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

Julie A. Coleman

Gwen Covington
Entertainment Galore, LLC

Samí Haiman-Marrero
Urbander

Jeff Moore

Shelby Norwich
Olde Towne Brokers, Inc.

Rick Richbourg

Frank Santos Rosen Hotels & Resorts

Judith Shealey Lion of Judah Academy

Keith Smith

Theo Webster

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

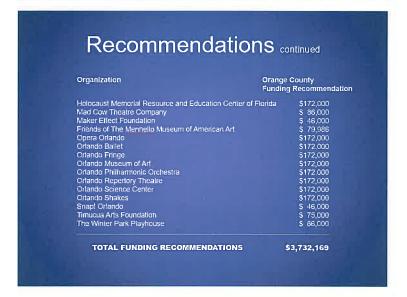
FY21 Projected Sources

	TDT Funds	General Fund
Sources		
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
TOTAL	\$6,549,716	\$1,386,080

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	
TOTAL	\$6,549,716	\$1,386,080

Organization	Orange County Funding Recommendation
Albin Polasek Museum & Sculpture Gardens	\$ 46,000
Art & History Museums - Mailland	\$100,000
Asian Cultural Association of Central Florida	\$ 30,000
The Association to Preserve the Eatonville Comr	munity (PEC) \$ 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
Crealde School of Art	\$ 86,000
Creative City Project Inc	\$172,000
Downtown Arts District (DAD)	\$125,000
Enzian	\$172,000
Garden Theatre	\$172,000





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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