



Interoffice Memorandum

October 2, 2017

TO: Mayor Teresa Jacobs  
-AND-  
Board of County Commissioners

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

SUBJECT: Recommended FY18 Cultural Tourism Funding  
**Discussion Item – October 17, 2017**

The Arts and Cultural Affairs Advisory Council (“Advisory Council”) has carefully devised an application procedure that honors the statutory requirements for the use of Tourist Development Tax (TDT) funds and also meets the council's goal of elevating Central Florida's arts and culture to a status befitting a world-class community. At the October 17, 2017 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 and a marketing industry expert 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. Two projects to be funded from the Blockbuster reserve fund also will be presented. 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.

The Blockbuster Committee and the Advisory Council held emergency meetings to address the severe storm damage to facilities and lost event revenue suffered by previously funded arts organizations as a result of Hurricane Irma. The Council recommended allocating up to \$300,000 from the Blockbuster reserve fund currently held by United Arts of Central Florida, Inc. to assist with eligible facility repairs and offset lost revenue and thereby assist in stabilizing those organizations.

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 \$199,000 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 fund #4430-035-0990-8610 FY18. 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.

<b>CULTURAL TOURISM</b>				
<b>No.</b>	<b>Organization</b>	<b>Project Name</b>	<b>Funding from Orange County Arts &amp; Cultural Affairs</b>	<b>Project Budget</b>
1	Albin Polasek Museum & Sculpture Gardens	10 <sup>th</sup> Annual Winter Park Paint Out Plein Air Festival	\$40,000	\$113,445
2	Art & History Museums - Maitland	Art 31 2018: 31 Days of Experimentation and Collaboration	\$70,000	\$150,650
3	Asian Cultural Association of Central Florida	Eastern Artistry: Celebrating India and South Asia	\$25,000	\$50,550
4	Association to Preserve the Eatonville Community, The (P.E.C.)	ZORA! Festival 2018 – “Celebrating the Cultural Arts and Community Action Connection:	\$75,000	\$580,420
5	Bach Festival Society of Winter Park	Prominence Through Excellence: Exceptional Choral, Orchestral, and Chamber Music in 2018	\$150,000	\$1,721,696
6	Central Florida Ballet	The 12 <sup>th</sup> Annual World Ballet Competition	\$75,000	\$330,600
7	Central Florida Community Arts	Turning the Corner: Spring and Summer 2018 Community Orchestra Series	\$38,650	\$77,300
8	Crealdé School of Art	Crealdé’s 2018 Season of Exhibitions & Events at the Hannibal Square Heritage Center and Beyond	\$75,000	\$177,622
9	Creative City Project, Inc.	IMMERSE 2018 presented by Creative City Project	\$75,000	\$444,525
10	Downtown Arts District	Downtown Arts District: A Vibrant and Innovative Cultural Destination	\$100,000	\$998,974
11	Enzian	27 <sup>th</sup> Annual Florida Film Festival	\$150,000	\$785,750
12	Garden Theatre	Garden Theatre 2018 Season	\$150,000	\$1,549,600

Discussion Agenda Item - October 17, 2017  
 FY18 Recommendations for Arts and Cultural Affairs Grants  
 Page 3 of 4

13	Global Peace Film Festival	2018 Global Peace Film Festival	\$40,000	\$677,768
14	Holocaust Memorial Resource and Education Center of Florida	Remembrance, Compassion, and Prejudice: the 2018 Cultural Season	\$75,000	\$151,950
15	Leu Gardens (Friends of)	Nature Connects® Art with LEGO® Bricks	\$40,000	\$111,274
16	Mad Cow Theatre Company	Mad Cow Theatre' 21 <sup>st</sup> Season of Live, Professional Theatre – Jan. through Sept. 2018	\$75,000	\$987,100
17	Maker Effect Foundation	Maker Faire Orlando	\$40,000	\$157,100
18	The Mennello Museum of American Art (Friends of)	A Year of Culturally Diverse American Art	\$75,000	\$150,000
19	Opera Orlando	Opera Orlando: Second Stage Series	\$40,000	\$302,200
20	Orlando Ballet	Orlando Ballet Spring/Summer 2018 Season	\$150,000	\$2,013,543
21	Orlando Fringe	27 <sup>th</sup> Orlando International Fringe Theatre Festival	\$150,000	\$1,377,714
22	Orlando Museum of Art	Orlando Museum of Art – Spring 2018 Exhibition Season	\$150,000	\$500,017
23	Orlando Philharmonic Orchestra	The Orlando Philharmonic Orchestra's 25 <sup>th</sup> Anniversary Season	\$150,000	\$1,585,136
24	Orlando Repertory Theatre	Inspiring Young Minds: Orlando Repertory Theatre's 2018 Summer/Fall Season of Professional TYA	\$150,000	\$616,226
25	Orlando Science Center	Superhero Science Season	\$150,000	\$2,444,200
26	Orlando Shakespeare Theater	Orlando Shakespeare Theater: Cultural Tourism 2018	\$150,000	\$1,471,267
27	PAST	MLK50	\$75,000	\$150,200
28	Snap! Orlando	CITY UNSEEN	\$75,000	\$181,000

29	The Winter Park Playhouse	The Winter Park Playhouse 2018 Series of Professional Musicals, Cabarets & New Musical Festival	\$71,000	\$956,304
	<b>TOTALS</b>		<b>\$2,679,650</b>	<b>\$956,304</b>

<b>BLOCKBUSTER EVENTS</b>				
No.	Organization	Project Name	Funding from Orange County Arts & Cultural Affairs	Project Budget
1	Orlando Museum of Art	Visions of the Hispanic World: Treasures From the Hispanic Society Museum & Library, from the Prado Museum in Madrid, Spain	\$200,000	\$660,000
2	Creative City Project	IMMERSE 2020	\$200,000	\$3,250,000
3	Up to 33 TDT-funded Arts Organizations	Repairs necessitated by Hurricane Irma damage and backstop payment on event losses in consultation with the Comptroller on a case-by-case basis, subject for review by the Arts and Cultural Affairs Advisory Council.	Up to \$300,000	
	<b>TOTAL</b>		<b>\$700,000</b>	

**ACTION REQUESTED:**

**Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for Arts and Cultural Affairs Grants for cultural tourism and Blockbuster events for FY 2018.**

Cc: Ajit Lalchandani, County Administrator  
 Eric Gassman, Deputy County Administrator