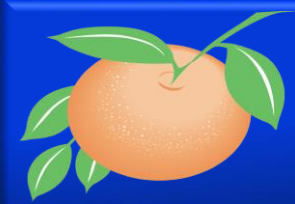


Orange County Arts & Cultural Affairs

State of the Arts



July 15, 2025

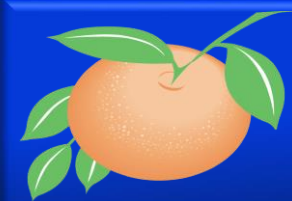


Presentation Outline



- Background
- Highlights
- Orange County Arts Funding
- Research & Planning
- Make Music Day
- FusionFest
- Summary





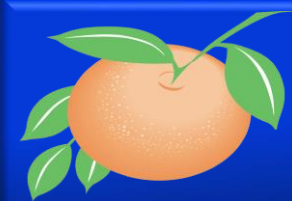
Background



Background



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



Background

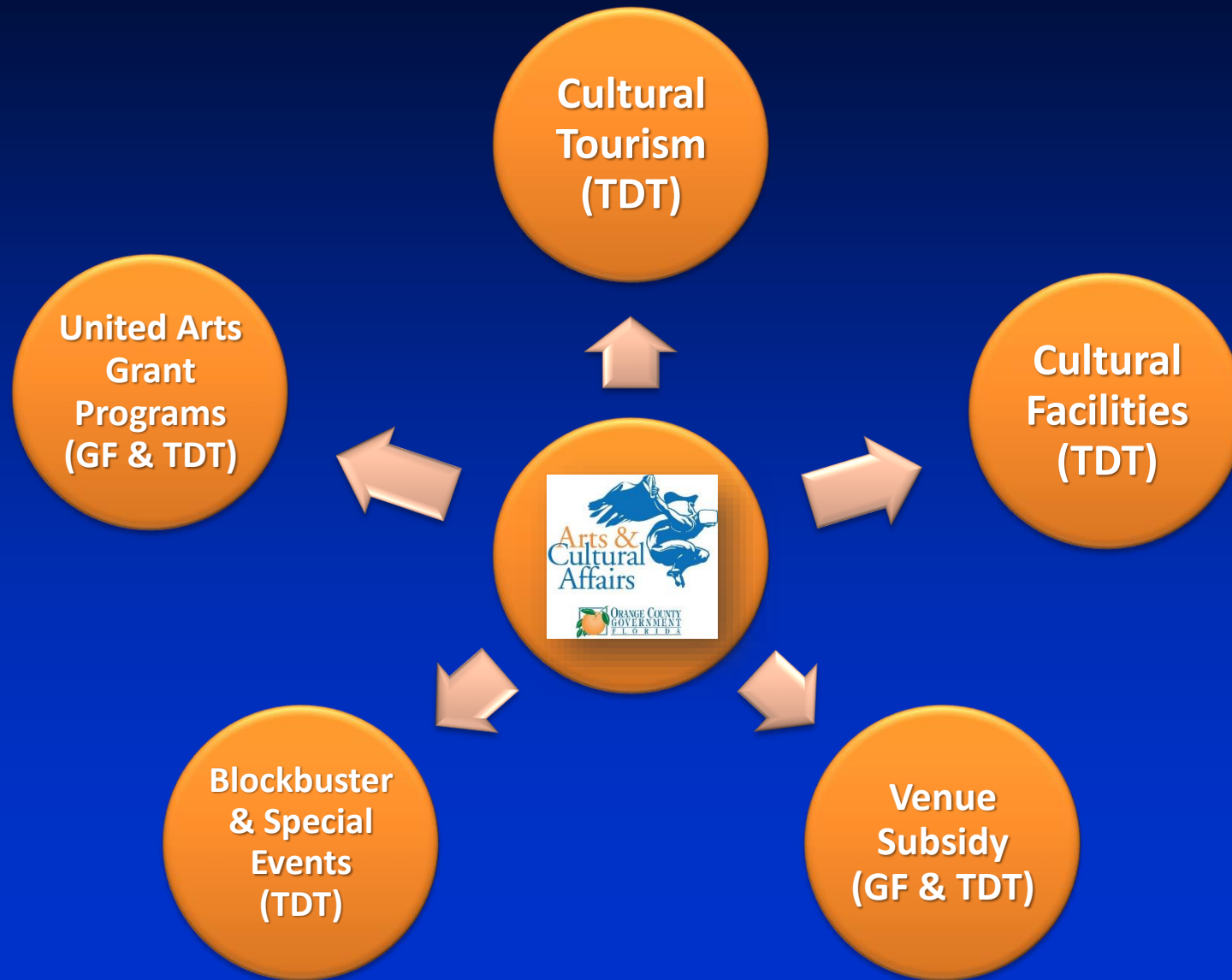


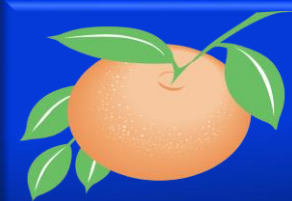
Arts & Cultural Affairs Advisory Council Members:

- **Jennifer Benton, Chair** (*District 1*)
- **Paul Lartonoix, Vice-Chair** (*UCF*)
- **Comm. Maribel Gomez Cordero**
- **Barbara Chandler** (*Mayor*)
- **John Hall** (*At Large*)
- **David Forrest** (*District 5*)
- **Quibulah Graham** (*TDC*)
- **Roberto Gonzalez** (*District 3*)
- **Nathan Hill** (*United Arts*)
- **Stephanie Lerret** (*District 4*)
- **Brendan Lynch** (*District 2*)
- **Tiffany Sanders** (*City of Orlando*)
- **Nattacha Wyllie** (*District 6*)

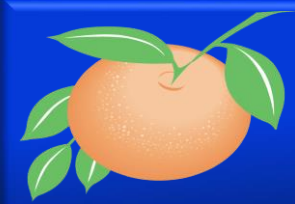


Arts & Cultural Affairs Funding Programs





Highlights



Highlights

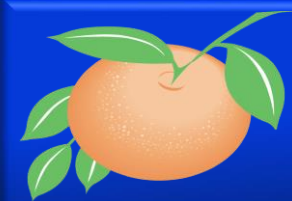


Central Florida Community Arts (*Cultural Tourism grantee*)

- **Awarded the international Music Cities Award**
 - “Best Initiative Using Music to Improve Health and Wellbeing”
 - Music Cities Awards is an international competition recognizing and celebrating exceptional uses of music for economic, social, environmental, and cultural development in cities and communities worldwide.
 - Positions CFCArts and our community as international leaders in this field.



Photo courtesy of Central Florida Community Arts



Highlights



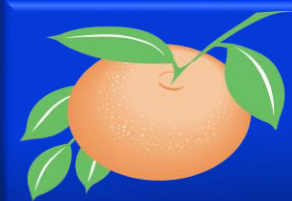
Orlando Museum of Art (*Cultural Tourism grantee*)



Orlando Museum of Art's 100th Anniversary

- Four unique exhibitions in the Fall
 - Golden Legacy: Original Art from 80 Years of Golden Books
 - Front Row Center
 - Torn Apart: Punk + New Wave Graphics
 - PUSH: J Grant Brittain 80s Skateboarding Photography
- 10th Annual Florida Prize in Contemporary Art
- \$10.19 million economic impact
- Supported 187 jobs

Photo courtesy of Orlando Museum of Art



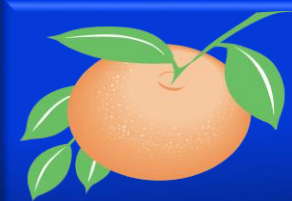
Highlights

Caribbean American Passport Multicultural Initiative (Cultural Tourism grantee)



Photo courtesy of Caribbean American Passport Multicultural Initiative

- **Successful Orlando Carnival**
 - Four events:
 - Carnival on the Runway
 - Jouvert
 - Soca Anthropology: Back in Time Lime
 - Orlando Carnival Downtown Parade & Concert
 - Effective marketing through social media, influencers and media outlets resulted exceeding attendance goal.
 - Social media sites have a combined reach of 600,000.



Highlights

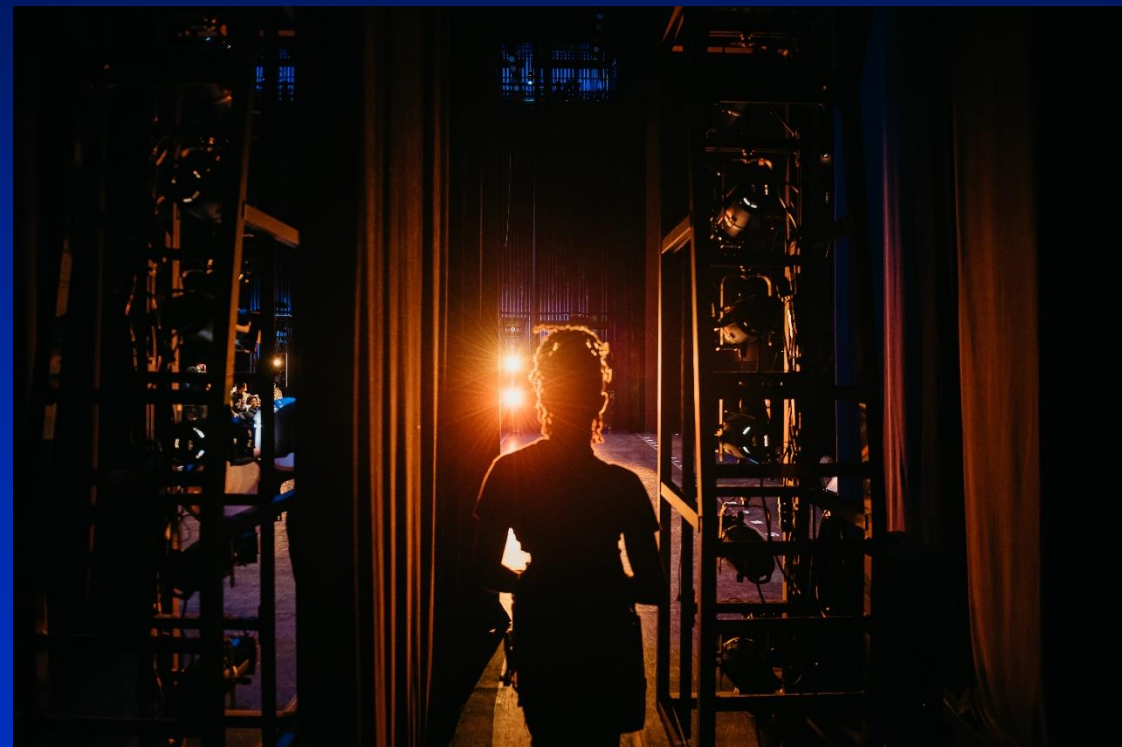


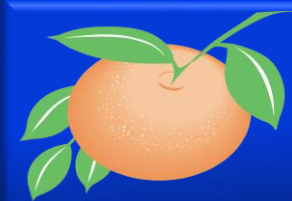
FY24 Cultural Tourism Grant Program

Awarded \$3,999,149 to 40 grantees for 2024 projects

Welcomed 1,822,099 audience members, 25% of which were out-of-town visitors

Leveraged \$38,346,926 in match funding





Highlights



Downtown Arts District (*Cultural Facilities grantee*)

- **Downtown Arts District Opens FORDify the Arts Courtyard**
 - Opening held on December 14, 2024 for the transformed alleyway.
 - Repurposed materials from former Church Street Station.
 - Available to the public during CityArts opening hours and available to rent for events.

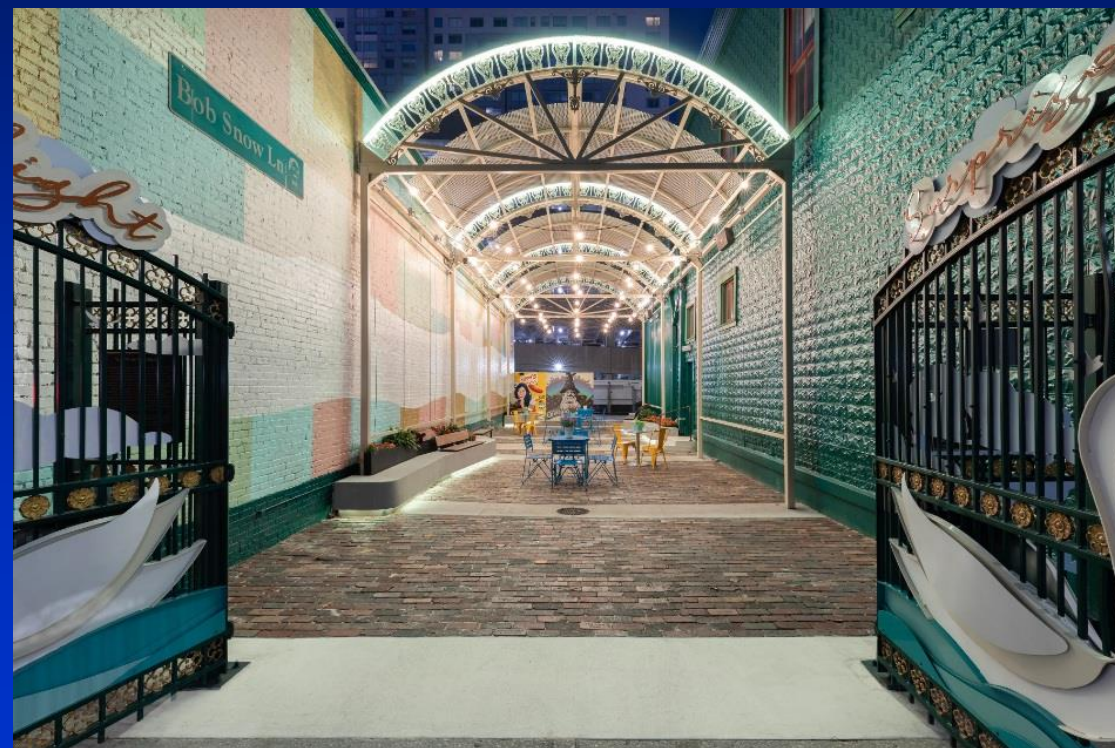


Photo by Harry Lim Photography



Highlights



Creative City Project (*Blockbuster & Special Events grantee*)

- Celebrated the 10th IMMERSE
- Showcased 1,448 artists
 - 123 performances across 5 stages
 - \$1.5 million paid to artists, vendors and event professionals
- Total attendance of 62,306
- Hundreds of thousands enjoyed immerse-related art installations in the month of February
- Over 1 million organic social media impressions
- 4.95 million social media impressions from ad campaign
- Millions more impressions from earned media, Visit Orlando's campaign and influencer engagement

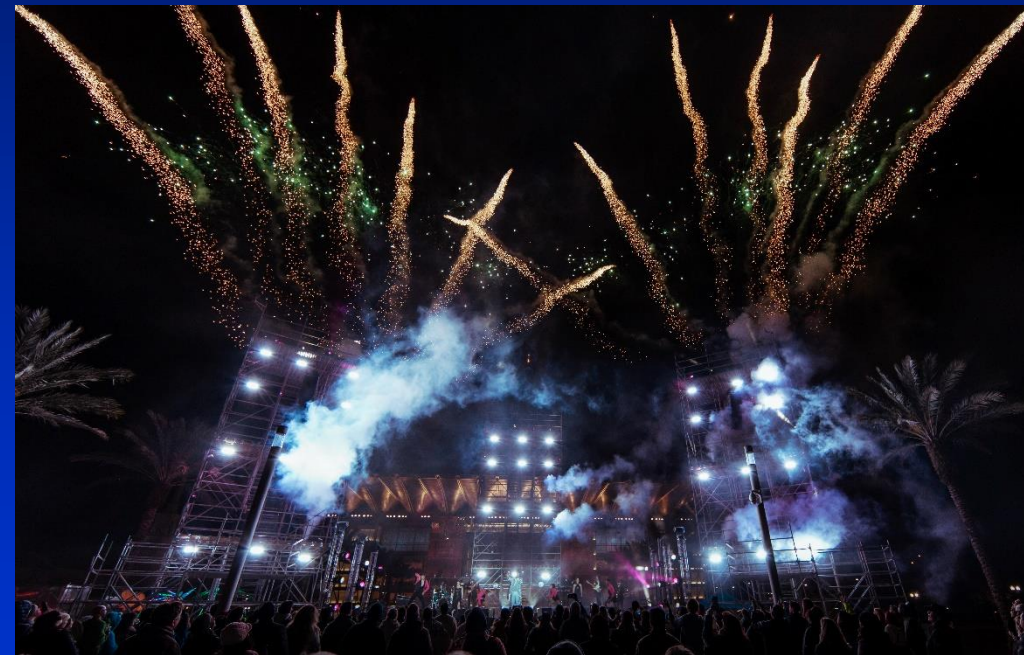
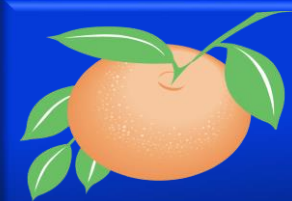


Photo courtesy of Creative City Project

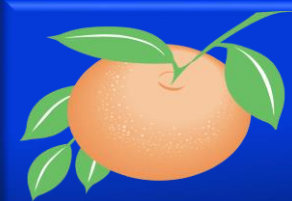


State Funding Update

- **Florida's Division of Arts and Culture recommended \$88,436,714 for arts and culture through its grants processes in the FY25-26 budget**
 - \$6,923,079 in Orange County
 - 945 applications for programming, projects, facilities, and endowments
 - Grant Year: July 1, 2025 – June 30, 2026

- **Legislature Final Recommendation: \$21,211,297**
 - Fully funds 184 Cultural and Museum Grants scoring 95/100 or higher (up to \$150,000)
 - \$1,146,000 in Orange County
 - \$1,500,000 for Cultural and Museum Grants scoring 85-94.9 (approx. \$3k each)
 - Fully funds 16 Culture Builds Florida Grants
 - None in Orange County
 - \$1,000,000 for America 250 programs (process/grant program not yet determined)

- **No veto from Governor DeSantis this year**



Orange County Arts & Culture Funding

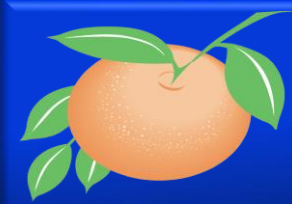


Orange County Arts & Culture Funding



- Increase to 5% of first 4 cents
- \$2,500,000 fixed TDT per plan
- \$1 per capita General Fund





Arts & Cultural Affairs Funding Programs

TDT

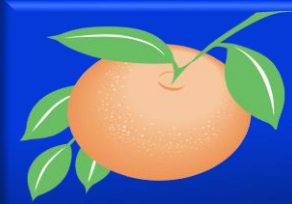
- Cultural Tourism
- Blockbuster & Special Events
- Cultural Facilities
- Venue Subsidy
- **TDT ARC Application Review Committee*

General Fund

- United Arts Program Support
- Venue Subsidy



Child of this Culture Foundation



Arts & Cultural Affairs Funding Programs



Tourist Development Tax Application Review Committee (TDT ARC)



- October 29, 2024: 11 projects approved totaling \$75M through FY29
- Spring 2025: staff support transitioned from Fiscal & Business Services to Arts & Cultural Affairs
- 5 funding agreements completed and approved by BCC
 - *Semi-annual reporting to County and Comptroller*
 - *Funds are typically reimbursement-based*
 - *80% of non-TDT match funds must be raised before funds distributed*



FY26 Projected Revenues



	TDT Funds	General Fund
TDT Calculation (5% of the 1 st 4 cents)	\$12,000,000	
Fixed Funding per Plan	\$2,500,000	
\$1 per capita		\$1,511,568
Total	\$ 16,011,568	

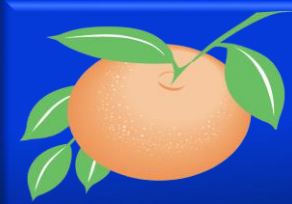




FY26 Projected Uses



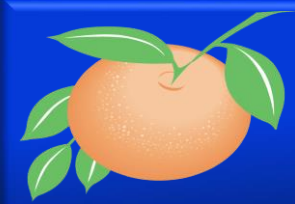
USES	TDT Funds	General Fund
Cultural Tourism	\$5,500,000	
Cultural Facilities	\$4,434,905	
Blockbuster & Special Events	\$1,127,000	
Venue Subsidy Program	\$500,000	\$500,000
UA Campaign Challenge Grant	\$500,000	
United Arts Marketing	\$300,000	
United Arts – Grant Support	\$1,500,000	\$971,568
United Arts – Fiscal Agent	\$638,095	\$40,000
Total	\$14,500,000	\$1,511,568



FY26 Projected Uses



USES	TDT Funds	General Fund
Cultural Tourism	\$5,500,000	
Cultural Facilities	\$4,434,905	
Blockbuster & Special Events	\$1,127,000	
Venue Subsidy Program	\$500,000	\$500,000
UA Campaign Challenge Grant	\$500,000	
United Arts Marketing	\$300,000	
United Arts – Grant Support	\$1,500,000	\$971,568
United Arts – Fiscal Agent	\$638,095	\$40,000
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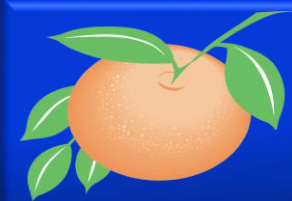


FY26 Arts & Culture Support

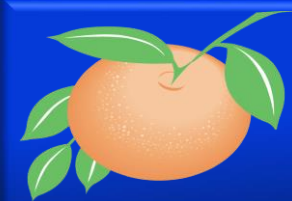


	TDT	General Fund
TDT ARC	\$15,000,000	
TDT Calculation (5% of 1 st 4 cents)	\$12,000,000	
Fixed Funding per Plan	\$2,500,000	
\$1 per capita		\$1,511,568
TOTAL:	\$ 31,011,568	
	<i>(\$20.52 per capita)</i>	





Research and Planning

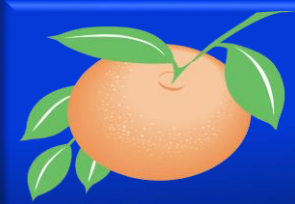


Research and Planning



- Orange County 2023 Arts Ecology Study
- Arts and Economic Prosperity Study 6 (AEP6)
- Vision 2050
- CANVAS – A Cultural Plan for the City of Orlando and Orange County





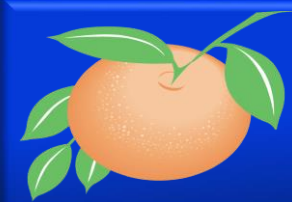
Research and Planning



Arts Ecology Study Findings: Our Arts & Cultural Community is...

- Above average for government support
- Low on private philanthropy
- Low on organizations by and about minority communities
- Lacking the national profile our quality deserves





Research and Planning



DIRECT ECONOMIC ACTIVITY

\$264,912,735 spent by organizations and audiences

NUMBER OF JOBS SUPPORTED

4,943 arts and culture employment opportunities

ARTS & ECONOMIC PROSPERITY 6 - ORANGE COUNTY -

IN-PERSON ATTENDANCE

- 2,795,352 total
- 41.5% of attendees were nonlocal

RETURN ON INVESTMENT

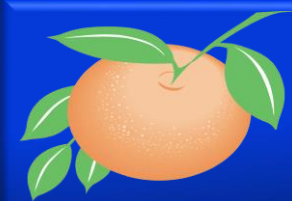
- \$50,331,102 art & culture related revenue returned to government
- \$186,239,400 total household income

RESEARCH FACILITATED IN PARTNERSHIP BY

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in Orange County (2023)



Want To Learn More? Contact
United Arts of Central Florida
info@UnitedArtsCFL.org



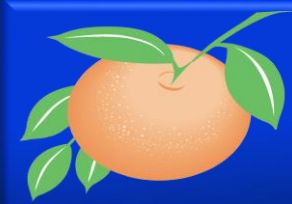
Research and Planning



CANVAS

Cultural Plan
for the City of Orlando
and Orange County

A vision for the next 10 years of arts & culture in our community



Research and Planning



CITY/COUNTY TEAM

Vicki Landon, Administrator

Orange County Arts & Cultural Affairs
Orange County, FL

Mary-Stewart Droege, AICP, Project Manager

Downtown Development Board/
Community Redevelopment Agency (DDB/CRA)
City of Orlando, FL

Marcia Hope Goodwin, Chief Service Officer and Director

Office of Community Affairs, Office of the Mayor
City of Orlando, FL

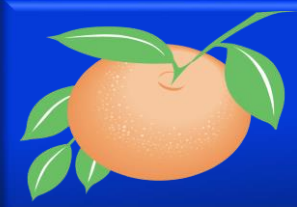
CONSULTING TEAM

Cultural Planning Group

Linda Flynn, Ph.D.
David Plettner-Saunders
Martin Cohen
Surale Phillips

Corradino Group

Edward Ng
Madison Hermida



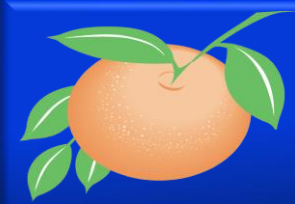
Research and Planning



Timeline:

- Project Initiation: May-July 2024 (*completed*)
- Engagement and Research: July 2024-January 2025 (*completed*)
- Findings and Results: February-March 2025 (*completed*)
- Plan Development: April-August 2025 (*in progress*)



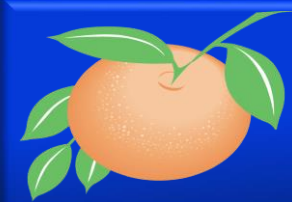


Research and Planning



- *Cross-County Site Visits*
- *Cross-Sector Workshop*
- *City & County Leadership Discussions*
- *Staff Engagement at Countywide Events*
- *Community Survey (1,000 responses)*
- *Online Vision Board*
- *More than 60 meetings!*





Research and Planning



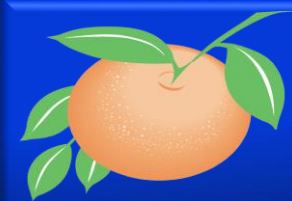
CANVAS

Cultural Plan
for the City of Orlando
and Orange County



**Review and comment
now through July 28 at
canvas.konveio.com**





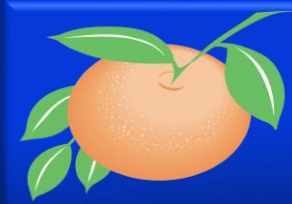
Make Music Day



Make Music Day



June 21, 2025



Make Music Day

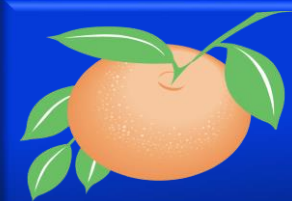


A day of music for *everyone*, by *anyone*, originally celebrated on the Summer Solstice in 1982 in France.

Now celebrated in over 1,000 cities in over 120 countries.

Make Music Orange County

- Partnership between United Arts of Central Florida and Orange County Arts & Cultural Affairs
- 40 Performances
- 16 Locations

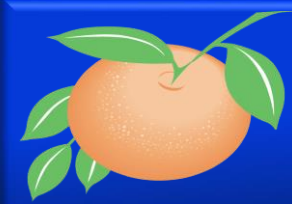


Make Music Day



- Coffee Shop
- Restaurants
- County Centers
- Winter Park City Hall
- Museum
- Place of Worship
- Library
- Outdoor Plazas
- Garden
- Gyms
- Private Home



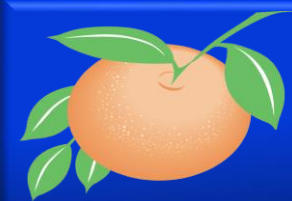


Make Music Day

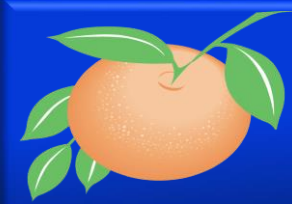


- Indian Choral
- Bluegrass
- Funk
- Country
- Jazz
- Pop
- Classical
- Vietnam Fusion
- Hip-Hop
- East Asian Rock
- Singer/Songwriter
- Latin
- Electric Violin
- Acoustic Violin
- Flute Trio
- Barbershop Choir



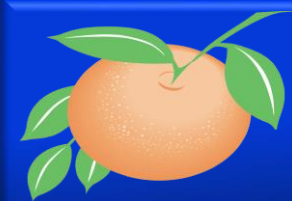


FusionFest



FusionFest





FusionFest

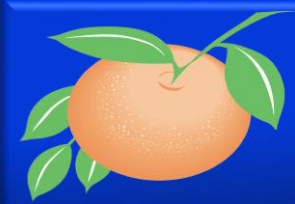


2025 Highlights

- 11 community events & parades
- Colombia “Diversitastic Dining” - January
- Culinary Contest – July
- Multicultural Pot Luck – August
- Migration Films Showcase – September
- Breaking Bread program for food insecurity – Winter
- Monthly “Triple O Interactive Art Game” at A Perfect Union gallery



Photo courtesy of FusionFest



FusionFest



Special Events & Exhibitions

- ***Portraits of FusionFest* by Juan D. Tena**
 - Orlando Museum of Art, March-May 2025
 - 22 of over 400 portraits captured at the 2023 & 2024 festivals of individuals dressed in their traditional cultural attire
 - Remaining portraits showcased in video display
 - Opening, community tour, & talks with artist, curator, and cultural ambassadors
- ***ART of FusionFest***
 - MCO Art Gallery, October 2024-April 2025
 - Thrice-extended exhibition of artwork by 11 local artists



Photo courtesy of FusionFest



FusionFest



DEVOS INSTITUTE OF ARTS AND NONPROFIT MANAGEMENT

- 5-Year Strategic Plan
 - Quality over Quantity
 - Programming & Community Engagement
 - Exhibitions & Visual Arts
 - Partnerships & Collaborations
 - Operations & Organizational Development
 - Final presentation of strategic plan – July 2025





Summary

- **Despite decreasing State funding and increasing costs, our arts & cultural community continues to achieve great things and have strong economic impact, in part due to Orange County's continued financial investment of general fund and TDT dollars**
- **Increased capacity, stronger marketing, and broader awareness are still needed to reach our community's full potential**
- **We are at a pivotal moment where multiple strategic planning efforts are aligning; tactics from CANVAS, Vision 2050, United Arts strategic plan and others will help ensure a strong future for our community**



Thank you!

