



Interoffice Memorandum

Oct. 4, 2019

TO: Mayor Jerry L. Demings
-AND-
Board of County Commissioners

FROM: Terry Olson, Administrator
Arts and Cultural Affairs Office
407-836-5540

A handwritten signature in black ink, appearing to read "Terry Olson", is written over the "FROM" field.

SUBJECT: Recommended FY20 Cultural Tourism Funding
Discussion Item – October 22, 2019

The Arts and Cultural Affairs Advisory Council (“Advisory Council”) has carefully created an application procedure that complies with the statutory requirements for the use of Tourist Development Tax (TDT) funds and also meets the Advisory Council's goal of elevating Central Florida's arts and culture to a status befitting a world-class community. At the October 22, 2019 Board meeting, the recommendations for Arts and Cultural Affairs grants for cultural tourism funding will be presented. In the spring, Arts and Cultural Affairs grants for cultural facilities funding recommendations will be brought after those applications have been received and evaluated. The Advisory Council examined numerous issues, including matching requirements, caps on funding, partial funding, categories for funding and accountability.

Twelve members of the Advisory Council served on the Cultural Tourism Review Panel to evaluate and score the eligible applications with financial analysis assistance from a CPA familiar with the industry and a marketing industry expert. After a thorough review by each review panel member and comprehensive discussions regarding the impact to be made by the funds, the panel approved the recommendations, with no votes opposing.

United Arts of Central Florida, Inc. will manage, disperse, monitor, and evaluate the use of these funds by the organizations and programs recommended below. In addition, United Arts will be paid no more than \$210,000 from Accounting Line 4430-035-0990-3197 for the fiduciary agent services required for these and for the Arts and Cultural Affairs programs presented now and in the spring.

The Advisory Council presents the following items for funding from Accounting Line 4430-035-0990-8610 FY20. Disbursements will be provided through United Arts of Central Florida, Inc., as fiduciary agent for the Arts and Cultural Affairs Office, on an agreed-upon schedule related to completion of the projects.

CULTURAL TOURISM				
No.	Organization	Project Name	Funding from Orange County Arts & Cultural Affairs	Project Budget
1	Albin Polasek Museum & Sculpture Gardens	12th Annual Winter Park Paint Out Plein Air Festival	\$46,000	\$128,200
2	Art & History Museums - Maitland	Art and History United: The 2020 Season	\$100,000	\$200,000
3	Asian Cultural Association of Central Florida	2020 Season of Music & Film Celebrating India and South Asia	\$44,000	\$114,199
4	Association to Preserve the Eatonville Community, The (P.E.C.)	Multiverse: An Introduction to Afrofuturism	\$86,000	\$537,741
5	Bach Festival Society of Winter Park	Celebrating 85 years of Music Excellence, Community Connection and Respected Tradition	\$172,000	\$1,906,315
6	Central Florida Ballet	2020 Season: A Cultural Destination for Dance	\$172,000	\$624,300
7	Central Florida Community Arts	CFCArts 10 th Anniversary Season	\$172,000	\$1,600,000
8	Cornell Fine Arts Museum	20/20 Vision: New Ways of Seeing and a Year of Firsts at the Cornell Fine Arts Museum	\$150,000	\$1,301,623
9	Crealdé School of Art	Crealdé's 2020 Season of Exhibitions & Events at the Hannibal Square Heritage Center and Beyond	\$86,000	\$206,071
10	Creative City Project, Inc.	IMMERSE 2020	\$172,000	\$1,669,150
11	Downtown Arts District (DAD)	2020 at the Downtown Arts District: A Vibrant and Innovative Arts & Cultural Destination	\$134,000	\$1,002,199
12	Enzian	29th Annual Florida Film Festival	\$172,000	\$827,759
13	Garden Theatre	Worlds Collide: Garden Theatre 2020 Season	\$172,000	\$1,275,437
14	Global Peace Film Festival	2020 Global Peace Film Festival	\$46,000	\$560,728

Discussion Agenda Item - October 22, 2019
 FY20 Recommendations for Arts and Cultural Affairs Grants
 Page 3 of 4

15	Holocaust Memorial Resource & Education Center of Florida	2020: A Vision of Hope & Humanity	\$125,000	\$400,303
16	Leu Gardens (Friends)	Nature of the Game Exhibition	\$40,000	\$80,000
17	Mad Cow Theatre Company	Mad Cow Theatre's 23rd Season of Live, Professional Theatre - Jan. through Sept. 2020	\$86,000	\$850,635
18	Maker Effect Foundation	Maker Faire Orlando	\$46,000	\$182,265
19	The Mennello Museum of American Art (Friends)	The Mennello's 2020 Season of Diversity in American Art	\$77,784	\$155,568
20	Opera Orlando	Set the Stage – 2020 Opera Season	\$82,000	\$851,794
21	Orlando Ballet	Orlando Ballet Spring and Summer 2020, Fall and Winter 2020	\$172,000	\$3,659,366
22	Orlando Fringe	29th Annual Orlando International Fringe Theatre Festival	\$172,000	\$1,495,944
23	Orlando Museum of Art	Orlando Museum of Art – 2020 Exhibition Season	\$172,000	\$543,515
24	Orlando Philharmonic Orchestra	The Orlando Philharmonic Orchestra's 2019-2020 Season	\$172,000	\$1,261,294
25	Orlando Repertory Theatre	Orlando Repertory Theatre's Fall/Winter 2020: Creativity, Compassion, Curriculum	\$172,000	\$597,142
26	Orlando Science Center	Orlando Science Center's Celebration of Science	\$172,000	\$2,775,347
27	Orlando Shakes	Orlando Shakes 2020 Season of Professional Theater	\$172,000	\$1,472,692
28	Snap! Orlando	Snap! 2020 – Celebrating 10 Years of Innovative Placemaking	\$82,000	\$177,450
29	Timucua Arts Foundation	Creative Vision: Timucua's 2020 Season of Integrated Performing & Visual Arts	\$55,000	\$237,150
30	The Winter Park Playhouse	The Winter Park Playhouse 2020 Series of Professional Musical Theatre Programming	\$86,000	\$1,147,843
	TOTALS		\$3,607,784	\$27,842,030

ACTION REQUESTED:

Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for 30 Arts and Cultural Affairs grants for cultural tourism for FY 2020 in the amount of \$3,607,784.

Cc: Byron W. Brooks, AICP, County Administrator
Randy Singh, Deputy County Administrator