Rollins Museum of Art: New RMA Facility	85.00	\$ 10,000,000
Orlando Philharmonic Plaza Foundation / The Plaza Live Expansion - Patron's Room	76.11	\$ 2,100,000
Winter Garden Art Association Inc. / Winter Garden Art Museum	75.22	\$ 4,000,000
Orlando Family Stage, Inc. / Orlando Family Stage Centennial	75.22	\$ 5,825,000
City of Winter Park / Winter Park Playhouse Auditorium Acquisition and Expansion	73.78	\$ 8,000,000
Friends of the Mennello Museum of American Art / Building Our Future: The Expansion of the Mennello Museum of American Art	72.89	\$ 13,000,000
Orlando Museum of Art / OMA Roof and HVAC project	71.89	\$ 7,236,640
P.A.S.T. / Wells' Built Museum Complex Expansion	71.78	\$ 5,000,000
	<b>Total Funding Requested</b>	<b>\$ 94,261,640</b>
	<b>Total Available Funding</b>	<b>\$ 75,000,000</b>



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## Funding Recommendations

- **The TDT Grant Application Review Committee and the Tourist Development Council both unanimously approved recommending grant awards for all 11 organizations as detailed in Attachment A.**
- **Four organizations could not be fully funded:**
  - **Orlando Science Center**
  - **Friends of the Mennello Museum of American Art**
  - **Orlando Museum of Art**
  - **Past/Wells' Built Museum**



# Funding Recommendations (Attachment A)

Applicant/Project Name	FY24	FY25	FY26	FY27	FY28	Total
City of Apopka / Northwest Rec: 2025 and Beyond	\$ -	\$ 4,500,000	\$ 4,300,000	\$ 4,275,000	\$ 25,000	\$13,100,000
The 4R Foundation, Inc. / 4Roots Farm Campus	\$ -	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$12,000,000
Orlando Science Center, Inc. / Orlando Science Center's Event Venue Enhancement	\$ -	\$ -	\$ 2,000,000	\$ 6,000,000	\$ 5,974,000	\$13,974,000
Rollins College / Rollins Museum of Art: New RMA Facility	\$ -	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 2,000,000	\$10,000,000
Orlando Philharmonic Plaza Foundation / The Plaza Live Expansion - Patron's Room	\$ -	\$ 1,500,000	\$ 600,000	\$ -	\$ -	\$ 2,100,000
Winter Garden Art Association Inc. / Winter Garden Art Museum	\$ -	\$ -	\$ 1,210,000	\$ 2,790,000	\$ -	\$ 4,000,000
Orlando Family Stage, Inc. / Orlando Family Stage Centennial	\$ 776,500	\$ 2,100,000	\$ 2,948,500	\$ -	\$ -	\$ 5,825,000
City of Winter Park / Winter Park Playhouse Auditorium Acquisition and Expansion	\$ 3,875,000	\$ 2,125,000	\$ 1,000,000	\$ -	\$ 1,000,000	\$ 8,000,000
Friends of the Mennello Museum of American Art / Building Our Future: The Expansion of the Mennello Museum of American Art	\$ -	\$ -	\$ -	\$ -	\$ 2,000,333	\$ 2,000,333
Orlando Museum of Art / DMA Roof and HVAC project	\$ -	\$ 2,000,000	\$ -	\$ -	\$ 333	\$ 2,000,333
P.A.S.T. / Wells' Built Museum Complex Expansion	\$ -	\$ 1,000,000	\$ -	\$ -	\$ 1,000,333	\$ 2,000,333
<b>Total ARC Recommended Funding</b>	<b>\$ 4,651,500</b>	<b>\$16,225,000</b>	<b>\$19,058,500</b>	<b>\$20,065,000</b>	<b>\$14,999,999</b>	<b>\$74,999,999</b>



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# Requested Action



Approval of a TDT ARC grant for each of the applicants listed in Attachment A, in the amounts, fiscal years, and for the projects listed therein, subject to:

- the execution of a Funding Agreement, including a provision for the TDT ARC funds to revert back to the County if the project is not completed within the period of time specified in the Funding Agreement, as well as any other terms, conditions, or restrictions that may be included therein,
- each applicant shall enter into such Funding Agreement within the first fiscal year within which they are allocated funding; for those applicants awarded funding in fiscal year 2024, a Funding Agreement shall be executed by the end of fiscal year 2025, and
- with the exception of those funds being used only to repair an existing facility, prior to receiving any TDT funds, applicants must demonstrate to the County's satisfaction that a minimum of 80% of non-TDT funding necessary to complete the TDT project have been raised.

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