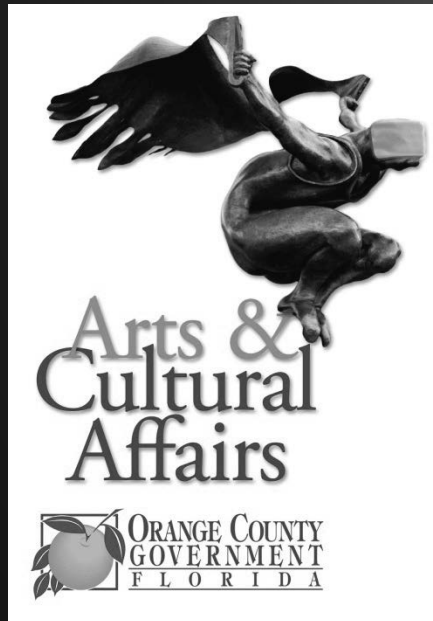


Orange County **Arts & Cultural Affairs** Cultural Tourism Funding 2017



Presentation to the
Orange County
Board of County Commissioners
October 18, 2016

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.*

August 2001 BCC Resolution

- TDT Investment in Arts and Culture
- Office of Arts & Cultural Affairs
- Advisory Council
Advise on funding from TDT
and non-TDT sources

Resolution 2001-M-30

Section 3.A.2

The Council shall assist the Board in allocating County funding for arts and cultural affairs. Such assistance shall include the review of funding requests for the arts. The Council shall review requests from arts and cultural organizations for funding from designated tourist development tax funds as well as from general fund revenues.

Florida Statutes Chapter 125.0104 (5)a

Authorized Uses of TDT Revenue

Cultural Tourism

Section 1

To ... operate, or promote ... auditoriums, or museums.

Section 2

To promote and advertise tourism.

Cultural Facilities

Section 1

To acquire, construct, extend, enlarge, remodel, repair, improve, [or] maintain ... auditoriums, or museums.

Defining Tourist

Chapter 125.0104 (2)b.2
“Tourists” means a person
who participates in trade
or recreation activities
outside the county of his
or her permanent
residence or who rents or
leases transient
accommodations



Terry Olson and Stacy Barton performing at Epcot as tacky tourists *Gutfred and Myrtle*, circa 1984.

Arts and Cultural Affairs Advisory Council

Hal Kantor, Chair

Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

Commissioner Ted Edwards

Orange County BCC

Edgar Lopez

Harris, Harris, Bauerle, Ziegler, Lopez

Evelyn Martinez

Bongos Cuban Café

Patrick Noze

Professional Artist and Arts Advocate

Jennifer Quigley

WBQ Design & Engineering

Rick Richbourg

Adelphi Agency

Melvin Rogers

University of Central Florida

Becky Roper

Roper Family Foundation

Tiffany Sanders

JHT, Inc.

Dr. Rick Schell

University of Central Florida

Sara Segal

Community Volunteer

Beverly Winesburgh

Product Marketing Group

Overview of Evaluation

- **Identity (25 points)**

- Innovation & Uniqueness
- Attention/Standing

- **Quality (25 points)**

- Artistic Excellence
- Feedback/Critical Acclaim

- **Tourism (30 points)**

- Marketing & Public Relations
- Projected Total and Tourist Attendance

- **Implementation (20 points)**

Outreach & Diversity

Operational Readiness

Financial Readiness

Financial Match

Attendance Scoring

Requests over \$75K

Minimum attendance of 30,000

Tourist attendance of 5,000

Requests from \$40K to \$75K

Minimum attendance of 20,000

Tourist attendance of 3,333

Requests of \$40K or less

Minimum attendance of 10,000

Tourist attendance of 1,667



© Angel Franco/
The New York Times
June 13, 2016.
Candlelight Vigil
at the Dr. Phillips
Center.

Part of 'UNISON'
exhibition, on view
through October 28
at Snap! Downtown

Orange County Cultural Community

- There are **191** Arts & Cultural nonprofits in Orange County. **67** have profiles on NonProfit Search on the Central Florida Foundation's website. **62** have applied for CT Funding to date. **48** received funding. Eleven cultural organizations closed in the past two decades.
- The required funding workshops were attended by **53** organizations.
- United Arts of Central Florida funded **59** organizations this year.

Recommendations

Organization	Orange County Funding Approval
The Association to Preserve the Eatonville Community	\$150,000
Bach Festival Society of Winter Park	\$125,000
Downtown Arts District	\$100,000
Enzian	\$150,000
Garden Theatre	\$150,000
Orlando Ballet	\$150,000
Orlando Fringe	\$110,000
Orlando Museum of Art	\$150,000
Orlando Philharmonic Orchestra	\$150,000
Orlando Repertory Theatre	\$150,000
Orlando Science Center	\$150,000
Orlando Shakespeare Theater	\$150,000
Subtotal (12 projects) \$1,685,000	

Recommendations continued

Organization	Orange County Funding Approval
Art & History Museums—Maitland	\$75,000
Central Florida Ballet	\$75,000
Crealdé School of Art	\$75,000
Creative City Project, Inc.	\$67,000
Mad Cow Theatre Company	\$75,000
The Friends of the Mennello Museum of American Art	\$75,000
	Subtotal (6 projects) \$442,000

Recommendations continued

Organization	Orange County Funding Approval
Albin Polasek Museum & Sculpture Gardens	\$40,000
Asian Cultural Association of Central Florida	\$30,000
Global Peace Film Festival	\$40,000
Holocaust Memorial Resource and Education Center of Florida	\$40,000
Friends of Leu Gardens	\$40,000
Maker Effect Foundation - NEW	\$40,000
The Winter Park Playhouse	\$40,000
	Subtotal (7 projects) \$270,000
TOTAL FUNDING RECOMMENDATIONS	\$2,397,000

Cultural Tourism Summary FY 17

- Organizations requested funding: **26**
- Organizations recommended for funding: **25**
- Total project budgets: **\$16.9 million**
- TDT investment: **\$2.4 million**



Projections

- Total attendance: 1,094,130 (24% tourists)
- Total tourists: 261,576
- Increased awareness of Orlando as a cultural destination in regional, national and international media
- Total spending: \$42,551,491
- Total economic impact: \$47,181,740
- Return on Investment: \$19:\$1

Requested Action

Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for the Cultural Tourism Funding program for FY 2017.

FY 17 Projected Funding

	TDT	General Fund
TDT Funding Calculation	\$4,706,000	\$709,475
Other	\$594,942	
Program		
Cultural Tourism	\$2,458,416	
Cultural Facilities	\$1,500,000	
Operational Support through United Arts	\$543,526	\$709,475
Fiscal & Grants Management	\$199,000	
Community-wide Marketing	\$100,000	
Blockbuster Fund	\$500,000	
TOTAL	\$5,300,942	\$709,475