

Orange County  
**Arts and Cultural Affairs**  
Cultural Tourism Funding 2021



Presentation to the  
Orange County  
Board of County Commissioners  
October 27, 2020

**Arts and Cultural Affairs  
Advisory Council Mission**

*To elevate the status  
of Central Florida's  
arts and culture  
to that befitting a  
world-class community.*

**Cultural Tourism Review Panel**

**Karen Climer, Chair**  
Demetree School of Real Estate

**Cecelia Bonifay**  
Akerman, LLC

**Shelby Norwich**  
Olde Towne Brokers, Inc.

**Julie A. Coleman**  
Life Begins Now, Inc.

**Rick Richbourg**  
Adelphi Agency

**Gwen Covington**  
Entertainment Galore, LLC

**Frank Santos**  
Rosen Hotels & Resorts

**Sami Haiman-Marrero**  
Urbander

**Judith Shealey**  
Lion of Judah Academy

**Jeff Moore**  
University of Central Florida

**Keith Smith**  
Partners Federal Credit Union

**Theo Webster**  
Arts Advocate

# Overview of Evaluation

- **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

## FY21 Projected Sources

	TDT Funds	General Fund
<b>Sources</b>		
TDT Calculation	\$3,000,000	
Additional Arts Funding	\$2,000,000	
FY20 Funds for Re-allocation	\$1,549,716	
\$1 Per Capita		\$1,386,080
<b>TOTAL</b>	<b>\$6,549,716</b>	<b>\$1,386,080</b>

## FY21 Projected Uses

	TDT Funds	General Fund
Cultural Tourism	\$3,800,000	
Cultural Facilities	\$0	
United Arts Operational Support	\$1,500,000	\$886,080
Rent Subsidy		\$500,000
Challenge Grant	\$500,000	
Blockbuster Fund	\$439,716	
Community-wide Marketing	\$100,000	
Fiscal Agent	\$210,000	
<b>TOTAL</b>	<b>\$6,549,716</b>	<b>\$1,386,080</b>

## Recommendations

Organization	Orange County Funding Recommendation
Albin Polasek Museum & Sculpture Gardens	\$ 46,000
Art & History Museums - Maitland	\$100,000
Asian Cultural Association of Central Florida	\$ 30,000
The Association to Preserve the Eatonville Community (P.E.C.)	\$ 86,000
Bach Festival Society of Winter Park	\$172,000
Bronze Kingdom Museum	\$ 79,688
Central Florida Ballet	\$134,495
Central Florida Community Arts	\$172,000
Cornell Fine Arts Museum	\$172,000
Creside School of Art	\$ 86,000
Creative City Project Inc.	\$172,000
Downtown Arts District (DAD)	\$125,000
Enzian	\$172,000
Garden Theatre	\$172,000
Global Peace Film Festival	\$ 46,000

## Recommendations continued

Organization	Orange County Funding Recommendation
Holocaust Memorial Resource and Education Center of Florida	\$172,000
Mad Cow Theatre Company	\$ 86,000
Maker Effect Foundation	\$ 46,000
Friends of The Mennello Museum of American Art	\$ 79,986
Opera Orlando	\$172,000
Orlando Ballet	\$172,000
Orlando Fringe	\$172,000
Orlando Museum of Art	\$172,000
Orlando Philharmonic Orchestra	\$172,000
Orlando Repertory Theatre	\$172,000
Orlando Science Center	\$172,000
Orlando Shakes	\$172,000
Snaps! Orlando	\$ 46,000
Timucua Arts Foundation	\$ 75,000
The Winter Park Playhouse	\$ 86,000

**TOTAL FUNDING RECOMMENDATIONS \$3,732,169**

## Cultural Tourism Summary FY21

- Organizations requested funding: **30**
- Organizations recommended for funding: **30**
- Total project budgets: **\$23,596,503**
- TDT investment: **\$3,732,169**



## Projections

- Total attendance: **1,477,925 (30% tourists)**
- Total tourists: **445,978**
- Increased awareness of Orlando as a cultural destination in regional, national and international media
- Total economic impact: **\$69,929,666**
- Return on Investment: **\$19:1**

## Requested Action

Approval of the Arts and Cultural Affairs  
Advisory Council's funding  
recommendations for Arts and Cultural  
Affairs Grants for cultural tourism for FY21.

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