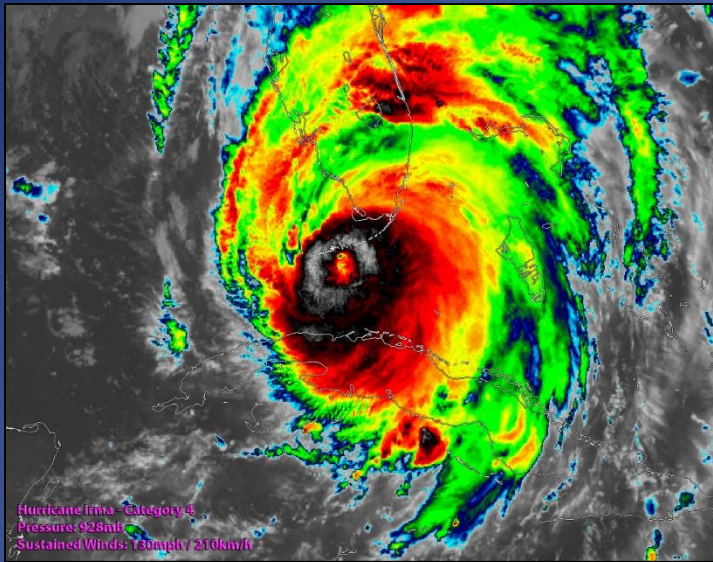


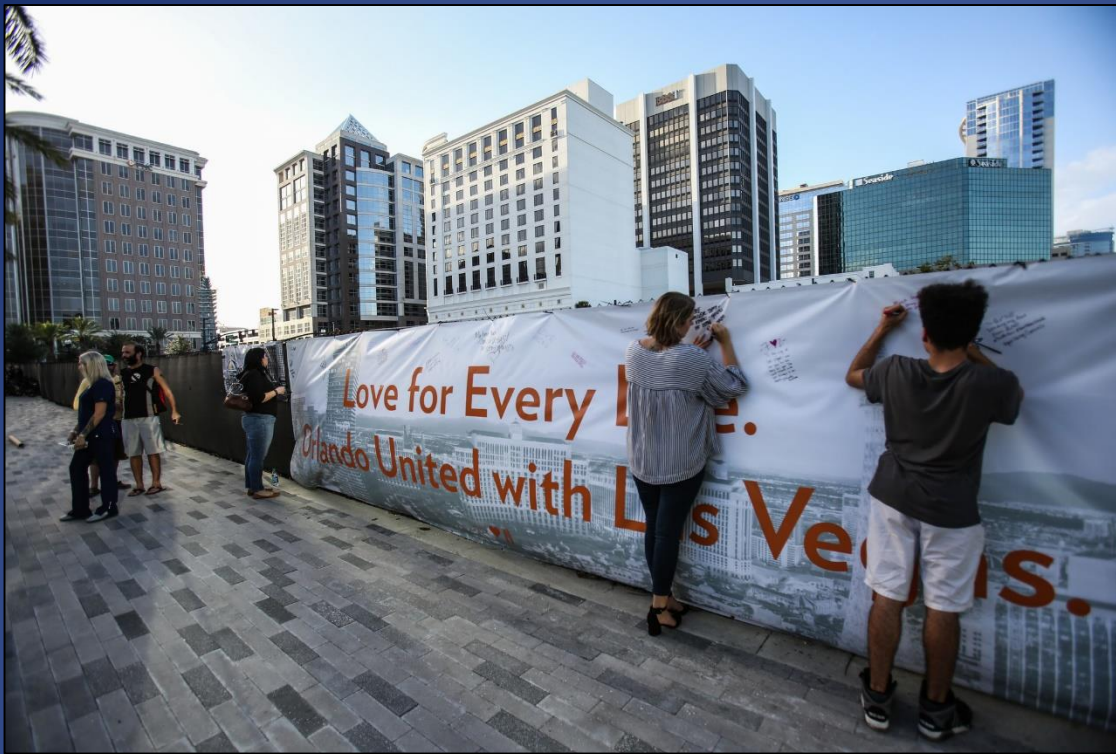
# Orange County Arts and Cultural Affairs Cultural Tourism Funding 2018



Presentation to the  
Orange County  
Board of County Commissioners  
October 17, 2017







# 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.*

**Economic Impact of the  
Nonprofit Arts & Culture Industry  
Orange County, FL**

**\$264.6**  
**MILLION**  
**DOLLARS**

Total generated  
annually by arts and cultural organizations  
and their audiences in direct economic activity

# 9,630

Number of (FTE) **JOBS** supported  
by the arts and culture industry

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# \$22.1 MILLION

Culture-related **REVENUE**  
generated for state and local governments



# Cultural Tourism Review Panel

Dr. Rick Schell, Chair

University of Central Florida

Cecelia Bonifay

Akerman LLP

Karen Climer

Arts Advocate

Sharon Fenwick

Community Volunteer

Hal Kantor

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

Diana LaRue

Appleton Creative

Evelyn Martinez

Bongos Cuban Café

Patrick Noze

Professional Artist and Arts Advocate

Jennifer Quigley

WBQ Design & Engineering

Melvin Rogers

University of Central Florida

Rick Richbourg

Adelphi Agency

Becky Roper

Roper Family Foundation

Sara Segal

Community Volunteer

# 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

# FY18 Projected Funding

	<u>May</u> <u>Projection</u>	<u>Current</u> <u>Appropriation</u>	
			<b>TDT    General Fund</b>
<b>TDT Funding Calculation</b>	\$4,900,000	\$4,900,000	\$723,665
<b>Other</b>	\$488,065	\$488,065	

## Program

Cultural Tourism	\$2,500,000	\$2,679,650	
Cultural Facilities	\$1,546,977	\$1,367,327	
Operational Support through UA	\$542,088	\$542,088	\$723,665
Fiscal & Grants Management	\$199,000	\$199,000	
Community-Wide Marketing	\$100,000	\$100,000	
Blockbuster Fund	\$500,000	\$500,000	
<b>TOTAL</b>	<b>\$5,388,065</b>	<b>\$5,388,065</b>	<b>\$723,665</b>



# Recommendations

Organization	Orange County Funding Approval
Bach Festival Society of Winter Park	\$150,000
Downtown Arts District	\$100,000
Enzian	\$150,000
Garden Theatre	\$150,000
Orlando Ballet	\$150,000
Orlando Fringe	\$150,000
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

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**Subtotal (11 projects) \$1,600,000**

# Recommendations continued

Organization	Orange County Funding Approval
Art & History Museums - Maitland	\$70,000
The Association to Preserve the Eatonville Community (P.E.C.)	\$75,000
Central Florida Ballet	\$75,000
Crealdé School of Art	\$75,000
Creative City Project, Inc.	\$75,000
Holocaust Memorial Resource and Education Center of Florida	\$75,000
Mad Cow Theatre Company	\$75,000
The Friends of the Mennello Museum of American Art	\$75,000
PAST	\$75,000
Snap! Orlando	\$75,000
The Winter Park Playhouse	\$71,000

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**Subtotal (11 projects) \$816,000**



# Recommendations continued

Organization	Orange County Funding Approval
Albin Polasek Museum & Sculpture Gardens	\$40,000
Asian Cultural Association of Central Florida	\$25,000
Central Florida Community Arts	\$38,650
Global Peace Film Festival	\$40,000
Friends of Leu Gardens	\$40,000
Maker Effect Foundation	\$40,000
Opera Orlando	\$40,000

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**Subtotal (7 projects) \$263,650**

**TOTAL FUNDING RECOMMENDATIONS    \$2,679,650**

# Cultural Tourism Summary FY 18

- Organizations requested funding: **30**
- Organizations recommended for funding: **29**
- Total project budgets: **\$20.8 million**
- TDT investment: **\$2.7 million**



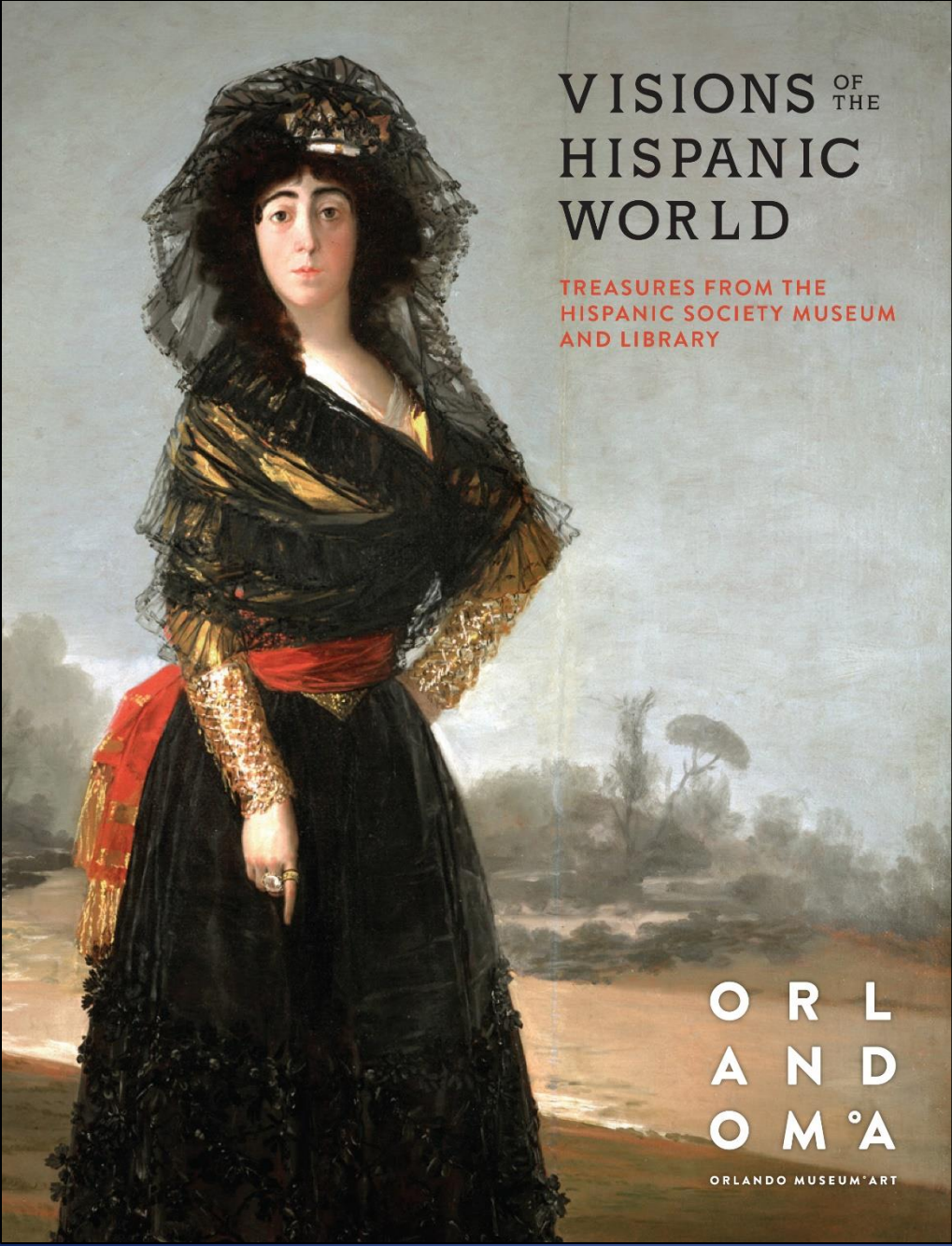
# Projections

- Total attendance: 1,344,329 (18% tourists)
- Total tourists: 244,786
- Increased awareness of Orlando as a cultural destination in regional, national and international media
- Total spending: \$59,602,667
- Total economic impact: \$66,976,355
- Return on Investment: \$25:\$1

# Blockbuster Fund

- Initiated in 2015
- Criteria
  - 100,000 attendance
  - Two to three years planning
  - Collaborative arts partners
- First approved applications this year
  - Visions of the Hispanic Word
  - IMMERSE 2020
  - Hurricane Irma Relief Fund





# VISIONS OF THE HISPANIC WORLD

TREASURES FROM THE  
HISPANIC SOCIETY MUSEUM  
AND LIBRARY

O R L  
A N D  
O M ° A

ORLANDO MUSEUM ° ART

\$200,000 request

May to September 2019

Total budget: \$660,000

Anticipated attendance: 100,000

# IMMERSE 2020



Four-day festival in  
Orlando, Winter  
Garden, Apopka  
and Edgewood

\$200,000 request in 2018  
October 2020  
Total budget: \$3,250,000  
Anticipated attendance: 100,000



# Hurricane Irma Relief \$300,000 Fund

- Must have had TDT investment previously.
- 16 out of 31 eligible organizations have significant losses.
- Damages and backstop to event losses covered.
- Application vetted by Legal Department and Comptroller's Office.



Hole in the roof of the Orlando Repertory Theatre.



Fallen tree on the Leu House Museum at Harry P. Leu Gardens.



# Requested Action

Approval of the Arts and Cultural Affairs Advisory Council's funding recommendations for FY 2018 cultural tourism in the amount of \$2,679,650 and Blockbuster funding for Visions of the Hispanic World (\$200,000), IMMERSE 2020 (\$200,000) and up to \$300,00 for Hurricane Irma repairs and event losses for TDT-funded arts organizations.

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