

TDT Large Requests

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, May 1, 2023 10:46 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando City Baseball Dreamers, LLC

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, April 26, 2023 8:32 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando City Baseball Dreamers, LLC

Primary Contact: Pat Williams

Phone: 407-721-0922

Email: pat@orlandodreamers.com

Mailing Address: 431 E. Horatio, Suite 100, Maitland, FL 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): privately owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The TDT grant request is for partial construction costs of a new domed baseball stadium and associated parking garages, in conjunction with the pursuit of acquisition of a Major League Baseball ("MLB") franchise for the county and Central Florida. MLB announced the intent to add two new teams, and Orlando City Baseball Dreamers, LLC ("OCBD") is pursuing one of the expansion slots, while simultaneously watching for an opportunity to acquire and relocate an existing MLB franchise. OCBD envisions the county to continue owning the designated 35 acre parcel, and creating a stadium authority which would own the stadium. OCBD would be arranging the balance of the financing of the stadium and parking garages. The stadium authority would enter into a 30 year lease to the MLB team for \$1/year, in exchange for the team unconditionally committing to the lease term. There would be options for multiple 10 year lease extensions. The team would divert a portion of its annual revenue to subsidize stadium operations, guaranteeing Orange County would never have to provide such support. In addition, these team subsidies would also create a capital reserve account for long term capital improvements and renovations. The balance of the parcel would be developed, without cost to Orange County, to include multiple hotel towers with up to 1,000 rooms, a separate smaller performance venue with capacity of 5,000-10,000, and multiple retail/restaurant venues. We envision Orange County floating a 30 year muni bond with debt service derived from TDT revenues.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Is this a new project or existing project? new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

MLB announced in 2019 the desire to add two teams, once stadium issues in Oakland and St. Petersburg are resolved. During the past four years, OCBD has completed exhaustive analysis of the Orlando market and how it compares to other potential cities that might be vying for an MLB franchise. We have completed many detailed financial analyses to confirm the viability of bringing MLB to the area, constructing a state of the art domed stadium, and transportation related logistics. OCBD has now completed initial stadium renderings, as well as renderings for development of the rest of the 35 acre parcel. We have completed a comprehensive economic impact study that validates the compelling value to Orange County. OCBD has also met with many sports professionals to confirm the viability of the plan, and our candidacy for an MLB franchise. All such analysis has confirmed that Orlando is by far the top choice for the next MLB location, and our proposed site location and stadium plan are indicated to be the best in baseball. We currently anticipate receiving approval from MLB by late 2024, with stadium construction commencing in 2025, with the stadium completed no later than first quarter 2028 in time for the 2028 season. The balance of the development on the rest of the parcel not completed by that timeframe would be completed no later than 2029-2030.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? no

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that

have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$1.7 billion

How much TDT funding are you requesting for this project? \$975 million

How much have you raised to date for the project? additional financing to be completed in concurrence with Orange County funding

Where will the rest of the project funding come from? (100 words or less):

OCBD will provide the balance of the financing for stadium and parking garages construction. This will be derived from (i) a seat license program, (ii) a long-term stadium naming rights transaction, (iii) a proposed 3% tax on game/event tickets, concessions, parking, and merchandise sold on the parcel, and (iv) participation in parking garages construction costs from hoteliers utilizing the garages. We anticipate revenue bonds being issued against (i), (ii), and (iii). Private financing will satisfy any shortfall.

When is this project estimated to begin? 2025

What years do you estimate TDT will be requested and how much?

2024: \$

2025: \$ 20000000

2026: \$ 35000000

2027: \$ 45000000

2028: \$ 49000000

2029: \$ 49000000

2030: \$ 49000000

2031: \$ 49000000

2032: \$ 49000000

2033: \$ 49000000

2034: \$ 49000000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The proposed domed stadium with a total capacity of approximately 45,000 will be an attraction unto itself, a "must see" for every visitor to Central Florida...whether or not there is an MLB game on that particular day. We envision

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tourists from across the country, as well as internationally, making trips to Orlando to coincide with when their favorite team is playing in the stadium...or adding an additional day or two on to their already planned Orlando visits to take advantage of an opportunity to see an MLB game. In addition, there will be many other activities in the stadium, as well as other experiences from the development of the remainder of the parcel, including a separate performance venue. Other features include plans for a baseball museum, and three hotel towers with approximately 1,000 total rooms. A portion of these may be "condohotel" oriented, so that visitors could purchase the units as a vacation home, having the units rented out when not visiting the area. As such, the stadium and parcel will be a destination experience. The project will add significantly to the total number of annual "tourist days" spent in Orange County, as well as significantly increasing aggregate tourist spending.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
OCBD commissioned JLL, considered the premier firm in the industry, to complete a comprehensive economic impact study to determine the benefit to Orange County in bringing MLB to our designated site, playing in the proposed domed stadium. The study concluded that during the construction phase, Orange County would realize in excess of 20,000 jobs and \$2.7 billion in economic impact. Over 30 years, the study concluded that Orange County would realize approximately 25,000 permanent jobs, and \$1.16 billion in annual economic impact...or approximately \$35 billion over 30 years. The study did not include the impact of ancillary development on the parcel, or consideration of MLB Spring Training occurring in the county. With those additional considerations, the economic impact to Orange County over 30 years is in excess of \$40 billion. In addition, OCBD is committed to emphasizing opportunities for minority and women owned businesses to be subcontractors for construction on the parcel, as well as being permanent suppliers and operators. The MLB team will also be dedicated to strongly encouraging Orange County youth to participate in baseball thru the planned building of a ball field in each district, based on location recommendations of each of the Orange County Commissioners, as well as having youth baseball oriented experiences and events at the stadium.

What TDT funding has your organization received in the last 10 years: none

How much? no funding received

When? no funding received

Purpose? no funding received

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): no funding received

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:51 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Florida Citrus Sports Events, Inc.-DT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 3:56 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Florida Citrus Sports Events, Inc.

Primary Contact: Steve Hogan, Chief Executive Officer

Phone: 407-423-2476

Email: shogan@fcsports.com

Mailing Address: 1 Citrus Bowl Place, Orlando, FL 32805

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

It's time to complete the original vision for Camping World Stadium as a world-class venue. Since the first phase of reconstruction in 2014, the stadium has delivered a significant return on the initial investment. A 2006 evaluation of the Community Venues project estimated that a modernized stadium would attract a total attendance of over 700,000 annually. In 2022, the current configuration of Camping World Stadium – absent a modern terrace deck and community/multipurpose space included in the 2006 estimate – hosted over 900,000 attendees across more than 28 event dates, with 67% visiting outside Central Florida (Orange, Seminole, Brevard, Lake, Osceola, Volusia, Polk). Completing the original vision will remove and rebuild the stadium's upper terrace decks – now well over 30 years old – and add 100,000 square feet of multipurpose community space as a fieldhouse, projected to host over 100 new midsized events annually. Building on that original vision, replacing the upper deck creates an opportunity to add a canopy to Camping World Stadium. Like Hard Rock Stadium in Miami, a covering would be a game-changer for Orlando, improving the fan experience and maximizing usability during various types of weather. Other tourism-focused destinations like Las Vegas, Los Angeles and Nashville have recently built or announced covered facilities with \$2 - \$4 billion price tags. Jacksonville has announced plans for a shade roof on their stadium. Orlando can complete a competitive stadium campus for significantly less. Despite our community's best efforts, Orlando was not selected to host World Cup and the Army-Navy Game, two major stadium tourism events that would have been significant economic drivers for our community. We should cultivate our economic engine, maximize its return on investment for our community and realize the greater potential of the world's most popular tourist destination.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): FCS is a not-for-profit tenant of the venue

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): City of Orlando / Orlando Venues

Is this a new project or existing project? Existing project/venue

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Our community started the reconstruction process for the Tangerine Bowl/Citrus Bowl stadium, initially built in 1936, nearly two decades ago. Partial funding for the first phase of stadium reconstruction was part of the 2006-07 Community Venues initiative, alongside the Amway Center and the Dr. Philips Performing Arts Center. Though approved with the other venues, the stadium funding was unavailable due to the 2008-09 recession. A 2012 amendment by Orange County allowed the first phase of reconstruction, which included the stadium's lower bowl, to begin in February 2014. The venue reopened in November of that same year. In 2021, Orange County leadership approved further TDT investment to continue the pursuit of the original vision. These updates enhanced the overall fan experience, including parking lot improvements, new club areas, additional concessions and restroom facilities for the general concourse and additional seating. Those upgrades were completed in December 2021. The stadium remains an active asset for the community but awaits the completion of the original vision.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? The first phase detailed above was funded by TDT, requested by FCS and allocated to Orlando Venues.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land

improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? The total cost to both complete the original vision and also add a canopy is \$800 million.

How much TDT funding are you requesting for this project? Up to \$800 million to cover the full expanded scope, including a canopy.

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):

The project's total cost could be bonded over 30 years, which would be approximately \$55 million per year.

When is this project estimated to begin? Immediately upon approval, with an estimated 18 months of planning and 24 months of construction.

What years do you estimate TDT will be requested and how much?

2024: \$ 800000000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

In 2022, the stadium hosted over 900,000 fans across 28 unique event dates. According to event ticketing data, 67% of those attendees came from outside Central Florida (Orange, Seminole, Brevard, Lake, Osceola, Volusia, Polk). By

comparison, Las Vegas' Allegiant Stadium opened to the public in 2021. Last year the venue hosted 1.7 million fans, according to the Las Vegas Review-Journal: "The 15 concerts at Allegiant Stadium last year attracted 654,993 fans. Raiders games accounted for 496,437 fans. Sporting events such as soccer friendlies (exhibition games) and non-UNLV college football games, including Notre Dame-BYU, drew 337,765 attendees. The 157 private events held at the stadium brought in 88,757 people, while six UNLV football games drew 80,419 people." If you set aside the Raiders and UNLV home games, the venue hosted just over one million fans for its touring and tourism-focused events (concerts, international soccer, college football). That is comparable to Camping World Stadium's 2022 performance. A competitive stadium campus can continue to generate that level of visitation annually. In addition, five of the events in Camping World Stadium in 2022 featured national and international linear television broadcasts that showcased Central Florida. These broadcasts included exposure for Central Florida attractions, the Orlando Economic Partnership, Visit Orlando and other regional partners to encourage visitation to the destination. Across broadcasts, earned and owned platforms, the direct media value of overt references to "Orlando" is just shy of \$32 million for 2022 alone. Overall, the stadium and its major events generated 10 trillion global media impressions (including web and social media) in 2022.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less): Camping World Stadium is a high-performing venue for Orange County, generating sizable economic and socioeconomic impact. In 2022, Camping World Stadium events and activities supported more than 6,100 jobs in Orange County and generated \$226 million in labor income and \$100.7 million in total tax revenue, including \$43.5 million in state and local tax receipts. The venue produced \$632 million in total economic output last year. Between its reopening in November 2014 and March 2023, the venue has hosted 214 unique ticketed event days - an average of more than two per month. Sample economic impact: Florida Classic, Cheez-It Bowl, Citrus Bowl (2014-2023): ~\$100 million per year Camping World Kickoff (2016, 2018, 2019): ~\$35 million per game Electric Daisy Carnival (2016-2022): \$125 million in 2022 NFL Pro Bowl (2017-2020): \$45 million per year Wrestlemania (2017): \$181.5 million The impact extends beyond standard metrics. In addition to ticketed events, the venue hosted hundreds of community gatherings and services since 2014. It served as the Family Assistance Center following the Pulse nightclub shooting. During the pandemic, it was a host site for COVID-19 testing, vaccinations and a monoclonal antibody treatment clinic. The campus has also held community food drops, drive-in movie nights and more. In 2013, Florida Citrus Sports co-founded Lift Orlando, a coalition of resident, business, and community leaders working to strengthen the historic neighborhoods around Camping World Stadium. This area, renamed by residents as The Communities of West Lakes, is rich in African American heritage, including many long-term residents who broke through racial and economic inequality barriers. Since 2014, Lift Orlando has leveraged the Camping World Stadium to catalyze investment in the Communities of West Lakes. The coalition has influenced over \$120 million in capital investments into the West Lakes footprint, including mixed-income housing, educational facilities, health-and-wellness access points, etc.

What TDT funding has your organization received in the last 10 years: FCS has been awarded grants for a variety of major sports tourism events in the last decade

How much? Per event requests have ranged from \$350k up to \$1.25 million

When? FCS submits 2-3 applications annually, most recently the 2023 FSU/LSU game and 2023 Florida Cup

Purpose? Bid fees or similar for major events, including NFL Pro Bowl, college kickoff games, soccer, etc.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): the Sports Incentive Committee and its predecessor funding mechanisms for major events

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 10:40 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: University of Central Florida Sports-FW: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 9:30 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: University of Central Florida

Primary Contact: Fred Kittinger, Associate Vice President, Government Relations

Phone: 407-823-1208

Email: Fred.Kittinger@ucf.edu

Mailing Address: P.O. Box 160000, Orlando, FL 32816

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

As UCF prepares to join the Big 12 Conference in July 2023, the university aspires to become the global destination for intercollegiate sports training and competition and be the preeminent collegiate collaborator for the regional growth of sports tourism. Building on the success of the region's thriving sports venues, an investment of \$176.6 million over 10 years from the Tourism Development Tax would accelerate the university's development of world-class facility enhancements to UCF's Athletics Village, attracting more visiting fans and spectators to experience what is Unbelievably Real about Orlando. This funding request would specifically accelerate UCF's Mission XII initiative, which outlines a master plan that includes \$267.8 million in new facilities and enhancements that would complement Orlando's existing community sports venues while also attracting additional visitors to Central Florida. Our request includes enhancements to FBC Mortgage Stadium, the home of UCF Football and the Hula Bowl; renovations to Addition Financial Arena and the Venue, home to UCF Basketball, UCF Volleyball, concerts, special events, and state-wide convenings; and the creation and enhancement of dedicated venues for Olympic sports, including soccer, track and field, baseball, softball, and tennis. These enhancements and new venues are designed to host competitions, events, and visitors year-round. Welcoming Big 12 competition to Orlando will bring new, vibrant fan bases and visitors to our community, elevating both the impact of our community's facilities and the level of play. In addition to enabling our community to welcome more fans and visitors to the region's preeminent collegiate athletics competitions, these projects will enable UCF Athletics to host more national exhibitions and competitive events and more pre-collegiate development leagues and training camps. Enhancements will also allow the venues to be collaboratively leveraged to further support the region's strategic sport tourism efforts as well as enhance the Central Florida economy.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Construction of facilities is managed by UCF; operations of facilities are managed by UCF Athletics

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Includes new facilities as well as transformational enhancements to existing facilities

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

UCF is actively advancing this project with available funds and working to secure the investments needed to gain momentum. In 2021, UCF launched a master-planning project to envision the future of UCF's Athletics Village with a focus on ensuring Orlando's Hometown University would be positioned to be a national destination for collegiate athletics and competition. Now completed, this master plan has served as the framework for UCF's Mission XII initiative, a comprehensive campaign to ensure the university and our community are positioned for success as we enter the Big 12. This comprehensive project focuses on multiple facilities that will be completed in phases as funds are committed. In Fall 2022, UCF Athletics received approval to spend up to \$4.7 million on the design of key components of this comprehensive project. AECOMM was then engaged to proceed with design development drawing on key projects to ensure we are shovel ready as funding is secured. In April 2023, UCF announced \$12 million in funded updates to Addition Financial Arena that would begin immediately, supporting a key component of the facilities plan. Construction of several additional components not included in this TDT request could begin as soon as late 2023, pending philanthropic funding. The phases of this project funded by TDT would deliver the transformational components of the master plan that truly build capacity and drive tourism, including a new FBC Mortgage Stadium tower that will increase capacity; introduce a Launch Club; and expand suite offerings and other new, unique premium seating opportunities. These transformational components need TDT investment for accelerated development. If TDT funds are committed over a 10-year period, UCF would be positioned to design and construct as quickly as feasible to drive additional visitor capacity and attract new events and related tourism revenue guaranteeing a strong ROI to the region.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? UCF has not received any TDT funding for this project in the past.

Statute Allowable Use

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- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$267,878,184

How much TDT funding are you requesting for this project? \$176,625,000 over a 10-year period

How much have you raised to date for the project? \$26,850,000

Where will the rest of the project funding come from? (100 words or less):

UCF is requesting approximately two-thirds of the total project cost for the further development of UCF's Athletic Village. The remaining funds will come from private sources, including philanthropy, corporate partnership revenue, and premium seat revenue.

When is this project estimated to begin? 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 10

2025: \$ 15

2026: \$ 15

2027: \$ 16.6

2028: \$ 20

2029: \$ 20

2030: \$ 20

2031: \$ 20

2032: \$ 20

2033: \$ 20

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Over the past 20 years, UCF has invested more than \$200 million in new athletic and community venues in East Orlando through self-generated revenue and philanthropic support. The Greater Orlando Sports Commission conducted a study that estimates these facilities attract 212,858 visitors outside of a 50-mile radius generating approximately 199,942 room nights and \$91 million in economic impact annually. Additionally, these venues have raised the national profile of the Central Florida community while paving the way for UCF's transition to a Power 5 conference. This project, when complete, will enable our region to become the international destination for collegiate sports and training by increasing visitor capacity and creating destination experiences that will attract more visitors to competitions and events. This includes being able to accommodate our new national peers who have strong and well-traveling fan bases to our region, resulting in an even stronger economic impact in the coming years. One of UCF's largest drivers of visitation, UCF Football, kicks off in late August and invites guests to experience Orlando and Central Florida. For weekend games, visiting guests travel one or more nights before the game and stay multiple nights. These longer stays encourage visitors to experience restaurants, tourist attractions, and activities outside of the university setting. UCF also designs signature events that encourage visitation from outside the region for long weekends surrounding athletic events. For example, Family Weekend and Homecoming are annual events that attract thousands of guests. This project also will include enhancements that will enable UCF to host larger NCAA competitions in greater frequency that often involve multiple teams -- dozens in track and field -- and will generate additional visitation from outside of the five-county region.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

First, as Orange County becomes home to a Power 5 athletics program, these facilities will deliver sustained and consistent programming and activity year-round. In addition, the completion of this project will enable UCF to better support competitive bids for national events that drive the professional, amateur and youth sport tourism sector in Orlando. For example, UCF already serves as a host or key partner in supporting Orange County's sport tourism agencies when bidding to bring marquee events to Orlando. This includes hosting the Hula Bowl; providing practice sites for teams playing in bowl games hosted at Camping World Stadium, the U.S. Women's National Soccer team and Florida Cup participants; and hosting a commercial shoot for Monday Night Football. With broadcast agreements with FOX and ABC/ESPN, UCF broadcasts year-round to audiences around the world. Even before joining the Big 12, UCF has averaged 2.8 million viewers in each football game versus Power 5 opponents on major television networks over the past 10 years and ESPN College Gameday's visit to Orlando generated \$7.5 million worth of earned media exposure. This expansion will only increase as we welcome the audience from the tradition-rich Power 5 fanbases. While the projects included in this request focus on driving tourism, UCF athletics events are accessible, with 65 percent of tickets costing \$15 or less. Technology and other enhancements will further strengthen the experiences for all fans. Facilities will also create convening and entertainment spaces that provide event spaces for businesses and organizations. Finally, UCF Athletics plans to increase revenues to grow the operating budget from \$92 million in 2023 to \$150 million in 2033 to sustain these facilities and create new jobs. In addition to the 500+ construction jobs created, UCF Athletics also expects to expand our full-time and event support employment opportunities.

What TDT funding has your organization received in the last 10 years: Organization has not received TDT Funding

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

Roseann,

Submitted on May 4, 2023:

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The **Greater Orlando Sports Commission**, now celebrating its 30th year in operation, has a long history of delivering impactful and entertaining sporting events to Central Florida. Sporting events draw countless fans of all ages and nationalities from around the world to our county venues, fill hotels rooms, restaurants, and our world class theme parks, drive a sizable local economic impact and an exponential return on investment, market our destination though linear and non-linear distribution on major networks and social channels, foster civic pride and enhance the quality of life for our residents. Beyond all the “wins”, few experiences can compete with the sheer joy of watching your favorite athletes and teams live and in person. Regardless of the end-of-season stats, Orlando has maintained its strong reputation as a clear winner.

Purposes: (1) Increase annual operational funding for the Greater Orlando Sports Commission, (2) Reinstate the allowable use of marketing dollars and (3) Increase the annual allocation of SIC funds.

(1) Increase annual operational funding for the Greater Orlando Sports Commission (GOSC).

Our organization operates in a highly competitive environment and bids on and competes for events against cities across the country and around the globe that are funded at significantly higher amounts. Orlando is a compelling destination for many significant reasons – abundant accommodation options, desirability for visitors, flight access, and the number of world class venues. The competition is fierce. Destinations around the country are heavily investing in venues, incentive funding and infrastructure improvement.

For Orlando to remain in the consideration set and win business we must remain laser focused on the importance of investment and reinvestment. The

key to maximizing our annual event schedule is chasing a range of opportunities in terms of size, seasonality, and type. Marquee events are impactful and exponentially boost the visibility of our destination, but we strive to fill our venues year-round. We also work with existing event organizers to explore opportunities to grow their business as that is an important way to create long-term relationships and a steady schedule of events, that are complemented by the marquee wins. We purposefully target a diverse and inclusive range of events including but not limited to events for veterans and athletes with intellectual and/or physical challenges. We also target ticketed events that offer paying attendees a wide range of price point ticket options.

(2) Reinstate the allowable use of marketing dollars to promote our destination to regional, national, and international events organizers; recruit amateur and professional events that drive economic impact to the community; and are for the benefit of the residents of Orange County.

The GOSC is in conversation with dozens of event organizers, including but not limited to the AAU, LA28, USOPC, IOC, Big 12, USYS, CONCACAF, ECNL, WWE, USA Rugby, FHSAA, Veteran Groups, and Youth Groups. The next round of bidding for NCAA National Championship events from 2026-2030 is expected to begin in July, 2023.

(3) Increase the annual allocation of SIC funds used to recruit, secure and retain sporting events that promote our destination regionally, nationally, and internationally via linear and non-linear broadcast; that enhance and expand the number of youth/amateur and professional events acquired that foster economic development, support job growth, visitor spending and drive economic impact to the county; and for the benefit, enjoyment, and quality of life of the residents of Orange County.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

The GOSC is a 501-c3.

If project not operated by applicant, identify entity operating project:

SIC funds are available to community organizations who submit applications for grant funding that meet the SIC application criteria.

Is this a new project or existing project?

The GOSC has been in business since 1992. The SIC fund has been in place since 2018.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less).

NA

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received?

See below.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- *5. Promote and advertise tourism nationally and internationally**
- *6. Fund convention bureaus, tourist bureaus, and tourist information centers**
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project?

NA

How much TDT funding are you requesting for this project?

NA

How much have you raised to date for the project?

NA

Where will the rest of the project funding come from? (100 words or less)

NA

When is this project estimated to begin?

Upon Approval

What years do you estimate TDT will be requested and how much?

Part 1 - Beginning on October 1, 2023: Annual operational funding for the GOSC from \$300,000 a year to \$740,660.50 (Orange County population estimate according to the Florida Legislature's Office of Economic and Demographic Research of 1,481,321 residents x \$.50 per OC Resident) for GOSC Operations and Marketing.

Part 2 - Starting in 2024: Annual funding from the current amount of \$4M/yr to \$10M/yr for SIC approved sports events.

Annual Budget from 2024-2034:

\$.50 per OC Resident annually for GOSC Operations and Marketing and \$10M annually for SIC approved sports events

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less).

Part One – By increasing the annual operational funding for the GOSC this will (1) allow our organization to add business development, events and marketing staff to help attract, recruit and retain desirable sports events to the county, (2) will allow us to market the destination outside of our Central Florida footprint and (3) provide necessary resources to invest in attracting international and Olympic events. All of which would drive incremental visitation, especially during “need times” within the calendar.

Part Two – By increasing the funding allocated to the SIC budget, those resources will (1) allow community partners to secure additional opportunities and drive events in multiple sports to our venues across the county, (2) increase the marketing of our destination, regionally, nationally and internationally, and (3) bring greater benefits to residents of Orange County while (4) lessening the burden on Orange County families that otherwise would have to travel to cities outside of Central Florida to participate in their family's youth sports events.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

The arts, entertainment, and sports are cultural cornerstones of our community, and their importance cannot be overstated. They provide a platform for creative expression, inspire, and entertain audiences, foster a sense of community and belonging, and serve as a catalyst for economic development, philanthropy and social change.

Part One – Operational Funding of the GOSC has averaged a return of over \$500 per \$1 invested with the GOSC for the past 14 years.

Part Two – since the SIC fund was established in 2018 grant funding awarded to GOSC projects has consistently yielded a return of \$30-150 dollars per \$1 invested.

What TDT funding has your organization received in the last 10 years:

Direct TDT, SIC, and World Cup Pursuit Funding (does not include operational dollars)

How much?

\$9,176,825 (2014-2017 TDT: \$1,025,000; 2018-2023 SIC: \$6,862,010; 2019-2022 WC Pursuit: \$1,289,815)

When?

2014-2017: Direct TDT; 2018-2023: SIC; 2019-2022: World Cup Pursuit Funding

Purpose?

Bid Fees, Marketing & Advertising Expenses, Incentive Funding, and Event Pursuit Funding

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Direct TDT allocation through 2017 until the SIC fund was established in 2018

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:46 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orange County ARC- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, May 3, 2023 1:20 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Tourist Development Tax Application Review Committee (ARC)

Primary Contact: Fred Winterkamp

Phone: 407-836-2920

Email: fred.winterkamp@ocfl.net

Mailing Address: 201 S Rosalind Avenue, 3rd Floor, Orlando, FL 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly owned government function.

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Tourist Development Tax Application Review Committee is authorized to consider applications for excess tourist development tax revenue funding and to provide written funding recommendations to the Tourist Development Council and the Board of County Commissioners based on applicable criteria established by ordinance. The three main evaluation criteria in the enabling ordinance include: 1) tourism attraction, 2) soundness of the project, and 3) return on investment. From FY 2018-2024, the BCC budgeted \$8M per year to the ARC and a total of \$56M was awarded to various organizations: \$10M - OnePulse Foundation \$ 4M - Orlando Ballet \$10M - Holocaust Museum \$10M - Orlando Philharmonic (Plaza Live) \$10M - Orlando Science Center \$ 6M - City of Winter Park (Canopy Auditorium) \$ 6M - Orange County Regional History Center (\$5.75M to be exact) Several organizations have presented to the ARC in the past and have expressed interest in putting in an application for the use of future TDT allocations, including the Well's Built Museum, 4Roots, Central Florida Community Arts, Rollins Museum of Art, Menello Museum of Art, and the Bronze Kingdom Museum. Additional interested organization may come forward as the ARC continues to evaluate opening an application window.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the grantees.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Projects are operated by the recipients of the grants awarded through the ARC application process.

Is this a new project or existing project? This is for existing and proposed projects which have or will go through the ARC application process

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Different projects have different timelines. Current ongoing projects with funding agreements include: Orlando Science Center - The OSC's Life Exhibit project development began on 6/1/2019 and is expected to be completed summer 2023. Orange County History Center - The restoration of the museum is a project that began on 04/01/2019 and is currently ongoing. The History Center continues to work with administration to complete this project.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? A total of \$56M was budgeted to the ARC in FY 2018-2024.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 116,000,000

How much TDT funding are you requesting for this project? 116,000,000

How much have you raised to date for the project? 56,000,000

Where will the rest of the project funding come from? (100 words or less):

The source of funding depends on each project as each organization has differing amounts of matching funds and various different types of partnerships.

When is this project estimated to begin? This request is for multiple proposed projects which will have different estimated start dates.

What years do you estimate TDT will be requested and how much?

2024: \$ 12,000,000

2025: \$ 12,000,000

2026: \$ 12,000,000

2027: \$ 12,000,000

2028: \$ 12,000,000

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Each project approved through the ARC process is evaluated to meet the required guidelines set forth in the ARC application and scoring criteria in regard to tourism expansion.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Each project approved through the ARC process is evaluated to meet the required guidelines set forth in the ARC application and scoring criteria in regard to return on investment.

What TDT funding has your organization received in the last 10 years: \$56M has already been budget to the ARC and awarded to various organizations.

How much? \$56M

When? FY18-FY24

Purpose? To provide grants to qualified organizations.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Application Review Committee (ARC)

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Saturday, May 6, 2023 2:31 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orange County Regional History Center-FW: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 10:52 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Regional History Center

Primary Contact: Pamela Schwartz

Phone: 407-836-8595

Email: pamela.schwartz@ocfl.net

Mailing Address: 65 East Central Blvd, Orlando, FL 32806

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Public-Private Non-profit partnership of OC Government and Historical Society of Central Florida

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

In 2016, the History Center (OCRHC) embarked towards a renovation of its permanent galleries due to little updating since its opening in 2001. With a new staff at the museum, it was discovered the historical collection required in-depth research and growth to ensure the new exhibitions would be reflective of the entire community's experience. In the past six years, the History Center has been the recipient of 21 of the top major national and regional awards while doing this work, has been the highest rated in class for state grant review, and is operated by highly credentialed staff recognized as national authorities in the field. The museum has also better tracked its patronage to find that we have outgrown the current space. OCRHC is at capacity to grow staff, and to serve school groups, researchers, and patrons, given current space constraints, as well as in revenue generation from events and repeat visitorship for exhibitions. The museum currently faces issues of inaccessibility to collections, patrons, parking, loading, with added challenges of unwelcoming park and surrounding spaces, and increased spending annually due to decentralized operations. To be able to grow the museum's services for and with the community, and to maintain our cutting edge and relevancy, approval was granted in February 2023 by Orange County Government (OCGov) to enter an assessment phase to determine the feasibility and opportunities towards the expansion of the OCRHC instead of just a renovation. This request encompasses the possible future growth of the OCRHC, whether that is a full-scale renovation of the existent structure or an expansion. OCRHC is the heart of the downtown of a global county and city and is a major asset exemplifying the juxtaposition of memory and history, and innovation and progress, for Orange County.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

February 2023: Received approval from OCGov to move forward with an assessment to explore the opportunities towards a possible expansion to the History Center instead of the previously planned renovations. May 2023 – December 2023: Assessment period with architectural firm using funds already in hand towards feasibility and exploratory design of an expansion. January 2024 – March 2024: Discussion and decision-making by OCGov and the HSCF regarding path forward for full scale renovation of the museum or expansion. April 2024: Start creation of RFP/proposal and fundraising campaign plan for selected path forward.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Not for this project, but some for a previous iteration of the project as outlined within

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? To be determined, but estimating a full potential expansion at \$70-80 million

How much TDT funding are you requesting for this project? To be determined based on project scope but requesting 75% based on current operating agreement

How much have you raised to date for the project? See below

Where will the rest of the project funding come from? (100 words or less):

Though funds have not been previously received towards an expansion. In 2016, the History Center was awarded approximately \$6 million in TDT funding through ARC towards the renovation of the museum’s permanent exhibition spaces, outdoor patio spaces, as well as other interior modifications. Any funds not spent from the original allocation would roll into this project. Given the joint operating agreement between OCGov and HSCF, we request that a portion be provided by TDT dollars and the remainder be raised by the Historical Society through traditional means of grants, donations, and a capital campaign.

When is this project estimated to begin? Project planning is already underway with the assessment currently kicking off

What years do you estimate TDT will be requested and how much?

2024: \$ 0

2025: \$ 5,000,000

2026: \$ 10,000,000

2027: \$ 20,000,000

2028: \$ 17,500,000

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

While the OCRHC is a regional history museum collecting and preserving the history of, and directly serving the seven-county region including Orange, Lake, Volusia, Brevard, Osceola, Seminole, and Polk counties, use of our museum expands much further geographically. While we already have many visitors and schools coming from outside this region, a larger museum covering more history, and with greater amenities, will attract statewide and international visitors seeking a long enough engagement to make their trip worthwhile. Additionally, the expansion would create a beautiful landmark and place to entice visitors as another positive engagement in downtown Orlando. The museum will have

increased multilingual exhibition space interpreting themes of global interest including tourism, space, theme parks, pioneer life, bog burials, as well as a children's wing, expanded research library, digital learning lab, and more. While theme parks are a unique tourism driver in Central Florida, lists of top visited attractions in other comparable cities are stacked with museums and historic sites. Tourists visiting from other countries are often coming for longer trips and looking for a diversity of experiences in addition to the parks. An innovative and iconic historical and cultural museum will provide enhancements to the international visitor's experience as well as the understanding of our region, and will better supplement other local offerings such as the Dr. Phillips Center for the Performing Arts, Lake Eola, and more.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
An expansion of the History Center encompasses all the key values of Orange County's current and future planning including customer service, innovation, and more. As a nationally award-winning institution and a unique offering of a county government, the History Center is poised and ready to become a recognized crown jewel of the county, an economic driver to both downtown Orlando and Orange County, and an incredible resource for the community for enhanced placemaking, education, healing, conversation, and inspiration. Additionally, while the History Center will operate as a museum during the day with assorted programming and rentals in the evenings, the structure can also be designed with ample flex space so that we can become a hub of other arts and culture activity, including but not limited to, rehearsal and performance space for small ensemble, theatre, or other performances, as well as for community meetings and more. A newly expanded history museum can become an even larger cultural anchor, enhancing the quality of life for Orange County residents, and driving tourism, interest, and understanding of our region far beyond our geographic boundaries.

What TDT funding has your organization received in the last 10 years: Annual operating support and ARC funding

How much? Up to \$3 million per year (\$25-28 million across 10 years) and approx. \$6 million in ARC

When? 2012-2022

Purpose? Annual operating support and museum renovation

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Direct allocation and ARC

PLEASE NOTE: Florida has a very broad public records law (F. S. 119).
All e-mails to and from County Officials are kept as a public record.
Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Association to Preserve the Eatonville Community

Primary Contact: N. Y. Nathiri Phone: 407-647-3307 Email: ny@preserveeatonville.org

Mailing Address: 344 East Kennedy Boulevard City: Eatonville State: FL Zip: 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501 (c) 3, non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

The Association to Preserve the Eatonville Community, Inc. (P.E.C.) proposes to build the Zora Neale Hurston Campus for the Arts, the Humanities, and the Sciences, a multi-acre development which will include the Zora Neale Hurston National Museum Complex; a Cultural Heritage Conference Center, capable of accommodating 1000 persons and their meeting needs; and a ZORA! STEM Center, the Excellence Without Excuse (E-WE) Lab & Learning Center.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant

If project not operated by applicant, identify entity operating project:

Not applicable

Is this a new project or existing project?

New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Currently, the Zora Neale Hurston Campus for the Arts, the Humanities, and the Sciences (ZORA! Campus) is "An Aspiration," more than a possibility since the land, once seemingly destined for other development, is now available for consideration. Based on an earlier economic impact study, we know we only need 23 acres of the 100 existing acres for our plan. Our rests on a 3-stage timeline: an intense 3-year planning phase; followed by a building phase which will take a total of 7 years to complete; and a marketing phase that begins simultaneously with the planning and over the period of the project, 2024 - 2034 "ramps up" in successive phases. For example, we have assembled a team of outstanding national scholars, cultural and visual artists, events experts, and historic preservationists who, over the period 2024 - 2034 will identify programming elements for the ZORA! Campus. Beginning in 2025, the project will focus marketing and community education outreach to the people of Eatonville and will provide Town representatives to visit other cultural heritage locations so they can see "in real time" best practices.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? To be determined based on programming

How much TDT funding are you requesting for this project? \$ 87,857,524

How much have you raised to date for the project? -0-

Where will the rest of the project funding come from? (100 words or less)

From corporate sponsorships; federal and state grants; and private support

When is this project estimated to begin?

3rd Quarter, 2024

What years do you estimate TDT will be requested and how much?

2024: \$ <u>2,173,900</u>	2027: \$ <u>10,654,121</u>	2030: \$ <u>11,787,161</u>	2033: \$ <u>10,453,480</u>
2025: \$ <u>2,446,765</u>	2028: \$ <u>11,646,121</u>	2031: \$ <u>10,525,786</u>	2034: \$ <u>3,386,456</u>
2026: \$ <u>2,658,171</u>	2029: \$ <u>11,628,121</u>	2032: \$ <u>10,497,442</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

As our organization has demonstrated successfully since 1990, cultural heritage tourism (though the phrase did not become "in vogue" until the late 1990s) represents the kind of authentic experience which resonates within a broad spectrum of the travel and tourism market. Of consistent interest is "All things related to Zora Neale Hurton and Eatonville, her historic hometown. What has always been the challenge for us in Eatonville is securing sufficient funding to build and develop cultural heritage tourism on a year-round basis. Building a museum, conference complex, and STEM facilities worthy of her name and the brand our organization has developed over 3-decades+ period of time will be a national and international draw.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Though our organization is hesitant to over a percentage without the benefit of, at least some research regarding cultural heritage tourism of the area in which we will be entering, we will refer to "a typical range" of between 10 - 12%.

What TDT funding has your organization received in the last 10 years:

\$1,078,860.20

Please see attachment since system would not allow entry.

How much? \$101,825 - ZORA! Festival 2014; \$150,000 - When? ZORA! Festival 2014

Purpose? To support the annual Zora Neale Hurston Festival of the Arts and Humanities (ZORA! Festival)

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts & Cultural TDT grants

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button



10-year TDT funding history from OC-ACA for Orange County TDT Funding Interest Indicator Form Due April 14th

3 messages

Trudy Wild <trudy@unitedarts.cc>
To: "N. Y. Nathiri" <ny@preserveeatonville.org>

Thu, Apr 6, 2023 at 4:02 PM

Hello N.Y. -

See below for the summary of your 10-year funding through Orange County Arts & Cultural TDT grants. Do not count in this any other United Arts grants, any UA OCPS contract service agreements through UA, or Diversity Grants - some of those funds have multiple funding sources that we are not splicing out; it does not include ARPA or CARES funding through that office and UA. They ask only for What TDT funding has your organization received in the last 10 years:

How much? When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

So, 10-year funding for your org Arts & Cultural TDT grants is Sum of All Awards: \$1,078,860.20

The Association to Preserve the Eatonville Community (P.E.C.)
Sum of All Awards:
\$1,078,860.20
Sum Paid to Date: \$1,071,160.20
OC-FY14 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2014
FY2014
\$101,825.00
\$101,825.00
OC-FY15 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival
FY2015
\$150,000.00
\$150,000.00
OC-FY16 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
Zora Neale Hurston at 125: A Year-Long Celebration of a Global Icon and Her Legacy
FY2016
\$150,000.00
\$150,000.00
OC-FY17 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! (tm) Festival Celebrates Historic Eatonville @ Year 130
FY2017
\$150,000.00
\$150,000.00
OC-FY18 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2018 -- "Celebrating the Cultural Arts and Community Action Connection"
FY2018
\$75,000.00
\$75,000.00
OC-FY18-Ph II Supplemental Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival 2018 -- "Celebrating the Cultural Arts and Community Action Connection"
FY2018

PEC 5.15

\$8,035.20
\$8,035.20
OC-FY19 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
ZORA! Festival @ Year 30
FY2019
\$120,000.00
\$120,000.00
OC-FY20 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
Multiverse: An Introduction to Afrofuturism
FY2020
\$86,000.00
\$86,000.00
OC-FY21 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
The 32nd Annual Zora Neale Hurston Festival of the Arts & Humanities (ZORA! Festival)
FY2020
\$86,000.00
\$86,000.00
OC-FY22 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
2022 ZORA! Festival Season: Celebrations for the Generations
FY2022
\$75,000.00
\$75,000.00
OC-FY23 Cultural Tourism Funding - Orange County Arts & Cultural Affairs
2023 ZORA! Festival Season: Exploring Spirituality through an Afrofuturism Lens
FY2023
\$77,000.00
\$69,300.00

Let me know if you need anything else.

TRUDY WILD

Director, Public Grants & Advocacy

UNITED ARTS OF CENTRAL FLORIDA

216 Pasadena Place | Orlando, FL 32803

Direct 321.972.9837 | Main 407.628.0333 x223 | Cell 321.663.3669

UnitedArts.cc | Trudy@UnitedArts.cc

The 2023 Collaborative Campaign for the Arts has begun!

Click [HERE](https://unitedarts.cc/artsforall/) to donate to United Arts and fuel local arts, science and history!

Subject: Urgent: Orange County TDT Funding Interest Indicator Form Due April 14th

Dear Cultural Partners,



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Dr. Phillips Center for the Performing Arts

Primary Contact: Rachel Moalli Phone: 850.510.6205 Email: rachel.moalli@drphillipscenter.org

Mailing Address: 155 E Anderson St City: Orlando State: FL Zip: 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501c3 nonprofit organization

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

True to our original plan of developing the 9-acre campus, the Dr. Phillips Center seeks to build Phase 3, a reimagined masterplan buildout of the front plaza, side and back parcels. It is expected to feature a 25,000 sq. ft. outdoor auditorium that can host 5,000-7,000 guests, a 750-seat/20,000-square-foot theater, a 12,000 to 14,000-square-foot immersive/exhibit space and a 10,000-square-foot event & banquet space. This will be in addition to amenities, such as a roof garden, a café, a restaurant and a music, arts and food & beverage garden, which will be collectively programmed with multiple types of performances and 1,000 free events annually. With this next phase of development, we embark on a journey to transform the arts center from a civic anchor and a community gathering space to a global destination that is projected to attract 1,000,000 unique visitations annually—serving as a driver of economic impact for the betterment of the community and the people in it. The reimagined masterplan is inspired by iconic public spaces, such as Chicago's Millennium Park, the Gene Leahy Mall in Omaha, Nebraska and Klyde Warren Park in Dallas, Texas.

With our vision of Arts For Every Life® and mission of being an inspirational place where people love to be, the arts center currently welcomes more than 700,000 guests per year and provides arts and wellness education opportunities to 488,000 people, in addition to contributing more than \$15.4 million to purpose-driven community initiatives since opening in 2014. Dr. Phillips Center manages a \$55 million annual business and is responsible for substantially all of the current operational costs and maintenance.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):
Directly operated by the applicant.

If project not operated by applicant, identify entity operating project:
Project is directly operated by the applicant.

Is this a new project or existing project?
This is a new project to continue the development of the arts center's full 9-acre campus.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

A committee to establish the arts center was started in 2003. We received nonprofit status in 2005, broke ground in 2011 and Phase 1 opened to the public in the fall of 2014 with Walt Disney Theater, Alexis & Jim Pugh Theater and multiple events/meetings spaces. In January 2022, we opened Steinmetz Hall and will soon open Judson's in 2024, featuring a 3,000-square-foot performance space, marking the end of Phase 2.

A masterplan committee for Phase 3 was commissioned in 2018. The overall success of the arts center and activation of the Frontyard Festival™ in 2020-21 validated the community's support for another meaningful venue and motivated us to reimagine the masterplan. We are currently in the conceptual stage of Phase 3; construction will begin 14 months after funding is secured, pending no significant delays or cost escalations. We expect to begin operations as early as mid-2026.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

We have received \$0 for Phase 3. Previously, Phase 1 & 2 received total TDT funding of \$226 million through the Inter-Local Agreement, where the funds flow to the City to pay for construction costs.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (*Orange County does not meet this threshold and is only at 30%.*)

Project Budget

How much is the total cost of the proposed project? \$175 million, given no delays or cost increases.

How much TDT funding are you requesting for this project? \$145 million

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less)

Dr. Phillips Center commits to contributing a minimum of \$15 million through philanthropy and sponsorships for capital. We have a reliable fundraising history raising \$215 million to date through our 17,000+ donor base. We also intend to request \$15 million from the City of Orlando/CRA.

Dr. Phillips Center will be responsible for the operational and maintenance costs in partnership with the City of Orlando.

When is this project estimated to begin?

Planning for Phase 3 is in process. The design can take one year and construction can take 18 months. Construction can begin as early as 2024 given that there are no delays.

What years do you estimate TDT will be requested and how much?

2024: \$ <u>145 million**</u>	2027: \$ _____	2030: \$ _____	2033: \$ _____
2025: \$ _____	2028: \$ _____	2031: \$ _____	2034: \$ _____
2026: \$ _____	2029: \$ _____	2032: \$ _____	

**We are assuming that we would bond the \$145 million over 30 years, with an estimated annual repayment of \$10 million+

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

We believe this will be a destination for visitors coming to Orange County. Phase 3 of Dr. Phillips Center will be active almost every day of the year, providing great experiences and continual employment opportunities and economic impacts.

The completion of Phase 3 is also expected to attract 1,000,000 regional, national and international visitors to downtown Orlando per year. This will nearly double our economic impact to the region.

Dr. Phillips Center is committed to building and producing programming for people from every walk of life. In 2022, our data showed that 50% of all ticket buyers came from outside of Orange County. In addition, the reimagined masterplan is a public and private partnership between the arts center and the local government, which strengthens the community, while providing a space where anyone can enjoy year-round arts & cultural programming, including outdoor concerts, youth programming, integrated arts and wellness studies/classes for people from all of five Central Florida counties and beyond. Other key programs and features we are considering include free events, rotating art installations, exhibiting multiple local and international artists, performances, outdoor auditorium with seating, rentable event spaces, water features, active streetscapes as well as a music and arts pocket park. It also has spaces for billboards and video projections.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Outdoor recreational spaces in the heart of large and mid-size cities have the ability to increase property values and attract more foot traffic within downtown areas. For example, assessed values increased after the completion of Klyde Warren Park in Dallas, Texas, from \$2.5 billion in 2012 to 6.2 billion in 2020. Since our inaugural season in 2014, Dr. Phillips Center has attracted 2.75 million guests across 1,600 performances. Today, the arts center remains among the top touring Broadway markets. In addition, the arts center has received international recognition as a venue of excellence worldwide from IAVM, as well as received two Stevie Awards for media & entertainment company of the year and best nonprofit response to the pandemic for the Frontyard Festival. The arts center has also been recognized for our ongoing commitment to DEI and remains the only autism-certified venue in Florida. The arts center also consistently generates significant incremental revenue to nearby hotels and restaurants in downtown Orlando.

Dr. Phillips Center currently provides nearly \$200 million in total annual economic impact to the Central Florida area, supports 2,100 total jobs, and generates over \$13 million in state and local taxes. The proposed project will add \$170 million to the total economic impact, support an additional 1,500 total jobs, and generate over \$11 million in state and local taxes. This is nearly a \$400 million total annual impact. Additionally, the construction of the proposed Phase 3 project will generate a total one-time economic impact of \$289 million, create 1,670 total jobs and generate over \$7 million in state and local taxes. Dr. Phillips Center worked with Oxford Economics to evaluate our impact numbers.

The ROI for arts & wellness is priceless with nearly 500,000 students whose lives have been enriched by access to arts & culture and 2.75 million guests serviced with a 95% guest satisfaction, per our survey data program. These experiences will have a lasting impact and change peoples lives for generations to come.

What TDT funding has your organization received in the last 10 years:

\$45 million in 2016-17 and \$19 million in 2020, totaling \$64 million

How much? See above.

When? See above.

Purpose? Construction of the arts center, a cultural civic asset that hosts regional, national and international artists and guests. TDT funding was used to build Phases 1-2. This application is for Phase 3.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

The source was TDT funds through the City of Orlando/Orange County Interlocal Agreement.

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:54 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: City of Orlando-TDT Funding Interest Indicator - Orlando Venues

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 4:45 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: **City of Orlando**

Primary Contact: Allen Johnson

Phone: 407.440.7070

Email: Allen.Johnson@cityoforlando.net

Mailing Address: 400 West Church Street, Suite 200, Orlando, FL 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): City of Orlando Owned & Operated

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

In 2007, Orange County and Orlando came together to create a vibrant and inspired gathering place in the heart of downtown Orlando where the people of Central Florida could experience the best in sports and live entertainment year-round. This vision for greatness was achieved through a historic public-private partnership, creating a lasting public asset benefiting the entire community. Since opening its doors nearly 13 years ago, Amway Center has far exceeded its potential and remains a shining example of civic pride as well as a reliable catalyst for tourism, drawing an average of nearly 1.4 million visitors annually (Covid-19 years excluded). **To keep Amway Center competitive among its best-in-class peers**, maintaining the arena at the standards determined by the TDC, Orange County and the City of Orlando at its opening is not just good practice, it's essential. Operating an 875,000 square-foot public facility requires an investment in major systems and fire protection, technology, vertical transportation, interior and exterior finishes, among other areas, to ensure the arena continues to thrive. It was considered the most technologically-advanced venue when it opened, but numerous advances have outpaced our capabilities. This project is focused on protecting our community's investment through necessary repairs, replacements and modern enhancements so it will continue to thrive. All of the proposed refreshes are designed to benefit everyone that visits and uses Amway Center. Ongoing attention throughout its lifespan will ensure Amway Center remains an attractive and reliable host for events that could potentially go elsewhere. History has shown venues that are not properly maintained begin to slide into disrepair. Subsequently, they lose their competitive edge for events, as they gravitate to better alternatives. We must fulfill our obligation to our community and keep Amway Center a source of pride as a community asset for all uses and visitors.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant, the City of Orlando.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New project to maintain our community's past investments.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
The city-owned and operated Amway Center will require \$256 million over the next 10 years to maintain and upgrade its basic operational systems and structure. The fact that these changes are all in the nature of a routine maintain-and-refresh approach, and not a reconstruction, speaks to the quality and versatility of the building's original design. Guest experience systems like the audio, video and LED board systems will also require replacement soon, and are already seeing increasing failure rates with age. The venue's surfaces – from the roof outside to carpet and countertops – will be due for routine updating to get the building through its second decade. The building's mechanical systems, from HVAC to security surveillance video to lighting controls and kitchen equipment, will all soon reach the end of their ordinary lifespans and require replacement. Originally designed as one of the country's first LEED-certified arenas, the building's automation system that provides energy management will also soon be outdated. To be competitive for the most popular touring acts, Amway Center's event production spaces and artist support spaces, along with their capabilities, must be first-class to continue the success that draws local residents and visitors. Maintaining the venue's capital needs, before they present a crisis, is essential to being competitive for signature events and hosting community events such as high school graduations. Other same-generation buildings, in places like Indianapolis, Charlotte and San Antonio, are in the midst of similar upgrades. Orlando and Orange County committed to a great gathering place in 2007. Amway Center has exceeded its initial expectations but to do so in the future, we must enhance and improve the arena so Orlando can continue to attract the events Orlando residents enjoy and expect.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$256 million

How much TDT funding are you requesting for this project? \$256 million

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less):

The City of Orlando is dedicated to maintaining our community's investment and will explore additional funding sources to ensure maintenance is attained.

When is this project estimated to begin? 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 56000000

2025: \$ 40000000

2026: \$ 20000000

2027: \$ 20000000

2028: \$ 20000000

2029: \$ 20000000

2030: \$ 20000000

2031: \$ 20000000

2032: \$ 20000000

2033: \$ 20000000

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Orlando Amway 4 of 4

From day one, Amway Center has been a tremendous magnet drawing visitors from well outside Orlando. It's a celebrated destination for signature events ranging from professional sports, concerts, family shows, collegiate championships, corporate events and high school graduations. Ticket purchase data shows that more than 1 in 3 attendees at concerts, NBA games and other diverse events travel from outside our immediate area – making Amway Center one of Orange County's most vital tourist destinations. In fact, in 2021-22 Amway Center hosted 233 events and more than 1.3 million visitors which generated over 478,000 hotel room nights, created an average of 5,190 jobs and yielded a \$640 million economic impact. And countless visitors that come to our region to experience an event at Amway Center extend their stays so they can enjoy many of the other attractions Orlando has to offer. Properly maintaining a premier facility is a sound utilization of TDT dollars because it supports tourism in Orange County and enhances the quality of life for local residents. In order to remain a competitive bidder for championship events and high-profile concerts, arena upkeep cannot be an afterthought. We must elevate the experience. Staying ahead of the competition in securing high-profile events continues to get more challenging every year. However, our track record in continuously hosting in-demand big events is unassailable. Whether it's the recent 2023 NCAA Men's Basketball tournament or globally-popular musical acts like Bruce Springsteen, Janet Jackson and Bad Bunny, the entertainment on tap at Amway Center not only caters to Orange County's culturally diverse population, it attracts visitors from well beyond our region. It's imperative we maintain and enhance this economic driver.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
The Amway Center, owned and operated by the City of Orlando, prides itself on creating legendary moments year-round for all walks of life. While intangibles like shared experiences and lasting memories are priceless, the actual return on investment can be quantified in several ways including tourism, quality of life, job creation, media impressions and economic impact. Amway Center has exceeded all expectations as an economic engine, generating a cumulative economic impact of \$6.1 billion and over 5 million hotel room nights since its opening. Events hosted within Amway Center consistently draw tourists from outside Central Florida. They provide the impetus to generate trips to our region that fuel our hospitality industry and support its employment base. For example, when Amway Center hosted the 2012 NBA All-Star Weekend, it yielded an estimated \$95 million of positive impact. Fast forward to 2023 when Utah hosted NBA All-Star Weekend and the estimated economic impact dramatically rose to approximately \$280 million. With a competitive Amway Center primed for the future, we will be bidding on the 2027 NBA All-Star Weekend. These events drive positive media impressions in national and international news outlets which are a measurable driver of awareness for Orlando as a desirable and well-rounded destination. Additionally, the diverse world-class entertainment that Amway Center routinely hosts appeals to Orange County residents broadly. Quality of life is attained by serving the surrounding community in various ways, like hosting annual high school graduations, job fairs and community events that benefit from its downtown location. As a busy venue hosting up to seven events in any given week, Amway Center is a common thoroughfare of life for local citizens.

What TDT funding has your organization received in the last 10 years: Design and construction.

How much? \$270 million

When? 2008

Purpose? TDT funding in 2008 was one of several funding sources that went into design and construction.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): TDT

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Orange County Convention Center

Primary Contact: Mark Tester Phone: (407) 685-9899 Email: mark.testers@occc.net

Mailing Address: PO Box 691509 City: Orlando State: FL Zip: 32869

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):

Publicly Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

In 2015, the OCCC engaged in a full review of the campus' strengths and weaknesses and published a long range plan that focused primarily on the North/South Building (N/S). The N/S, which opened in 2003, had significant and vital components value engineered out of the facility due to the substantial dip in TDT after 9/11. The plan identified four key elements that needed to be addressed in the N/S. 1) Connectivity 2) Lack of ballroom 3) Lack of meeting space 4) Flex space that could add additional capacity as originally contemplated. In 2019, the BCC approved design of the project, which included the addition of a concourse that incorporated a ballroom, additional meeting space and connectivity, and a multipurpose hall that added 200k square feet to be utilized for exhibit space, general assembly, large receptions, food functions, and amateur athletic events. Architects Populous/CT Shu were awarded the design contract and were 50% complete when the project was halted due to the effects of the pandemic. Approximately \$18 million has been spent on the project to date, which had a total budget of \$605 million. The OCCC led the convention industry in recovery from the pandemic and is expecting a record year in 2024 with a robust calendar of events. Re-convening of the project would allow the OCCC to work with two state of the art facilities, as they were originally designed, that can accommodate all types of events and allow additional growth that will generate economic impact.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant.

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

Restart of previously approved project.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The OCCC published a long range plan in 2015 after a stakeholder process and extensive review. The Board of County Commissioners approved the design contract for the project in 2019. Today, the design of the project is 50% complete. The OCCC has developed an implementation strategy that details each step of implementation for the project to recommence. Included in the implementation strategy is reviewing and completing the design process, which would take approximately 12 months, and the construction process, which would take approximately 2-3 years to complete. It is anticipated the finished project could be operational in 2027 or 2028.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Approximately \$18.3M was spent on project in 2019-2020 before being halted in June 2020.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 605,000,000 (2019 Dollars)

How much TDT funding are you requesting for this project? \$586,738,302 (2019 Dollars)

How much have you raised to date for the project? \$18,261,698

Where will the rest of the project funding come from? (100 words or less)

Project to be solely funded by TDT. Cost is based on previous estimates from 2019 and will need to be reviewed in light of the significantly different current market conditions. Actual cost will be updated through Orange County's public procurement process.

When is this project estimated to begin?

FY23-24

What years do you estimate TDT will be requested and how much?

2024: \$ <u>20,000,000</u>	2027: \$ <u>250,000,000</u>	2030: \$ _____	2033: \$ _____
2025: \$ <u>75,000,000</u>	2028: \$ <u>41,738,302</u>	2031: \$ _____	2034: \$ _____
2026: \$ <u>200,000,000</u>	2029: \$ _____	2032: \$ _____	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

The OCCC's mission is to drive economic impact through attracting conventions, trade shows, corporate meetings and sporting events that bring out of town visitors to Central Florida. The project will ensure that the OCCC remains competitive and can maximize and grow its calendar of events.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Currently, the OCCC generates approximately \$3 billion in economic impact in the community on an annual basis. It is estimated that this project will generate over \$500 million in additional economic impact, bringing the total impact of the OCCC to \$3.5 billion in today's dollars on an annual basis.

What TDT funding has your organization received in the last 10 years:

The TDT levy was approved by voters to fund construction and ops of the Orange County Convention Center.

How much? Ongoing

When? Since Inception

Purpose? Generate economic impact in Orange County.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Direct Allocation

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Tourist Development Tax (TDT) Funding Interest Indicator

United Arts 1 of 3
WITH OC ARTS & CULTURAL AFFAIRS

Applicant Information

Applicant Organization: United Arts of Central Florida, Inc.

Primary Contact: Jennifer Evins Phone: (407) 636-512 Email: jennifer@unitedarts.cc

Mailing Address: 216 Pasadena Place City: Orlando State: FL Zip: 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

Purpose of our request is to seek increase in funding for arts and culture from 3% of the first four cents to 5% of the first four cents to leverage our entire creative ecosystem to advance cultural tourism in Orange County; and address the needs that are evidenced by the recent Arts Ecology Study conducted in 2022 by DeVos Institute of Arts Management of University of Maryland. United Arts works hand in hand with Orange County Division of Arts and Cultural Affairs and Visit Orlando to achieve this work.

United Arts as the Local Arts Agency designated by Orange County in 1997, serves as the primary facilitator and program implementation partner for Orange County Division of Arts and Cultural Affairs for five defined authorized uses of revenue permitted in the Florida Statute and this increase would be applied to:

- \$500,000 annually to increase the promotion and advertisement of cultural tourism
- \$1 million annually to increase support of Venue Subsidies for events and programs that have main purpose of to attract tourists
- \$2 million annually to support Blockbuster events and programs that have main purpose to attract tourists
- \$5.1 million annually to operate auditoriums and museums that are either publicly owned and or operated by a nonprofit, or owned and operated by a nonprofit within the State Statute.
- \$20 million annually to support capital investments for repairs, maintenance, expansions or new Auditoriums and Museums

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

United Arts serves as fiscal agent for Orange County in each area above

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

Existing Project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Annually, United Arts conducts 3-5 unique TDT eligible grants programs where we seek applicants, review applications for validity, and conduct volunteer led grants panels that are uniquely qualified and representative of our community to score applications based on the qualifications and expectations of each grant program defined by Orange County Arts and Culture Advisory Council appointed by Mayor Demings and Commissioners. Once awarded, grantees are required to sign contracts and submit evaluation reports and financial reports to fulfill funding requirements. United Arts administers all financial payments, accounting and reporting for these grants programs. Applicant is required to apply annually. In addition, United Arts manages the cultural tourism promotion and comprehensive arts calendar for Orange County featuring over 600 destinations, 2,500 annual events, 600 free events all with a main focus to develop tourism audiences for the arts and Orange County. United Arts leads Cultural Tourism marketing and promotion is implemented annually through comprehensive marketing and promotion. We partner with Visit Orlando to identify unique messaging to attract tourists from strategic markets in cooperative advertising.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (*Orange County does not meet this threshold and is only at 30%.*)

Project Budget

How much is the total cost of the proposed project? \$ 90,000,000 _____

How much TDT funding are you requesting for this project? \$ 28,600,000 _____

How much have you raised to date for the project? \$ 75,600,000 _____

Where will the rest of the project funding come from? (100 words or less)

These budget numbers are the collective annual operating budgets and ten year capital repair and maintenance needs of United Arts and Orange County arts and cultural nonprofits that traditionally participate in TDT funding programs. The earned revenue, and other public entites from state, federal and local municipalities as well as private sector contributions have increased by 40% in the last ten years and there is no evidence that these trends will decline substantially.

When is this project estimated to begin?

2024

What years do you estimate TDT will be requested and how much?

2024: \$ <u>28,600,000</u>	2027: \$ <u>28,600,000</u>	2030: \$ <u>28,600,000</u>	2033: \$ <u>28,600,000</u>
2025: \$ <u>28,600,000</u>	2028: \$ <u>28,600,000</u>	2031: \$ <u>28,600,000</u>	2034: \$ <u>28,600,000</u>
2026: \$ <u>28,600,000</u>	2029: \$ <u>28,600,000</u>	2032: \$ <u>28,600,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

According to Visit Orlando 15% of visitors they survey include arts and cutlural destinations and experiences in their visit or is the purpose of their visit. The Americans For the Arts Arts and Economic Prosperity Study completed in 2017 identified that 45% of arts and cutlural patrons attending Orange County Cultural venues and events are tourists.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

14:1

What TDT funding has your organization received in the last 10 years:

Cultural Tourism \$1 million, Regranting Arts & Cultural TDT Funds \$41,541,668 and Admin Fee \$2 million

How much? 42555692

When? Annually since FY2014

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts & Cultural TDT Grants

Please email this completed form to TDTcitizenadvisory@ocfl.net

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:43 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Holocaust Memorial Resource & Education Center- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 1:40 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Holocaust Memorial Resource & Education Center

Primary Contact: Kathy Turner

Phone: 4076280555

Email: kturner@holocaustedu.org

Mailing Address: 851 North Maitland Avenue

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501C-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

For future Holocaust Museum for Hope & Humanity to be built in downtown Orlando off of S. Ivanhoe Blvd.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Project development has been underway. Last year a new owner's rep and design architect were brought on board. This year we've hired a new exhibit design firm (Thinkwell Group) and Austin Commercial as our general contractor. We are currently in the schematic design phase and are moving forward with plans to break ground in mid-2024 and have a grand opening in Q3 of 2026.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes, \$10M was awarded but hasn't been disbursed. Requesting an additional \$15M for \$25M in total.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$106,000,000

How much TDT funding are you requesting for this project? \$25,000,000 in total (requesting an additional \$15,000,000)

How much have you raised to date for the project? \$30,000,000 including the \$10,000,000 already awarded from TDT

Where will the rest of the project funding come from? (100 words or less):
Largely from individuals and also family foundations, coporations, and grants

When is this project estimated to begin?Groundbreaking is slated for mid-2024

What years do you estimate TDT will be requested and how much?

2024: \$ 5000000

2025: \$ 10000000

2026: \$ 10000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

This new location and larger facility will allow us to be more easily accessible and provide more engaging and immersive learning opportunities for residents of Florida as well as tourists visiting FL. We will continue to educate about the history and lessons of the Holocaust, but with a new unique approach that is inspiring and empowering. The interactive and innovative visitor experience will attract schools and students from outside of the Central FL region and also guests coming from out of the state. We know the power of stories and the impact that Holocaust survivor stories have and will continue to build a renowned visitor experience in partnership with USC Shoah Foundation, the world's largest archive of testimonies.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

This new museum will serve as a beacon of hope and a reminder to all that our Central Florida community is one of inclusiveness and respect and takes a stand against hatred of all kinds. We are confident that through our meaningful and highly engaging approach, we will attract students of all ages from our local communities and beyond. We know that students, FL residents, and tourists will all have opportunities to learn how to be more empathetic members of society and look forward to providing them with the tools to take action whenever and wherever they encounter prejudice and discrimination. A society free of bigotry and hatred of all kinds makes for a better place for all of us to live. We are excited to work with Visit Orlando and other partners to market enlightening and memorable experiences to appeal to a broad audience and make a positive impact for years to come.

What TDT funding has your organization received in the last 10 years: Funding for this new museum as well as the current Holocaust Center in Maitland

How much? \$10,000,000 for the planned Holocaust Museum and smaller grants for HMREC

When? \$10,000,000 awarded in late 2018/early 2019

Purpose? Holocaust Museum for Hope & Humanity

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural Affairs TDT grants and ARC

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 6:11 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Friends of the Mennello Museum of American Art-TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 5:54 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Friends of the Mennello Museum of American Art

Primary Contact: Shannon Fitzgerald

Phone: 4072221182

Email: shannon.fitzgerald@cityoforlando.net

Mailing Address: 900 E PRINCETON STREET

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): City of Orlando owned and operated in partnership with 501c-3 Friends of the Museum

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Building Our Future: The Expansion of the Mennello Museum of American Art is a 40,000-sf expansion to the existing 12,000-sf facility to yield a stunning 52,000-sf state-of-the-art museum, event center and sculptural garden that seamlessly merges architecture and nature to create an inclusive and welcoming multi-faceted cultural experience to be enjoyed by residents and tourists year-round. For 23 years, the museum has enriched the public through exhibitions, educational programs and diverse events that celebrate the diversity of American Art. The expanded facility includes additional exhibition galleries, permanent collection galleries, education spaces, classrooms, museum-grade storage, multi-use event and rental space as well as plenty of spaces for play and pause. This visionary expansion, designed by Brooks + Scarpa (Los Angeles/Ft. Lauderdale) and KMF Architects (Orlando), will transform how we serve our Central Florida community with a world-class design, function and mission-driven building. It will enable us to grow the museum's programming space for the best American Art collections, traveling exhibitions and community engagement while further developing our tourism and marketing efforts and their impact. The expanded museum and event center will enable us to broaden our current capabilities and continue an improved program of artistic excellence that will boost museum tourism. The new facility provides the following invaluable services: • Welcoming and inclusive space for the highest caliber art exhibitions to best attract audiences • Expand family-friendly, diverse art education programs • Event Center & multi-purpose spaces for multiple earned income revenues; events, weddings, concerts, classrooms, community space that yields a fiscally sustainable model • Ability to seat 250 and accommodate 400+ indoor, and up to 5000 outdoor • Attract larger audiences through new branded tourism and marketing efforts • Greater impact on the

economic prosperity of the region The museum’s visionary expansion will yield boundless potential for vibrant cultural enrichment, tourism engagement and economic impact.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): n/a

Is this a new project or existing project? New Project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
2016-2017: 5-year Strategic Plan developed and adopted (revised in 2021 through 2023) 2018: Museum secures the largest gift of important American art and legacy gift from the founder, valued at \$8.9 million The City of Orlando approves land use for museum expansion and fundraising campaign by Friends 2018-2019: Community Surveys & Feasibility Study completed Ongoing Fundraising: Fundraising Consultants retained Updated Mission, Established Museum Vision and Values Building Expansion Program Design Architect Team Hired Architect’s preliminary vision design & concept plans approved by City leadership and Friends Unveiled visualization plan and architectural model Launched a Silent Fundraising Campaign Presented plans to Orange County's TDT Art Review Committee (ARC) 2020 Feb. 20, 2020: Submitted application for Orange County Cultural Facilities Funding & Presented to OC Cultural Facilities Review Panel (funding paused due to Covid-19 pandemic) Paused fundraising campaign and planning due to the pandemic June 2020- Sept 2021: During the pandemic, prepared, developed, updated, and adopted multiple internal museum policies in preparedness and stewardship advancement (Investment Statement, Investment Distribution, DEAI, Abuse, Anti-Harassment, Conflict of Interest, Whistleblower, Collection Management) 2023: Resume expansion planning and fundraising Feb 2023: Submitted application for Orange County Cultural Facilities Funding (revised from 2020 application) and Presented to Orange County Cultural Facilities Review Panel (\$500,000 for design) Spring/Summer 2023: continue to map planning with City & County Planning & Permitting, Municipal Planning Board Fall 2023 – Spring 2024: Complete Architect Designs, Retain Project Manager 2024-2025-26: Groundbreaking and construction period 2026 TBD: Public opening

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? We have not received any TDT funding for this project.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$29,000,000

How much TDT funding are you requesting for this project? \$29,000,000

How much have you raised to date for the project? \$1,473,817.00

Where will the rest of the project funding come from? (100 words or less):

Project funding will come from the private sector with a pipeline of major donors identified to include the goal of 100% financial support from the Friends Board of Directors. The Friends have applied for an Orange County Cultural Facilities grant in 2023 and plan to apply for a Florida Department of State Arts and Culture Facilities grant and National Endowment for the Humanities NEH New Building grant.

When is this project estimated to begin? Spring 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 12000000

2025: \$ 10000000

2026: \$ 7000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The museum has broadened its focus to consider, more in-depth, the richness and diversity of American Art that has directly contributed to growth in tourist visitors. Visitors from outside these five counties were 49% in 2022, up from 27% in 2019, and 17% in 2016. Our expansion will further enhance tourism and economic impact by:

- Providing proper gallery space to showcase great American Art in our collection.
- Marketing and providing public access to dedicated spaces for American Impressionism, Realism, Modernism, Folk Art, Southern Black Self-Taught Artists, rotating space for major traveling exhibitions and space for local artists.
- Enable us to quadruple the underserved students and schools we serve.
- Expand multiple revenue stream opportunities such as destination weddings and receptions, summer camps, studio and board room rentals, extended education and family wellness programs.
- Offer entrepreneurial space and programs to support local artists.
- Support small businesses, vendors, restaurants, and caterers.
- Welcome architecture tourism with award-winning, green, Florida vernacular with new innovative design strategies.

The museum's latest economic impact estimation based on a \$900,000 budget reflects that the museum generates 56 full-time jobs, contributes \$1,325,364 to household incomes, \$89,253 to local government revenue, and \$107,910 to state government revenue. Projected returns based on a \$2,500,000 budget will generate 169 full-time jobs, and contribute \$3,350,082 to household incomes, \$224,383 to local government revenue, and \$258,141 to state government revenue. Attendees to arts and cultural organizations in Loch Haven Cultural Park currently spend \$29.07 on average (residents \$23.80 – tourists \$35.27). With our future amenities, we anticipate our visitors' average spending to be in the \$32.00 range. * Source: *Arts & Economic Prosperity IV, The Economic Impact of Nonprofit Arts & Cultural Organizations and their Audiences, Americans for the Arts national economic impact study of nonprofit arts and culture organizations and their audiences (Florida/Orange County/Lock Haven).

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The return on investment will be reflected through the creation of a dynamic museum and event center for the benefit of all Orange County residents along with increased tourist visitations to this exciting cultural destination. The Mennello Museum expansion will create high-wage jobs through new development, construction, operations, local business, vendors and museum professionals' growth. The museum's mission and targeted marketing will generate day tourism from throughout the state for its programming and events. The museum will be able to draw numerous long-term stay visitors for destination weddings and events that will drive sales tax growth by high visitor spending – especially in boutique, luxury and restaurant/catering markets. We anticipate that Orange County can expect a 9:1 return on investment from the museum expansion by quantifying the museum's impact on community well-being, education, image, tourism and the local economy and what it can generate in intangible meaning, organizational spending and the spending of our audiences. As a nationally recognized home to American Art, the museum is part of a larger cultural industry that has a direct economic impact on our community in the support of jobs, business, and government revenue that is the cornerstone of tourism. For museums, the data show that, on average, every dollar given to a museum is likely to generate something on the order of \$100 to \$200 in value to the community. The expansion affords us the ability to dramatically increase revenue and efficiency through improved facilities, operations and streamlined processes that are not possible within our current facility. Furthermore, it will help create a healthy cultural investment where access to art is expanded for residents and visitors alike, all while transforming operations and profitability, and remaining mission-driven.

What TDT funding has your organization received in the last 10 years: Art & Cultural Tourism TDT grants FY2014-FY2023

How much? \$673,570.00

When? Annually since 2014 - 2023

Purpose? Funding for exhibitions, education, outreach, publications and marketing.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 6:04 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator - Orlando Venues

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 5:26 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: City of Orlando

Primary Contact: Allen Johnson

Phone: 407.440.7070

Email: Allen.Johnson@cityoforlando.com

Mailing Address: 400 West Church Street, Suite 200, Orlando, FL 32801

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): City of Orlando Owned & Operated

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

An expansive 50 acres of botanical bliss, Leu Gardens & House Museum is one of Orlando's premier cultural destinations that draws over 265,000 visitors annually to its lush landscape featuring over 40 diverse plant collections including the largest camellia collection in the Southeast, a canopy of 300-year-old Southern Oaks and miles of pathways to stroll on. The gardens also host educational classes, workshops and weddings year-round along with temporary exhibits and events like "Fairy Doors," "Dinosaurs" and the popular, holiday-themed wonderland "Dazzling Nights." The sprawling property was gifted to the City of Orlando in 1961 along with the Leu House Museum, the restored 19th century former home of Harry and Mary Leu, which is on the National Register of Historic Places. The Master Plan Improvement Project, created in 2010, focuses on improving the gardens' appeal to families and creating exclusive areas for events. The scope includes several key additions designed to address some ongoing challenges while other new features will create wonderful opportunities for visitors to experience. Improving the existing amphitheater, an important event space, will include a new stage area, enlarged lawn area and an aqua garden and grotto to accommodate larger events and more people. While the Lake Rowena overlook is one of the best natural amenities, an expansion of boardwalks, seawalls and pavilions will allow more visitors to enjoy the sweeping views. An entirely new children's area will provide amenities like a butterfly house, a children's garden and interactive stations, none of which are available now. Other aspects include enhancing existing areas like the garden entry experience, improving garden circulation and hardscapes, and sprucing up the Event & Welcome Center exterior, all of which will help elevate the experience.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant, the City of Orlando.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? This is a new project.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

When Leu Gardens & House Museum developed the Master Plan Improvement Project in 2010, it was designed as a roadmap to the future of the gardens and outlined ways to enhance the guest experience. We are ready to begin this enhancement project in 2024 and subsequently broaden the offerings available.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- X 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$25 million

How much TDT funding are you requesting for this project? \$25 million

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less):
The City of Orlando will explore additional funding sources as needed.

When is this project estimated to begin? 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 10000000

2025: \$ 10000000

2026: \$ 5000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

For decades, Leu Gardens & House Museum has been a popular cultural gem inviting Orlando residents and visitors to explore nature in a serene and relaxing outdoor setting. It's accessible to all throughout the year (except on Christmas) and even during the pandemic, the gardens were one of very few cultural destinations that remained opened and offered a welcome reprieve from Covid-19 restrictions. The new garden additions and enhancements will lead to more visitations from outside our region in a few notable ways. First, upgrading the attractiveness and allure of the property will spark curiosity and interest among broader audiences and encourage more first-time visits – and potentially many repeat visits. Secondly, Leu Gardens has long been a coveted event and wedding backdrop so adding more diverse settings within the gardens will boost the number of events and weddings we can accommodate, allow for greater capacities and also generate more revenue. Weddings inherently bring people together and are catalysts that can draw people from far away leading to more long-term stay visitors. When guests visit Leu Gardens as a wedding destination, they are helping to support our local economy through hotel room nights, car rentals and dining, among other areas. Lastly, because the increased offerings within the scope of this project cater to all ages – and garden admission remains an inexpensive, family-friendly entertainment option - we anticipate a substantial rise in day trip visitations from beyond Central Florida. Leu Gardens & House Museum is a natural alternative to many of the big Central Florida theme park attractions and out-of-town visitors can easily add it to their itinerary and extend their stay.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
Leu Gardens & House Museum offers something that the vast majority of other Central Florida attractions do not: a natural environment where you can linger and enjoy the real world at a pace that suits your style. While the gardens have been a favorite among local residents and in-the-know tourists for years, the new additions, amenities and enhancements within the scope of the Master Plan Improvement Project will undoubtedly bolster Leu Gardens' status as a must-see Central Florida destination. The additions and enhancements will create more appeal to potential visitors and will translate to increased visitations. They will also enable us to accommodate more events and wedding rentals throughout the gardens. The gardens attract more than a quarter million visitors annually. That massive number is a testament to its multi-generational appeal and the desire, among its many visitors, to take a break from the chaos of life. The new features and enhancements were proposing capitalize on what already makes Leu Gardens special – an outdoor landscape for all to enjoy. Collectively, these additions and upgrades will create a better experience for all visitors, generate more tourism from outside Orlando, increase rentals for events and weddings, boost memberships and reinforce the Leu Gardens' reputation as a must-see destination for locals and visitors alike.

What TDT funding has your organization received in the last 10 years: Orange County Cultural Tourism Grant

How much? Funded to Friends of Leu Gardens 501(c)3

When? Annually

Purpose? Cultural arts grant

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Orange County Cultural Tourism Grant

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:23 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando Urban Film Festival Foundation Inc

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 3:55 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Urban Film Festival Foundation Inc.

Primary Contact: Marianne S. Eggleston

Phone: 216-256-8060

Email: orlandourbanfilmfestival@gmail.com

Mailing Address: 332 Kennedy Blvd., #2586, Orlando, FL 32751

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501 (c)(3)

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The TDT Grant will assist OUFF to scale and offer its, Love Orlando "Rock-n-Soul Fest" to a broader national/global market. The event is held over Labor Day Weekend for three days, (Thurs, Fri, & Sat) and will celebrate a cultural mix of adult entertainment music, movies, art, food, & technology and offer tickets to Disney and Universal.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Existing project to be scaled

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The Love Orlando "Rock-n-Soul Fest" concept has been in development since the Downtown Club shooting and OUFF's event in September 2022. We ran a test market in Downtown Orlando during the OUFF to see how to scale to a larger, adult, & mixed culture event. A rough draft strategic plan, several logos were designed, and venues were considered.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? None

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- X 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$2.5MM

How much TDT funding are you requesting for this project? \$1.5MM

How much have you raised to date for the project? Still in development. If TDT will participate, we will raise the funds.

Where will the rest of the project funding come from? (100 words or less):

Grants, sponsorships, partnerships, advertising, ticket sales, Love Orlando merchandising, and branding.

When is this project estimated to begin? June 2023 with exceptional branding, event can provide economic growth over next 5 to 10 years.

What years do you estimate TDT will be requested and how much?

2024: \$ 2.5

2025: \$ 2.5

2026: \$ 2.5

2027: \$ 2.5

2028: \$ 1.5

2029: \$ 1.5

2030: \$ 1.5

2031: \$ 1.5

2032: \$ 1.5

2033: \$ 1.5

2034: \$ 1.5

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Tourists love to visit Orlando for entertainment: music, film, art, food & tech. Event marketing & brand development are crucial to the event's success nationwide/globally. Tom Joyner's event once averaged 14,000 tourists. Orlando & Orange County have no branded national/global events except Disney/Universal.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Over the next three years, build the national/global brand marketing strategy with consistent tech/social media, video, and Top artists/actors/influencer campaigns, and expect a 15% - 25% ROI. or more. We have to get the best talent & branding, and the concept will grow. Concept events work. I have been involved in many in my music career.

What TDT funding has your organization received in the last 10 years: Orange County Tourism Grant

How much? OUFF has received \$20,373.00

When? OUFF has received a total of currently 2023 \$8,744. and previously in 2022 total of \$11, 692

Purpose? The Orlando Urban Film Festival annual Film and Music event

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): TDT Grant

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, May 2, 2023 4:18 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-The Association to Preserve African American Society, History and Tradition, Inc.

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Monday, May 1, 2023 7:56 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: The Association to Preserve African American Society, History and Tradition, Inc.

Primary Contact: Senator Geraldine F. Thompson, Founder

Phone: 407-245-7535

Email: pastinc1@gmail.com

Mailing Address: 511 W. South Street Orlando, FL 32805

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Publicly owned, not for profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Wells’Built Reimagined Project will expand the offerings of the Wells’Built Museum of African American History and Culture to include the Museum, the Wells’ Heritage House and a new multi-purpose, state-of-the-art cultural center in the rear of the present structures that is currently used for parking. The Wells’Built Museum and the Wells’ Heritage House will undergo rehabilitation and revitalization before the end of 2023 during which, drawings, plans and specifications will be completed for the new cultural center and construction is slated to commence in 2024. The new structure will provide a learning center, exhibition space and entertainment venue where residents, students and visitors will be educated regarding the identity, history, art and culture of African Americans in Central Florida and the United States. The cultural center will focus on the importance of the former Wells’Built Hotel during America’s Civil Rights Movement. The construction of the Wells’Built, which opened in 1929 and operated until the late 1960’s, was necessitated by Jim Crow laws that excluded African Americans from lodging in other hotels during America’s period of racial segregation. The Cultural Center will educate individuals regarding the unique function of the Wells’Built Hotel which was a haven for African Americans during the era of Jim Crow. The Wells’Built Reimagined will position Orlando and Orange County to join other locations that highlight America’s Civil Rights journey such as the Smithsonian National Museum of African American History and Culture in Washington, D. C.; the National Center for Civil and Human Rights in Atlanta, Georgia; the National Civil Rights Museum at the Lorraine Motel in Memphis, Tennessee; the Equal Justice Institute in Montgomery, Alabama; the Mississippi Civil Rights Museum in Jackson, Mississippi; and the Charleston International African American Museum in Charleston, South Carolina which are part of the U. S. Civil Rights Trail.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the Assoc. to Preserve African American Society, History and Tradition, Inc.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): The project is operated by applicant

Is this a new project or existing project? The Wells' Built Reimagined is a new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

PAST, Inc. will conduct charettes that involve stakeholders from the tourism industry, local governments, hoteliers, educators, retailers, restaurateurs, event planners, other museums and residents to guide the design of the Reimagined Cultural Center. This collaborative planning process will marshal the talents and energies of interested parties to create and support a master plan that will transform the Wells' Built complex and the surrounding community. Architectural/engineering work for the Wells' Built Reimagined Cultural Center will be commenced by the Design-Build Firm, Votum, in late 2023. Permits will be obtained and PAST, Inc. will issue a proceed order in early 2024 and construction will get underway. Investing time into the planning stage of the Wells' Built Reimagined Project will result in a cultural venue that will serve the needs of stakeholders. The Wells' Built Reimagined Project will position the Museum to attract an additional segment of visitors beyond those who come to the State for its beaches, theme parks, cruises and ecology. It will also provide a repository where people can share their memories and stories currently languishing in their filing cabinets and attics. The Wells' Built Reimagined Project will bring people together to share a collective heritage and demonstrate that throughout time, humanity has stood firm in the face of adversity. Museums are now destinations and serve as an economic engine to create jobs, instill pride, and self-reliance. Museums spur economic activity in numerous sectors including retail, restaurants, hotels and transportation. The Wells' Built Cultural Center is projected to open in February of 2025 in celebration of African American History Month.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$20,000,500

How much TDT funding are you requesting for this project? \$20,000,000

How much have you raised to date for the project? \$500,000

Where will the rest of the project funding come from? (100 words or less):
Corporate donors, State government and area residents will be asked to support the project.

When is this project estimated to begin? February of 2024

What years do you estimate TDT will be requested and how much?

2024: \$

2025: \$ 500000

2026: \$ 1000000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):
The Wells' Built Reimagined Project will allow the Museum to create experiences within the tourism landscape that have

not been previously capitalized on. The Learning Center will provide an auditorium setting for students, seniors and others to learn of the history of the Wells' Built Hotel, the Parramore community, and the state of Florida. The Center will focus on the historical figures who lodged at the Wells' Built such as Thurgood Marshall, Ray Charles, Jackie Robinson and Billie Holiday. Interactive exhibits will transport visitors to stops along the Chitlin Circuit which included the South Street Casino located next to the Hotel. Visitors will learn of sites listed in the Negro Motorists Green Book, a directory compiled by a black postal worker in Harlem who highlighted locations throughout the Country where African American travelers would be welcome during racial segregation. The Negro Motorist Green Book included the Wells' Built Hotel and was published from 1936 until 1966. The listing of the Wells' Built Hotel in the Negro Motorist Green Book attracted national audiences to Central Florida. The Wells' Built Reimagined Project will also allow visitors to experience the Museum virtually. The religious, cultural and historical value of the history of African Americans will be showcased in the cultural center. Because the South Street Casino brought the big bands to Central Florida, the music of entertainers who performed there will be a primary feature of the cultural center. Students from area educational institutions will be encouraged to visit the Museum throughout the year, and not just during February. The Museum will collaborate with other attractions to cross pollinate audiences. Collaborations will be formed with VisitFlorida and VisitOrlando to highlight the unique and exciting exhibits at the Wells' Built. Florida's Civil Rights history will be highlighted in the Museum beginning with the first martyrs to the Civil Rights struggle, Floridians Harry T. and Harriette V. Moore who were killed when a bomb exploded underneath their bedroom on December 25, 1951.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
 The United States Civil Rights Struggle was waged primarily in the South. Well known sites associated with the struggle include Topeka, Kansas; Memphis, Tennessee; Atlanta, Georgia, Selma, Alabama; and Birmingham, Alabama. The Wells' Built Reimagined Project will enable visitors to step into history and experience Florida sites and individuals pivotal to the Civil Rights Movement. Florida sites to be highlighted include Dr. Mary McLeod Bethune and Bethune Cookman University, Dr. William Monroe Wells and the Wells' Built Hotel, Virgil Hawkins and the creation of the Florida A&M University College of Law, Harry T. and Harriette V. Moore the first martyrs to the Civil Rights Movement, George Starke who integrated the University of Florida, Dr. Martin Luther King, Jr. and the St. Augustine Monson Lodge and Rev. N. G. Stagers and the Mt. Zion Missionary Baptist Institutional Church whose members sparked school integration in Orange County. The churches, schools, hotels and other landmarks central to the Florida Civil Rights Struggle will be recounted in the Wells' Built Reimagined Project. The National Trust for Historic Preservation determined that individuals are traveling to experience the places and activities that authentically represent the stories and people of the past and present. Heritage tourism is considered one of the fastest growing segments in the industry and equates to a \$171 billion annual spend. Cultural tourism is projected to rise to 11,900 million by 2028 up from 4,579.9 million in 2021. The economic benefit of the Wells' Built Reimagined Project for Orange County will be jobs, taxes gained from the sale of goods and services, and a greater need for lodging, food, clothing and leisure activities. Individuals to benefit from the Project will include transportation entities, restaurants, souvenir shops, visual artists, performing artists and local governments. An additional benefit will be lowering poverty in the area around the Wells' Built.

What TDT funding has your organization received in the last 10 years: N/A

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

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Arts & Cultural

Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization

Orange County Arts & Cultural Affairs

Primary Contact

Terry Olson

Phone

4078365540

Email

Terry.Olson@ocfl.net

Mailing Address

911 N Shine Ave

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit)

Orange County

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

Address the need to compete culturally as revealed in the 2022 Arts Ecology Study conducted by the DeVos Institute of Art of Arts Management of the University of Maryland and to address the gap in Cultural Facilities investment between the \$500,000 current cap for Arts & Cultural Affairs funding and the \$2 million threshold previously set by the Application Review Committee (ARC). For the purpose of providing a base for our arts and cultural to meet the needs of a world class city. \$20 million annually for all the cultural facilities capital investments for repairs, maintenance, expansion

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

United Arts serves as the fiscal agent for Orange County's investment in arts and

If project not operated by applicant, identify entity operating project:

Major funding review by the Advisory Council, fiscal management of awards by l

Is this a new project or existing project?

existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Following a task force recommendations in 2002, the current structure was developed for handling the County's investment in Arts & Culture. Since then population and visitorship have radically increased. An increase of the percentage from 3% of the first four cents to 5% of the first four cents would allow our Cultural Tourism programs to step up a level closer to the quality that is demanded. Other important investments would be:
Increasing our community-wide marketing to \$500,000;
Increasing the venue rental subsidies to \$1 million to allow all organizations without a facility to have access to the facilities they need.
Blockbuster fund set at \$2million annually to attract projects that draw

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received?

Since 2003, annually 3% of the first four cents and \$2 million since 2018 for spec

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project?

\$90 million annually

How much TDT funding are you requesting for this project?

~\$28.6 million annually

How much have you raised to date for the project?

\$75.6 and growing annually

Where will the rest of the project funding come from? (100 words or less)

The County investment is leveraged to bring in additional donations and earned revenue putting the County's investment in the 6% to 12% of budget range.

When is this project estimated to begin?

ongoing

What years do you estimate TDT will be requested and how much?

2024: \$ 28600000	2030: \$ 28600000
2025: \$ 28600000	2031: \$ 28600000
2026: \$ 28600000	2032: \$ 28600000
2027: \$ 28600000	2033: \$ 28600000
2028: \$ 28600000	2034: \$ 28600000
2029: \$ 28600000	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

By the State of Florida's definition of "tourist" and the 2017 Americans for the Arts Economic Prosperity study, 45% of arts and cultural patrons attending Orange County cultural venues and events are tourists. According to Visit Orlando, 15% of area visitors visit arts and cultural destinations during their visit.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

14:1

What TDT funding has your organization received in the last 10 years:

2% (3% of the first four cents of the six cent tax) plus \$2 million

How much?

\$500,000 to \$7.5 million

When?

annually

Purpose?

Provide a base level of support for Cultural Tourism and development of a world

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Comes through the Convention Center bookkeeping, passed on to United Arts

Submit



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Community Arts, Inc.

Primary Contact: Beverly Page Phone: (407) 613-765 Email: universalpac1@gmail

Mailing Address: 1003 S. Kirkman Road City: Orlando State: Florida Zip: 32811

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

The purpose of this request is to seek funding for 1) Summer Art Cultural Enrichment camps sponsored by Orlando Community Arts Inc., in support of the Clare and the Chocolate Nutcracker, 2) Artist residencies which will provide emerging, visual artists, choreographers and multidisciplinary artists and other creative professionals with time, space and resources to work with local students during the summer months, and the holiday production of Clare and the Chocolate Nutcracker, while creating their work in a supportive and immersive environment, 3) Hire a marketing professional/social media influencer to promote and market the summer camps and the holiday production, Clare and the Chocolate Nutcracker, locally, along the I-4 corridor and in cities within a 3-hour drive from Orange County.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant

If project not operated by applicant, identify entity operating project:

NA

Is this a new project or existing project?

The community-based summer camps are new. Summer camps build capacity in the performing Arts.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

The holiday production, Clare and the Chocolate Nutcracker, received funding 2021-2023.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (*Orange County does not meet this threshold and is only at 30%.*)

Project Budget

How much is the total cost of the proposed project? \$ 39,000 _____

How much TDT funding are you requesting for this project? \$ 29,000 _____

How much have you raised to date for the project? \$ 10,000 _____

Where will the rest of the project funding come from? (100 words or less)

Additional funding will come from grants, corporate donations and private funding.

When is this project estimated to begin?

February 1, 2023

What years do you estimate TDT will be requested and how much?

2024: \$ <u>42,000</u>	2027: \$ <u>42,000</u>	2030: \$ <u>42,000</u>	2033: \$ <u>42,000</u>
2025: \$ <u>42,000</u>	2028: \$ <u>42,000</u>	2031: \$ <u>42,000</u>	2034: \$ <u>42,000</u>
2026: \$ <u>42,000</u>	2029: \$ <u>42,000</u>	2032: \$ <u>42,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

Orlando Community Arts, Inc., holiday production is an economic engine for Central Florida on multiple levels. A one-night performance along with rehearsals for one day costs Orlando Community Arts, \$40,000. This cost provides employment for the Dr. Phillips Performing Arts Center's ushers, production and technical staff, rental fees and security from the local security companies. In addition, 144 cast members/performers from Central Florida's diverse communities, increases audience participation and attendance to the show. This is an economic engine for local restaurants, food services at the Dr. Phillips Center for the Performing Arts. Visiting artists will reside in Orange County for the duration of the summer camps, generating tourism revenue through room nights at local hotels, dining and shopping to include family and friends attending the production in November. The visiting artists will also return in November to see Clare and the Chocolate Nutcracker, again boosting tourism spending.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

An increase in tourism and hospitality spending from visitors to the region, brought here by the marketing in the drive markets. Employment for Dr. Phillips Center for the Performing Arts staff during rehearsals and the production. 12 additional Arts jobs for Central Florida residents through the Summer Arts camps and artist residencies.

What TDT funding has your organization received in the last 10 years:

How much? 2021-2022 received \$14,835. Currently App ⁺ When? 2022-2023

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts & Cultural TDT grants

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Museum of Art

Primary Contact: Nichole Spates Phone: 407-896-4231 Email: nspates@omart.org

Mailing Address: 2416 N Mills Ave City: Orlando State: FL Zip: _____

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

Typically, the Orlando Museum of Art (OMA) applies for Orange County TDT funds to support the Museum’s annual programs, which include an exhibition season, extensive education programs for youth, families and adults, community access art programs for underserved communities and community programs.

In the future, OMA may also apply for TDT funds to support, in part, repairs and/or replacement of the museum’s roof. OMA may also submit for Blockbuster funding pending an exhibition or other opportunity that seems a

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):
not for profit

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?
new

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Annual season support for the next Ten (10) years.
One Blockbuster Exhibition Application in 24-25
Facility Repair and renovation in 2024-2026

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

we received TDT cultural tourism funding in the large budget category over the past 10 years

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (*Orange County does not meet this threshold and is only at 30%.*)

Project Budget

How much is the total cost of the proposed project? \$ 12,000,000 _____

How much TDT funding are you requesting for this project? \$ 6,000,000 _____

How much have you raised to date for the project? \$ 0 _____

Where will the rest of the project funding come from? (100 words or less)

A capital campaign will be launched for the Facility Repair/ Upgrades. Traditional fundraising including grants, sponsorships and individual donations will be sought for the season support and blockbuster

When is this project estimated to begin?

2024

What years do you estimate TDT will be requested and how much?

2024: \$ <u>2,302,500</u>	2027: \$ <u>155,000</u>	2030: \$ <u>155,000</u>	2033: \$ <u>155,000</u>
2025: \$ <u>2,302,500</u>	2028: \$ <u>155,000</u>	2031: \$ <u>155,000</u>	2034: \$ <u>155,000</u>
2026: \$ <u>155,000</u>	2029: \$ <u>155,000</u>	2032: \$ <u>155,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

National and statewide advertising and marketing will occur for the blockbuster and season projects.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Orange County will see increased visitation due to the blockbuster exhibition. Statistics show there is 6.1ROI for cultural events and activities participation

What TDT funding has your organization received in the last 10 years:

Cultural Tourism annually for the past 10 years

How much? 1518511

When? 2013-2023

Purpose? exhibition and season support

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts and Cultural TDT

Please email this completed form to TDTcitizenadvisory@ocfl.net

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Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: UCF College of Arts and Humanities (UCF Celebrates the Arts Festival)

Primary Contact: Michael Wainstein Phone: (912) 401-197 Email: michael.wainstein@ucf.edu

Mailing Address: 12488 Centaurus Blvd, Bldg #119 City: Orlando State: FL Zip: 32817

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
State University system

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

UCF Celebrates the Arts, est. 2015, is a multi-disciplinary arts festival in downtown Orlando that creates a bridge between the university and the Central Florida community. The festival, which contains high-quality, inclusive and accessible visual and performance arts experiences features presentations by students, professionals and partner non-profit arts organizations. The festival seeks to address issues of importance to the Central Florida community and attracts over 15,000 community members to attend annually. In addition to 1000+ university students, students in regional schools participate in full day arts-making experiences that allow them to learn from leaders in their disciplines, perform on the stages of Dr. Phillips and attend events for free. In addition, the Festival hosts the National Young Composers Composium, a renowned national music composition competition for composer 18 and under. Interdisciplinary projects examine how the arts intersect with the humanities, STEM disciplines, history and literature.

The festival is embarking upon its tenth anniversary and continues to grow. We are building towards a destination festival that will attract visitors to downtown Orlando in the first two weeks of April -- a traditionally slow month. We are requesting funding that would allow us to bring in high-profile guest artists, to expand the scope of the presentations and to expand event promotion.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Directly operated by applicant, in partnership with Dr. Phillips Center for the Performing Arts

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The use of these funds would be used to support increasing the scope of the festival's presentations and marketing them to a national audience.

UCF Celebrates the Arts was founded in April 2015 and is approaching its ten-year anniversary. In 2015, we hosted five days of events -- featuring guest artists like Hans Zimmer and Kate Mulgrew, which made a big impact. In recent years, events like the National Young Composers Challenge and SHREK THE MUSICAL have attracted substantial audiences. With the expansion of activity, the inclusion of regional public schools, the addition of lectures by notables like Judy Woodruff, our impact is increasing and we wish to build on these successes. Led by a steering committee of university and local professionals, the festival is on sound footing both in production and long term viability.

Having just received a 2022 DOP Golden Brick Award, the event has solidified itself as a part of Orlando's cultural landscape. There is capacity for growth, but we seek additional funding in order to reach the festival's full potential and launch into the national conversation. UCF is committed to hosting the event to provide performance opportunities for our students, but with the framework already in place, it is an ideal opportunity to augment the 40 performances with star power that will inspire and engage the community.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (*Orange County does not meet this threshold and is only at 30%.*)

Project Budget

How much is the total cost of the proposed project? \$ 4,500,000 _____

How much TDT funding are you requesting for this project? \$ 3,000,000 _____

How much have you raised to date for the project? _____

Where will the rest of the project funding come from? (100 words or less)

Existing funding for the festival comes from individual/corporate donations, ticket sales, student fees and existing E&G/auxiliary funds provided by the budget of the School of Performing Arts.

Note on above: how much raised thus far does not apply as we are funded each year by departmental funds, tickets, donors and grant funds.

When is this project estimated to begin?

Immediately. Planning is already underway for the 2024 festival.

What years do you estimate TDT will be requested and how much?

2024: \$ <u>300,000</u>	2027: \$ <u>300,000</u>	2030: \$ <u>300,000</u>	2033: \$ <u>300,000</u>
2025: \$ <u>300,000</u>	2028: \$ <u>300,000</u>	2031: \$ <u>300,000</u>	2034: \$ <u>300,000</u>
2026: \$ <u>300,000</u>	2029: \$ <u>300,000</u>	2032: \$ <u>300,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

UCF Celebrates the Arts currently attracts patrons from Central Florida. These funds would be used to augment programming and amplify the event promotion in order to bring new audiences from outside the region to downtown Orlando. We are already in partnership with a national organization to bring high school students from outside of Florida to participate in our day-long music clinics. With the addition of artists with international reputations the Festival would garner attention and provide Orlando audiences with outstanding and affordable arts experiences.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

The festival brings 1,000 students and professional artists from UCF to downtown during the two-week period and historically attracts between 10,000 and 20,000 patrons during the two-week period to approximately 40 free and low-cost events. By bringing in high-profile guest artists and speakers, we would build toward becoming a destination festival like SXSW, EDC, or Orlando Fringe. This would increase foot traffic and hotel rooms downtown for the two weeks of the festival. As it stands now, we have a major impact on the downtown area during our two week residency in terms of restaurants and would like to see that expand to hotel rooms.

What TDT funding has your organization received in the last 10 years:

None

How much?

When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Please email this completed form to TDTcitizenadvisory@ocfl.net

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:56 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Garden Theatre, Inc- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 4:55 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Garden Theatre, Inc

Primary Contact: Becky Roper

Phone: 4073427605

Email: becky@pilarsmartini.com

Mailing Address: 160 W. Plant Street, Winter Garden, Fl. 34787

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Over the next 10-years Auditorium Renovations to include: • new seating configuration to include space for wheelchair seating • built-in loop for hearing aid devices • new flooring in lobby, auditorium • renovate concessions stand area • digital marquee • digital light box posters • updated fire control system, allowing us to use fog and haze • upgrading auditoriums sound (acoustic panels) • replace stage deck • updated ALD and Audio description system • Air Conditioner replacement and upgrade • Replace theatre seating Space expansion needs: • Dedicated space for educational programming/classroom • Long term space for set build/costume storage (currently annual leased space) • Long term space for office • Long term space for rehearsal space Tourism Expansion, Marketing and Talent Attraction via Annual Sustainability Dollars – • Annual budgeted dependable amount to attract top talent to our stage - increased Equity contracts and sustainable weekly wages for local talent. The goal is to be a premier regional destination theater compared to similar mid-sized+ cities (Naples/Vero/Sarasota) in Florida and other regional theaters to attract tourist to visit and enjoy what the arts offer at the Garden Theatre. • Ability to attract top arts talent and staff to Winter Garden arts organizations and be able to offer a sustainable wages in arts management and subject matter experts that falls in line with other tourist destination and attraction cites. To be competitive in our community and in the arts and be able to attract the “best of the best” to our city and the arts organizations that serve the greater Orange County area and The City of Winter Garden. Additional Enhancement Projects: • Creating a fly system over the stage perhaps in conjunction with renovation of building next door's planned expansion/renovation • Long term lease / purchase for offices, rehearsal and education renovation • Second performance space (black box or larger house 1200 seat)

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Applicant operated, not-for-profit, City of Winter Garden owned auditorium/facility

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Garden Theatre, Inc.

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Capital projects for building improvements are in development stages, but improvements listed are anticipated in the next 10-yr window. RFP for project development anticipated for theatre seating and flooring improvements to be in 2024/25 budget. Ongoing annual sustainable support for arts and culture organization that drives tourism to West Orange County and Central Florida - creating the highest quality arts experience, together with a healthy community for its residents and visitors to Orange County.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$5,000,000

How much TDT funding are you requesting for this project? \$500,000 annually

How much have you raised to date for the project? Current annual fundraising initiated

Where will the rest of the project funding come from? (100 words or less):

Capital campaign will be initiated

When is this project estimated to begin? 2024/2025

What years do you estimate TDT will be requested and how much?

2024: \$ 500000

2025: \$ 500000

2026: \$ 500000

2027: \$ 500000

2028: \$ 500000

2029: \$ 500000

2030: \$ 500000

2031: \$ 500000

2032: \$ 500000

2033: \$ 500000

2034: \$ 500000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

These project enhancements will continue to set Garden Theatre apart in the region by giving audiences and artists the opportunity to have experiences and celebrate the world-class local talent that makes our region a global destination. State of the arts theatre, facility improvements and top notch talent will continue to drive larger numbers of visitors and residents to West Orange as an arts destination. The Garden Theatre draws greater than 37% of attendance from outside Orange County.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The Garden Theatre is a leader in ensuring the arts are assessable to a wide range of audience members. District One is the fastest growing district in Orange County. West Orange County has increased to over 200,000 residents and includes the cities/areas of Winter Garden, Oakland, Ocoee, Windermere, Hamlin, Independence, Gotha and Dr. Phillips. Winter Garden has become a destination downtown for the county. The economic impact for four months of the current season

has been \$433,000 in additional spending beyond ticket price based on the American for the Arts, Arts & Economic Prosperity study.

What TDT funding has your organization received in the last 10 years: Annual Arts and Cultural TDT Grants

How much? \$75K to \$175K

When? Annually apply for Arts and Cultural TDT Grants

Purpose? Operational Support

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT Grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 6:02 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orlando Repertory Theatre-: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 5:00 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Repertory Theatre

Primary Contact: Chris Brown

Phone: 2038091716

Email: cbrown@orlandorep.com

Mailing Address: 1001 E. Princeton Street

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

We are requesting TDT dollars to help support and operate our aging facility in Loch Haven Park. Our facility was originally built in 1968. TDT funds have been instrumental over the years as our operating margins are razor thin and these dollars have made it possible to keep up with the facility which serves around 100,000 patrons each year.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant, plus subcontractors.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): na

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

This project is in the planning phase. We hope to begin phase one in the summer of 2024 with sealing and securing the building. We have many leaks and need to seal the brick fascia of the entire facility. The brick soaks up water and dumps it inside. Two hurricanes this past fall brought over 100 gallons of water into our building and this must be remedied

asap. We also hope to replace additional HVAC units and have a long range plan of constructing a new tower to add much needed offices and classrooms.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Nope, not for this project.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 1,000,000

How much TDT funding are you requesting for this project? 500,000

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):

Our two primary sponsors are local foundations that have their name on our building. \$250,000 from each gets us to 500k, and then matched by 500k of TDT. We plan to apply for this in the Fall 2023 facility grants program.

When is this project estimated to begin? Summer 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 500000

2025: \$ 0

2026: \$

2027: \$ 1000000

2028: \$ 1000000

2029: \$ 1000000

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

As our company sees many visitors from outside the area, keeping up with our aging facility is crucial to maintaining an excellent experience for those visitors. Our programming is world class and our facility must be comparable to some of the other world class venues that our patrons have grown accustomed to.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
Arts and culture institutions in the State of Florida produce a 9:1 economic return for our program dollars. Ensuring the investment in the facility will allow our work to continue at the highest level leading to continued economic growth in our region.

What TDT funding has your organization received in the last 10 years: We have received Arts & Cultural TDT grants through United Arts, & direct facility matching grants.

How much? 1,300,000

When? 2013, 2014, 2016, 2017

Purpose? Facility renovations/improvements and Cultural Tourism Project grants.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants, and cultural facility matching grants.

PLEASE NOTE: Florida has a very broad public records law (F. S. 119).
All e-mails to and from County Officials are kept as a public record.

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

The Creative City Project's IMMERSE Festival is a performing and interactive arts festival designed as a destination arts experience to promote cultural tourism and long-term economic development in Orange County. The festival takes place across 10 city blocks of Downtown Orlando and features artistic experiences that audiences can't have anywhere else in the world - making it a destination for residents of and visitors to Central Florida.

Public Arts and Culture Festivals in cities across the country and around the world play an integral role in ensuring the strength of a region's cultural tourism. By platforming more than 1,000 artists during the festival, IMMERSE transforms the global perception of Orlando - not only as the world's leading destination for themed entertainment - but also as a destination for world-class arts and culture.

IMMERSE platforms globally recognized performing arts organizations like Cirque du Soleil and Blue Man Group; regional arts powerhouses like Orlando Ballet and Orlando Philharmonic; and emerging artists working at the intersection of art and technology. Those artists are platformed in unique ways throughout the city, making the IMMERSE experience truly one-of-a-kind. Additionally, large-scale art/light/technology activations are installed in downtown for up to a month around the festival, amplifying its reach and impact.

Each festival brings together more than 200 partner organizations including Orange County Government, the City of Orlando, Downtown Development Board, Visit Orlando, Orlando Economic Partnership, Orlando Magic, Orlando City Soccer, Orlando Health, Dr Phillips Center and dozens of arts partners. These synergistic partnerships lead to more than 75,000 attendees during the festival and a reach of hundreds of thousands more through longer-term art installations in the downtown core.

Over its 10 year history, IMMERSE has had a transformative impact on the region's artistic strength, essential to our long-term cultural identity and the strength of our cultural tourism.

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

IMMERSE is produced and directly operated by Creative City Project, a 501c3 non-profit organization. The event is made possible by collaborating with our extensive network of partner organizations in arts, production, government, commerce, tourism and economic development.

If project not operated by applicant, identify entity operating project:

N/A

Is this a new project or existing project?

IMMERSE started in 2012 as Founder and Artistic Director, Cole NeSmith, gathered his artistic friends to perform on the streets of Downtown Orlando. What started as a guerrilla arts pop-up experience has grown over the course of a decade to become a thriving public arts and culture festival that is a staple destination experience for the region.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

IMMERSE was produced annually between 2012 and 2019. COVID interrupted the annual event and IMMERSE returned in 2021.

This history of programming positions the producing non-profit, Creative City Project, in a place of operational readiness with the expected next event taking place in 2024.

While the operational systemization of the event ensures excellence in execution, the creative experience changes from year to year. This provides a totally unique experience for the audience, ensuring repeat visitation - a key element of cultural tourism. Creative City Project has an event readiness guide prepared to deploy actionable items to make the 2024 IMMERSE Festival a success.

As we approach the end of 2023, the Creative City Project team will initiate creative collaboration with our partners to plan and execute the creative content for the next IMMERSE festival. Conversations with key stakeholders have been initiated regarding sponsorship and funding with partners such as EA Sports, Massey Services, Orlando Utilities Commission, Orlando Health, Charter Communications, and Florida Blue just to name a few.

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

Additionally Creative City Project has engaged several cultural organizations from Orange County that have historically participated in IMMERSE such as Orlando Ballet, Orlando Philharmonic, Central Florida Vocal Arts, Central Florida Community Arts, Opera Orlando, Orlando Science Center, World Dance Orlando, Florida Symphony Youth Orchestras, Russian Ballet Orlando, Opera Del Sol, Dr. Phillips Center for the Performing Arts, CityArts Orlando, and Orlando Fringe.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding was received?

Actually Submitted:

Yes - 2022 - \$155K, 2021 - \$172K, 2020 - \$172K, 2019 - \$150K, 2018 - \$75K, 2017 - \$67K, 2016 - \$40K

Yes! The Tourist Development Tax has played an important role in bringing IMMERSE to life. As with almost all Public Arts and Culture Festivals across the country and around the world, government support is instrumental in ensuring their ongoing success.

Each year, Creative City Project receives funding through the rigorous Cultural Tourism Funding Grant offered through Orange County Arts and Cultural Affairs. A portion of these funds have gone to help produce IMMERSE. Those grants are allotted annually :

2022 - \$155,000
2021 - \$172,000
2020 - \$172,000
2019 - \$150,000
2018 - \$75,000
2017 - \$67,000
2016 - \$40,000

Additionally, IMMERSE has been a recipient of TDT funds through the Blockbuster Fund - a special fund designed to help large-scale events get off the ground. That funding schedule was as follows :

2020/2021 : \$800,000
2019 : \$400,000
2018 : \$200,000

While these funds were significant in helping cultivate IMMERSE as a destination Public

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

Arts and Culture Festival in the region, the Blockbuster Fund is set up to provide short term funding. As is demonstrated with Public Arts and Culture Festivals in cities throughout the world, long-term sustained funding from the benefitting municipalities is essential for the important work they do in cultivating economic development and cultural tourism.

Commented [1]: Not enough word count to submit this information.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Commented [2]: Selected this option

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

Project Budget

How much is the total cost of the proposed project?

The IMMERSE Festival budget is projected to be \$1.8 million dollars for February 2024 (estimated date).

How much TDT funding are you requesting for this project?

Creative City Project is requesting \$1 million dollars each year over the next 10 years.

How much have you raised to date for the project?

\$330K raised for 2024. Annually, Creative City Project raises 38% of the annual budget for IMMERSE.

Where will the rest of the project funding come from? (100 words or less)

The remaining funding for IMMERSE will come from the following:

\$100,000 - Tickets for add-on guest experiences + VIP

\$370,000 Sponsorship/Corporate

*\$330K (mentioned in the previous question as raised capital) is pledged from the Downtown Development Board of the City of Orlando and Sponsorship/Corporate partners.

When is this project estimated to begin?

The IMMERSE Festival is held on an annual basis in February 2024 (estimated month).

What years do you estimate TDT will be requested and how much?

(\$1,000,000 each year for 10 years)

2024: \$1,000,000

2025: \$1,000,000

2026: \$1,000,000

2027: \$1,000,000

2028: \$1,000,000

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

2029: \$1,000,000

2030: \$1,000,000

2031: \$1,000,000

2032: \$1,000,000

2033: \$1,000,000

2034:

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

IMMERSE is Central Florida's destination arts and culture festival, designed for significant cultural tourism and economic impact. IMMERSE offers a unique experience that is not found in the surrounding counties or outside areas and that is the exact reason that IMMERSE has shown significant tourism success year after year. The festival offers a unique experience that cannot be found elsewhere in Florida over a three-day, 10-city block-wide, inclusive, free festival.

IMMERSE focuses on showcasing local, national, and international artists and musicians that are not typically featured at other events, creating the opportunity for tourism and people from outside the mentioned counties who are interested in experiencing one-of-a-kind, world-renowned experiences.

As noted in the 2023 Orange County Arts Ecology Study, data shows a need for Orange County to continue to invest in IMMERSE and FusionFest and ensure arts organizations of all sizes are able to participate.

Case studies from around the world show that festivals such as IMMERSE are attracting tourism and economic growth through their cities and counties' investment in unique, authentic, and cultural arts festivals. These festivals activate the urban core with performances, visual art, and unique experiences resulting in major tourism increases.

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

As we look outside the greater Central Florida region on a national level, leaders in Cincinnati, Ohio have determined through multiple data points that BLINK a festival comparable to IMMERSE has positively impacted cultural tourism and economic growth within the Cincinnati and Northern Kentucky region.

Creative City Project will continue to work with partners such as Visit Orlando to undertake marketing efforts and strategies targeted at people from outside the region. Additionally, Creative City Project will be partnering with travel companies and additional partners to promote the event as part of a larger vacation package to reach audiences.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Since 2014's "Sustainable Orange County Plan," there has been a call to fund "area arts and culture organizations" through "Tourist Development Tax" to create such an event so that "Orange County will be widely recognized around the world as a premiere cultural capital."

Creative City Project has answered that call year after year by providing world-class experiences through the IMMERSE festival on an annual basis. IMMERSE has shown ROI from previous investments of CTF funds through significant growth within festival attendance and economic development impacting local hotels, restaurants, and other hospitality constituents within Orange County. Immediate impact can be measured by the number of visitors and tourists to the area, which has generated significant revenue for local businesses off of the I-4 corridor in Orlando.

While Orange County invests in infrastructure development, such as building new hotels, expanding airports, and improving transportation systems, IMMERSE answers the call to bring arts and culture to life creating a symbiotic relationship in the tourism industry.

Creative City Project provides an infrastructure to support jobs in Orange County through IMMERSE. In 2020, a report from Visit Orlando noted that 76,000 jobs are generated in Orange County annually from the tourism industry in various sectors such as entertainment.

In summary, IMMERSE plays a vital role in Orange County's economy, providing significant economic benefits and supporting jobs.

TOURIST DEVELOPMENT TAX
FUNDING INTEREST INDICATOR

*Heide

What TDT funding has your organization received in the last 10 years:

How much?

CTF 2022 - \$155,000 - Season of Events programming support

CTF 2021 - \$172,000 - Season of Events programming support

CTF 2020 - \$172,000 - Season of Events programming support

BB 2020/21 - \$800,000 - IMMERSE 2021

CTF 2019 - \$150,000 - IMMERSE 2019

BB 2019 - \$400,000 - IMMERSE 2019

CTF 2018 - \$75,000 - IMMERSE 2018

BB 2018 - \$200,000 - IMMERSE 2018

CTF 2017 - \$67,000 - IMMERSE 2017

CTF 2016 - \$40,000 - IMMERSE 2016

When? *listed above

Purpose? *listed above

Source?

- The Cultural Tourism Funding grant through the Orange County Arts & Cultural Affairs and Advisory Council

- The Blockbuster Funding grant through the Orange County Arts & Cultural Affairs and Advisory Council

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:53 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orlando Ballet-TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 4:14 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Ballet

Primary Contact: Cheryl Collins

Phone: 407.418.9815

Email: ccollins@orlandoballet.org

Mailing Address: 600 N. Lake Formosa Drive, Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)(3)

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

As part of Orlando Ballet's 50th Anniversary Season, the organization will feature the world premiere of a completely new and reimagined production of The Nutcracker with choreography by Orlando Ballet Artistic Director Jorden Morris, set and costume design by world-renowned designer Robert Perdziola, and lighting by internationally lauded designer Joseph Walls. Orange County's 2022 Arts Ecology Study outlined several engagement and marketing recommendations, including: highly efficient, highly effective programmatic marketing; strong institutional marketing; building recognition outside of the region; and collaboration between organizations (page 16). The national average for marketing investment in a production of The Nutcracker is 6-8% of revenue generated. In the first year of this new production, Orlando Ballet aims to generate \$1.75 million from single tickets. A designated marketing fund would allow Orlando Ballet to create programmatic and institutional marketing campaigns and media buys on a local, national, and international scale in the crucial first year.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Research and development for the production began in Summer 2021. The production is currently in the construction/build phase with sets and costumes being created. 2023-24 50th Anniversary Season Subscriptions went on sale on April 27, 2023. Single Tickets for The Nutcracker will go on sale in mid-July 2023. The production will premiere as part of Orlando Ballet's 50th Anniversary Season on December 8, 2023.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 150000

How much TDT funding are you requesting for this project? 150000

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):

Without designated funding, marketing initiatives for The Nutcracker will come from Orlando Ballet's operating budget.

When is this project estimated to begin? July 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 150000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Orlando Ballet is the only professional Ballet Company presenting an annual, full-length production of The Nutcracker within a 200-mile radius; this alone presents a significant opportunity to garner regional attention for the project. A project of this caliber and magnitude represents a significant institutional and tourism marketing opportunity for Orlando Ballet as well as Orange County.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

This production will be seen by over 1 million audience members in 20 years, including an estimated 260,000* out-of-town visitors and cultural tourists, based on current attendance. With designated marketing funding to invest in out-of-market media, we can expand beyond 260,000 and simultaneously position Orange County as a cultural destination.

What TDT funding has your organization received in the last 10 years: Cultural Tourism, Cultural Facilities, and Application Review Committee funding

How much? CT (\$1,430,825), CF (\$983,095), and ARC (\$4,000,000) for a total of \$6,413,920

When? CT from 2013-2022 (10 grants), CF in 2018-19 and 2019-20 (2 grants), and ARC in 2018-19

Purpose? Annual Season Project Funding & equipment/design/construction of Harriett's Orlando Ballet Centre

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants and Application Review Committee

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 3:00 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Bach Festival Society of Winter Park- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 2:51 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Bach Festival Society of Winter Park

Primary Contact: Logan Landry-Jennings

Phone: 4076462182

Email: grants@bachfestivalflorida.org

Mailing Address: 1000 Holt Ave #2763 Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3 non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

This project will expand targeted marketing and outreach efforts in key US and international markets to attract new patrons to the Bach Festival Society's concerts and special events, as well as to experience the vibrant and diverse offerings in Orange County. The Bach Festival Society of Winter Park (BFS) is the third longest-running Bach Festival in the nation, Central Florida's longest-running performing arts organization, and boasts one of the most expansive seasons among similar classical music festivals with events presented from October through May each year. The centerpiece of every season, the Annual Bach Festival's intensive 4-week schedule each February, offers an attractive package of concerts and special events while the region enjoys delightful weather and lower visitor counts. BFS has established a nationwide reach supporting tourism in Orange County. Loyal patrons travel from as far as Washington state, Canada, and Europe to attend performances. In collaboration with WUCF since 2018, the annual broadcast of BFS' "A Classic Christmas" program nationwide on PBS has attracted ~200,000 viewers each year. Expanding on this base, the project will intensify national marketing efforts targeting four key regions: New England/Mid-Atlantic, Chicagoland, Denver Metro, and Seattle Metro. International outreach initiatives will focus on partnerships with classical music organizations and developing awareness with their robust audiences to establish BFS' Annual Bach Festival as a global tourist destination. Key targets will be Leipzig, Germany, London, England, Tokyo, Japan, and Eastern Canadian metro areas. A variety of strategies will be utilized to reach national and international audiences including social media, paid and earned media (print, broadcast, digital), collaborations with destination partners including hotels, airlines, tour operators, chambers etc., and partnerships with classical music organizations in target markets. Initiatives will be tracked to measure awareness, interest and conversion rates to allow for adjustments as needed to maximize ROI.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

BFS will execute this project from July 1, 2023 through June 30, 2026. Informed by the success of the December 2018 national broadcast of "A Classic Christmas" by PBS, BFS has sought to expand its marketing efforts across the US by updating program content including a destination package offering. While postponed by the COVID-19 pandemic, a new taping of the holiday program is planned for December 9 and 10, 2023 for air that same month, as well as in December 2024. Biennial updates are planned with refreshed programming in 2025 (airing 2025, 2026.) Working in collaboration with WUCF, BFS will secure underwriting, sponsorships and destination package collaborations for the Annual Bach Festival each February. These plans are in development and will be executed as of July 1, 2023, aligning with BFS' new FY. Aligned marketing plans are also in progress to be implemented in the new FY. These efforts will be renewed annually throughout the project period. International efforts will be implemented during the same fiscal calendar with an emphasis on relationship-building with partner arts organizations that are now being identified. Virtual meetings with classical music festival executives will commence in June 2023 with the goal of scheduling cultural tourism programming for the 2024, 2025 and 2026 Annual Bach Festivals in Winter Park.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land

improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$600,000

How much TDT funding are you requesting for this project? \$225,000

How much have you raised to date for the project? \$180,000

Where will the rest of the project funding come from? (100 words or less):

The balance will be financed over the 3-year project period through support from individual donors and foundations for underwriting and sponsorships of the PBS program taping and distribution, as well as sponsorships for ancillary marketing. Additional funding will be leveraged from destination package partnerships with The Alford Inn, Visit Orlando, City of Winter Park, Winter Park Chamber of Commerce, local transportation vendors, tour operators and national/international airlines.

When is this project estimated to begin? July 1, 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 75000

2025: \$ 75000

2026: \$ 75000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

BFS has redesigned its ongoing sales and marketing plans with a specific focus on "expanded reach." Using a tiered

geographical approach, BFS has designated the Primary impact area to 9-county Central Florida DMA, extending north to Gainesville (The Villages,) Jacksonville, west to Tampa/Sarasota/St. Pete; Secondary impact area: US SE Region (GA, TN, NC, SC, AL, MS) and Tertiary impact area: key national, international audiences. This project will leverage the national and international plan which will not only bring awareness to new audiences, but maximize impact for more inclusive, targeted engagement (new residents, students, seniors, underserved populations, non-English speakers, destination travelers and adults exploring new cultural offerings) in addition to established arts patrons. The project will use the WUCF collaboration to produce new holiday concert content every two years and increase the number of markets across the US that broadcast the program. Not only will a Winter Park/Orange County cultural destination message be incorporated in the program, but a robust targeted ancillary paid, earned and social media marketing plan will be implemented to enhance and support the destination messaging. This project will also increase visibility in key international markets for cultural tourism to Winter Park and Orange County. Partnering with classical music festivals to reach their patrons, BFS anticipates a higher conversion rate per dollar invested to bring awareness to these arts lovers that Central Florida has offerings beyond the theme parks. Supported by destination packages that provide flights, meals, lodging and transportation as well as tickets will expedite visitation.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less): BFS anticipates a high return on investment for this project due to the expedient and cost-effective plan that has the potential to deliver visitors in less than 3 months of public access. National visibility through the PBS broadcast each December to nearly a quarter of a million viewers that is maintained through paid, earned and social media is expected to draw at least 2,000 inquiries and 200 new patrons with average 3-day stays with meals, lodging, transportation and ticket purchases in excess of \$500,000 – more than double the Orange County investment. Bonus ROI will be achieved through international outreach. While the international plan has a longer turnaround (based on summer festivals in Europe) for potential visitation the following February, BFS estimates an additional 100 new patrons with average 6-day stays with meals, lodging, transportation and ticket purchases in excess of \$500,000 – more than 4 times the Orange County investment.

What TDT funding has your organization received in the last 10 years: Orange County Arts and Cultural TDT grants

How much? \$1,289,000

When? Every year between 2013 and 2023

Purpose? Marketing and audience expansion

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Orange County Arts and Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 1:32 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Come Out With Pride, Inc.- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 1:21 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Come Out With Pride, Inc.

Primary Contact: Tatiana Quiroga

Phone: 407-421-8176

Email: tatiana.quiroga@comeoutwithpride.org

Mailing Address: PO Box 536981, Orlando, FL 32853-6981

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Come Out With Pride, Inc. is a small volunteer-led non-profit organization with year-round programming, reminding the community that Pride is more than one day. Our mission is to cultivate visibility, authenticity, and acceptance by curating inclusive experiences that celebrate and embody the spirit of queer resilience. Come Out With Pride's annual celebration is Central Florida's signature LGBTQIA+ Pride event and is now the largest Pride festival in Florida. Come Out With Pride hosts the longest parade in Orlando history, the largest single-day event in Central Florida, and one of the biggest Pride celebrations in the Southeast! Each year, COWP draws over 210,000 people to the shores of Lake Eola and provides a joyful platform for the LGBTQIA+ Community to celebrate their authentic lives. Come Out With Pride is celebrated in October, aligning with National Coming Out Day on October 11th and National Gay and Lesbian History Month. COWP is a fun event for everyone to enjoy, regardless of age, gender identity, gender expression, race, ability, socioeconomic status, or sexual orientation. Come Out With Pride's Festival will include three stages that feature personalities in the local and national LGBTQ+ communities. The Diva Stage will see a summit of drag and diva royalty from around Orlando and beyond. Holding up the flag for Orlando glamor will be performers from Southern Nights, Savoy Orlando, Creature Feature, Off the Record, Central Florida Ballroom, the House of San Miguel, Les Vixens and Mr. Ms. Adrien helming an All Gaga Ball. Star performers from the glittering world of RuPaul's Drag Race will headline this event. The Dance Stage will feature club vibes and a non-stop sonic parade of DJs all day long, including DJ Scott Robert, DJ T Don and headliner DJ Citizen Jane. The Hyper Local Zone stage will spotlight Orlando-based organizations, musicians, and performers.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Planning and coordination for this event start at the beginning of the calendar year, culminating in the COWP Festival in October. This year's COWP Festival will take place on Saturday, October 21, 2023.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$475,000

How much TDT funding are you requesting for this project? \$60,000 - \$80,000

How much have you raised to date for the project? To date, we have raised \$120,000 for the COWP festival

Where will the rest of the project funding come from? (100 words or less):

Local businesses and corporate partners

When is this project estimated to begin? October 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 62000

2025: \$ 64000

2026: \$ 66000

2027: \$ 67999

2028: \$ 70000

2029: \$ 72000

2030: \$ 74000

2031: \$ 76000

2032: \$ 78000

2033: \$ 80000

2034: \$ 82000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Orlando is home to the most gay and lesbian coupled households in the entire state of Florida, and ranks fourth highest in the United States, according to the most recent Census report (2021). COWP has a close and longtime partnership with local City and County governments. COWP has been seen as an example to other communities in Florida, where individuals feel safer and welcomed. As a result, Orlando is viewed as a potential new location for businesses and residents. COWP is currently working with Visit Orlando to create and launch a campaign, showing the thriving LGBTQIA+ community in Central Florida to bring tourism and visitors to Central Florida. This is a well-established relationship, which includes a Visit Orlando representative on the COWP board of directors. Our annual Pride Festival is an LGBTQIA+ family-friendly destination that includes something for everyone with specialty & inclusive areas.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

COWP creates accessible experiences for everyone in Central Florida and beyond. We strive to change hearts and minds, encouraging a community of respect and acceptance regardless of gender identity, orientation, race, ethnicity, ability, or socioeconomic background. We seek to sustainably grow and adapt alongside our LGBTQIA+ community and partners. Our impact: - 210,000+ attendees in 2022, making Come Out With Pride one of the largest pride events in Florida. - Approximately 81% of attendees patronized local businesses before and after visiting Come Out With Pride - Each attendee spent an average of \$114.16, resulting in an approximate \$24,000,000 economic impact in 2022 - Over 20% of attendees are brand new visitors; 90% of all are highly or extremely likely to return

What TDT funding has your organization received in the last 10 years: N/A

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 1:32 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Park Avenue District Inc-TDT Funding Interest Indicator

Park Avenue District Inc

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 12:57 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Park Avenue District Inc

Primary Contact: Sarah Grafton

Phone: 4079202043

Email: sarahegrafton@gmail.com

Mailing Address: 110 North Park Avenue Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Park Avenue District is requesting funding from TDT for the creation and implementation of the downtown Winter Park marketing campaign. We believe that investing in the marketing and branding strategies for our downtown historic district will communicate and promote our city's distinctive historic qualities, assets, and offerings to attract investment, tourism, and talent. As competition for attracting visitors increases across Florida and the US, we believe a consistent marketing and advertising effort will continue to reach new customers and strengthen the local tourism business with clearly defined marketing objectives, targets, and techniques. The Park Avenue District has tremendous potential and the ability to reach that potential through effective marketing communications.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly Operated by Applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? New Project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Upon receipt of funding we would begin with the creation of a bid to local marketing agencies to create a marketing plan which will focus on out of market visitation. This plan will focus on downtown Winter Park, through promoting our downtown business district's businesses, shops, restaurants and experiences. We would like to complete this 5 year marketing plan within 3 -6 months of funding and then immediately start with implementation through a local marketing company. We are asking for \$50,000 over each of the following years to implement the plan.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No, we have not received any TDT funding for this project

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$300,000

How much TDT funding are you requesting for this project? \$300,000

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):
The Park Avenue District and its stakeholders.

When is this project estimated to begin? Immediately upon funding.

What years do you estimate TDT will be requested and how much?

2024: \$ 150000

2025: \$ 50000

2026: \$ 50000

2027: \$ 50000

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Winter Park is known for its beautiful central park, its deep rooted history, its museums and cultural experiences and its vibrant downtown of boutiques, shopping, fine-dining and world class hotels. This marketing implementation would communicate to visitors and tourists and encourage people to come and visit the Park Avenue District and City of Winter Park. As leaders refocus their efforts on downtown districts we recognize that perceptions of vitality along Main Street reflect on the community as a whole. A vibrant downtown is attractive to visitors, potential residents and the businesses that want to serve them!

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
We will have a goal of \$25-\$50 return per each dollar spent.

What TDT funding has your organization received in the last 10 years: We have received no TDT funding

How much? 0

When? NA

Purpose? NA

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): NA

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 10:15 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orlando Shakes- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 10:05 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Shakes

Primary Contact: Douglas Love-Ramos

Phone: 4074471700

Email: douglaslr@orlandoshakes.org

Mailing Address: 812 E. Rollins St

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Orlando Shakes has reached an agreement with the City of Orlando to replace Lowndes Shakespeare Center's HVAC system and roof in 2024. The \$6M project, covered by the city, will take place in two phases, each lasting approximately 6 months. The first begins in January 2024 and will close down the North end of the facility, from the Goldman Theater to the administrative offices. The second begins summer 2024 and will close the opposite end from the Mandell Theater to the costume shop. During those periods Orlando Shakes will relocate and adjust its programming to avoid construction interruptions. Orlando Shakes plans to take advantage of this opportunity to expand its facility improvements during the closure periods to items the city agreement would not cover financially, but has approved. This includes remodeling our Patrons' Room to provide further functionality, enhancing our IT systems to support increased technology use, and adding a Stage Functionality Screw Lift to the Margeson Theater to expand the scope and impact of our productions and events. Additionally, Orlando Shakes will finally install a Monument sign at the intersection of Mills Avenue and Rollins Street to assist patrons and visitors in wayfinding and heighten our visibility in the community.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): n/a

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
The project is in the planning stage. While the city's responsibilities have been contracted and scheduled, the new items are in early development. The entire project will take place in phases between January 2024 - January 2025.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 6,635,000

How much TDT funding are you requesting for this project? 635,000

How much have you raised to date for the project? 0

Where will the rest of the project funding come from? (100 words or less):
The City of Orlando is responsible for \$6M.

When is this project estimated to begin? mid-January 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 635000

2025: \$ 0

2026: \$ 0

2027: \$ 0

2028: \$ 0

2029: \$ 0

2030: \$ 0

2031: \$ 0

2032: \$ 0

2033: \$ 0

2034: \$ 0

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Orlando Shakes annually welcomes 5,000-10,000 tourists, coming from outside of the Orlando MSA, as well as historically hosting national events every few years. However, the company has a long reputation of being a hidden gem in the Orlando community and we are ready to heighten our visibility. The proposed project will continue us on our path to achieve national prominence through our programming by enhancing the facility that supports it.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

According to the Arts & Economic Prosperity 5 calculator, Orange County receives over \$260,000 as a result of the expenditures made by Orlando Shakes and its audiences on an annual basis.

What TDT funding has your organization received in the last 10 years: Cultural Tourism and Cultural Facilities grants

How much? \$1,631,744.60

When? 2014-2023

Purpose? To elevate Central Florida's arts and culture to that befitting a diverse, world-class community.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants (Cultural Tourism and Cultural Facilities)

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:59 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Descolonizarte Teatro- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 9:51 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: **Descolonizarte Teatro**

Primary Contact: Nadia Garzon

Phone: 4077199251

Email: info@descolonizarteteatro.com

Mailing Address: 4258 Lake Underhill Road Unit C. Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

EDALX (Encuentro des Artistas Latinoamericanxs) is our **annual, interdisciplinary Latinx arts festival**, a hybrid event (both online and in-person). Every December, we curate a selection of Latinx artists and cultural groups from across the world. In three years, we have programmed artists across disciplines living in Brazil, Chile, Mexico, Colombia, Canada, Nicaragua, and Ecuador, among others; across the United States; and in Florida. In 2022, we featured 20 arts groups totalling 59 artists (97 applied). Our accessible online program has been watched across the globe, and always sells out in-person at Timucua Arts Foundation. We donate festival proceeds to sister non-profit organizations whose missions dovetail with ours, including Hope Community Center and Farmworker's Association of Florida. With TDT funds we will for the first time 1) pay travel and accommodations for renowned, international artists to come to Orlando, 2) fund the labor for the festival that our team historically donates, and 3) fund advertising state-wide and beyond. 1) Funding will allow us to bring renowned artists from outside Orlando to participate in-person, increasing Orlando tourism appeal, especially from Latinx communities, across Florida and beyond. 2) Our team of professional artists, educators, facilitators, and producers, currently co-create EDALX without compensation. TDT funds will pay them for their labor, and therefore enhance the sustainability of our work. 3) DT funds will also support expansive advertising in-state and beyond, increasing international and statewide visibility of our open call for submissions, as well as the event itself. This reaffirms Orlando as an arts hub and an arts destination, and will support local artists' engagement with invited artists, making Orlando a place for community building between local and visiting Latinx artists. Next Steps: We plan to scale up our production value by offering cash prizes for local and international artists selected to participate.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Annual event since 2020

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
We had big plans for our first annual arts festival in 2020, and when our plans seemed to crumble with the onset of Covid-19, we shifted our event online to great success. Since 2020, we have maintained a hybrid format to increase accessibility for artists and audiences to participate from across the world. We have grown our capacity to produce this arts festival. As we begin planning our 4th annual EDALX this June, we are excited to re-engage our tried and true process for organizing this festival. With TDT funds we hope to both grow our project's sustainability and our organization's resilience by paying people for their labor on this event. We will also use funds to bring renowned, international artists to Orlando and help take us to the next level in building this event into a first-class arts tourist attraction to Latinx communities across Florida and beyond. Once we operate with this increased funding for two years, we will be better able to gauge how to sustainably and effectively grow the annual event, and determine how much additional funding will be needed for our next steps.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that

have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 14,147

How much TDT funding are you requesting for this project? 12,647

How much have you raised to date for the project? 1,500

Where will the rest of the project funding come from? (100 words or less):
N/A

When is this project estimated to begin? Planning begins in June, Event happens in December 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 14147

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

This program will enhance visitation to Orlando from areas outside Orange, Seminole, Brevard, Lake and Osceola counties by building on consistent program successes; funding and supporting the professionals who in turn help grow and support the Orlando arts ecosystem; and by helping us bring select, renowned artists to our annual event. This will help our organization and Orlando build name recognition among diverse Latinx arts communities in Florida and beyond. It will also help grow Orlando’s visibility as an accessible meeting point for Latinx artists and audiences statewide, from Miami to Tallahassee.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less): Orange County's ROI for this investment will begin with 5 guaranteed heads-in-beds, if not more, in 2023. Orange County will also see returns over time, as Descolonizarte Teatro continues to center Orlando and Orange County, which is where our organization holds its office and where we program EDALX every year, as a destination for Latinx artists and audiences alike, across Florida and beyond. As our organization continues to grow, Orange County's ROI will compound and increase. We keep getting larger grants from granting organizations, we are increasingly asked to provide our services and create artistic content for local organizations doing important work, and we are increasingly recognized as the go-to Latinx arts organization in Orlando. With TDT, our growth will only continue, bringing quality artists across Florida and the world to Orange County audiences, and increasing Orlando as an arts destination for the ever-growing and underserved Latinx populations in Central Florida, statewide, regionally, and beyond.

What TDT funding has your organization received in the last 10 years: NA

How much? NA

When? NA

Purpose? NA

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): NA

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:44 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Open Scene- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 12:09 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Open Scene

Primary Contact: Thamara Bejarano

Phone: 7864874393

Email: tbejarano@opensceneorlando.com

Mailing Address: 1500 Gay Road, Apt. 5D, Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501C3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

We seek financial support through the TDT to fund our annual programming initiatives. Our primary objective is to promote cultural exchange, encourage artistic expression, and foster social connections within and between diverse communities. As an organization with a specific focus on connecting communities through the arts, our programming aims to showcase the richness and diversity of our shared cultural experiences. By featuring international, national, and local artists and performers, we strive to promote greater understanding and appreciation of different cultures, overcoming the language barrier. Our yearly programming has a significant impact on the economic development and promotion of tourism in our city as well. Through our world-class cultural and artistic programs, we attract visitors interested in experiencing our city's unique and vibrant cultural scene. We believe that our efforts enrich our local community and provide a valuable platform for promoting cultural diversity and social inclusion.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Our organization operates on a one-year planning cycle, so we began planning for next year's development in March 2023. Currently, we are in the pre-production stage of the 2024 programming. The first estimated date of operation is March 8th, 2024. This timeline allows us ample time to plan, develop and produce our cultural season, ensuring that we deliver a high-quality, world-class experience to our audiences.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? \$11,000 in 2021, and \$20,000 in 2022

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 232000

How much TDT funding are you requesting for this project? 69800

How much have you raised to date for the project? 25000

Where will the rest of the project funding come from? (100 words or less):

The rest of the funding will come from grants, private donations, contracted services, and sponsors.

When is this project estimated to begin? March 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 69800

2025: \$ 70500

2026: \$ 79000

2027: \$ 88500

2028: \$ 99000

2029: \$ 110000

2030: \$ 124000

2031: \$ 139000

2032: \$ 150000

2033: \$ 150000

2034: \$ 150000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Our annual cultural programming enhances visitation from other areas and will continue to do so by offering unique and world-class experiences that attract visitors from farther away. For example, the three editions of our Latin American Performing Arts Festival and our playwright contest "Escena Abierta", both have involved hundreds of artists and professionals coming from different states and countries for the last three years. As we highlight the diverse cultural heritage of our city, Orlando, we draw visitors from other parts of the state and even other countries. We also increase visitation from outside the area by creating partnerships and collaborations with other organizations, businesses, and tourism agencies in nearby or neighboring regions by working together to promote our cultural programming and create cross-promotion opportunities, greater visibility, and reach a wider audience. Overall, the success of our cultural programming in attracting visitors from outside Orange, Seminole, Brevard, Lake, and Osceola counties will depend on the specifics of the project, the target audience, and the marketing and promotion strategies used.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Our organization, which promotes cultural exchange, attracts visitors who stay in local hotels, dine in local restaurants, and participate in other local activities. This, in turn, can stimulate the local economy by creating jobs and supporting local businesses. According to data collected by the Florida Cultural Alliance, organizations like ours generate a return on investment (ROI) of up to 670%.

What TDT funding has your organization received in the last 10 years: OCCT

How much? 31000

When? 2021, 2022

Open Scene 4 of 4

Purpose? Latin American Performing Arts Festival

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:43 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orlando Philharmonic Orchestra- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 2:49 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Philharmonic Orchestra

Primary Contact: Katie Cassidy

Phone: 407-896-6700

Email: kcassidy@orlandophil.org

Mailing Address: 425 N Bumby Ave Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

For more than 30 seasons, the Orlando Philharmonic Orchestra (OPO) has enriched the cultural landscape of Central Florida, impacting more than 120,000 Central Florida residents and visitors annually. The OPO hosts the Classics and Pops Series, a total of 20 performances, in Steinmetz Hall at Dr. Phillips Center for the Performing Arts and more than 25 performances at The Plaza Live. TDT Funding of the OPO's annual season would support tourism from other parts of Florida, nationally, and internationally. The OPO's current ticket sales show about 7,000 people (around 15% of our attendance) travel from outside the five-county area to attend performances. The arts continue to show they are worthy of investment with a 9:1 ROI from government dollars going back into restaurants, hotels, and hospitality. As the City of Orlando Mayor Buddy Dyer has said "It's important to me that if we have a world-class performing arts center, we need to have a world class Philharmonic and Ballet." Over the next 10 years, the OPO would spend \$80,000 a year in targeted tourism advertising, working with Visit Orlando and their "Leisure Co-op Program," as they expand the reputation of Orlando outside of theme parks. As a Travel Orlando partner, travel ad networks "Sojern" and "Adara" would display OPO advertisements to travelers. Estimated impressions are around 1.5 million for \$6,000 per quarter, totaling \$18,000 for Fall, Winter, and Spring. Other Co-op Program opportunities include location-based advertising reaching consumers in real-time with more than 250,000 impressions in a two month period for \$1,030. The OPO is adding Feathr, a nonprofit marketing platform, allowing the OPO to reach 3rd-party consumer data for outside area travelers. These targeted ads reach travelers visiting for extended stays who are looking for entertainment outside of the average Orlando opportunity. The Feathr platform is \$20,000 annually.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? The OPO season occurs each year and includes new musical selections, guest artists, and composers.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The planning, development, and implementation of the Orlando Philharmonic Orchestra's season occurs 12-18 months prior to the season opener. Pre-season planning includes artist scouting, commissioning new works, contract negotiations, and calendar scheduling. Since 2015, Music Director, Eric Jacobsen, has led artistic direction and production planning. Mr. Jacobsen is a well-respected American conductor and cellist, Founder and Co-Artistic Director of The Knights, and Music Director of the Virginia Symphony Orchestra. A dedicated chamber musician, Jacobsen is a member of the Silk Road Ensemble, founded by Yo-Yo Ma, participating in residencies and performances at the Hollywood Bowl, Carnegie Hall, and across the U.S., Central Asia, Middle East, Far East, and Europe. The OPO season runs from late September – May (and includes a few additional summer concerts at The Plaza Live) in order to publicize an enticing season for Central Florida visitors. The season announcement usually takes place in March/April which gives audience members time to plan to attend/travel for their chosen performances. The concerts and artists are pitched to local, national, and international editorial coverage and Arts Season previews. Advertisements are placed in print media. Once the season begins in the fall, targeted concert promotion cycles begin including print, digital, radio, and television media around Central Florida and nationally/internationally. The OPO announced the 2023-2024 Season on March 24, 2023. Single tickets will be on sale later in the summer and the news cycle for season announcement has been sent to media outlets. The first performance of the 2023-2024 Season begins on September 30, 2023 in Steinmetz Hall. With TDT funding, the OPO will be able to market programming earlier to potential travelers and out-of-area attendees and will be able to reach many more people.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes - received a total amount of up to \$10,000,000 in 2019 to acquire and renovate The Plaza Live.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? The total cost of the OPO's 2023-2024 Season is \$6,495,558.

How much TDT funding are you requesting for this project? The OPO is requesting \$80,000 annually to support concert marketing with a 5% increase annually.

How much have you raised to date for the project? For the 2023-2024 season, \$1,500,000 has been raised to support the \$6.5 million season budget.

Where will the rest of the project funding come from? (100 words or less):

The OPO has an impressive track record of fiscal responsibility and has an endowment valued at just over \$4.2 million. The Orlando Philharmonic Orchestra is funded through annual foundation, corporate, and individual donations. The OPO receives government funding from the State of Florida Arts and Cultural Affairs office, Orange County, and the City of Orlando. Our recent United Arts of Central Florida Collaborative Campaign effort set new records for OPO fundraising in the campaign raising more than \$1,039,000 – more than ever before in the history of the campaign. We will continue to pursue aggressive fundraising efforts in order to fund the season and grow our impact in Central Florida and beyond.

When is this project estimated to begin? The 2023-2024 Season will begin on September 30, 2023.

What years do you estimate TDT will be requested and how much?

2024: \$ 80000

2025: \$ 84000

2026: \$ 88200

2027: \$ 96610

2028: \$ 97240

2029: \$ 102102

2030: \$ 107207

2031: \$ 112568

2032: \$ 118196

2033: \$ 124106

2034: \$ 130311

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The Orlando Philharmonic Orchestra is a nationally recognized premiere orchestra, recognized around the country and respected by musicians around the world. The season programming, high-caliber OPO musicians, and internationally-recognized guest artists, like Yuja Wang and Emanuel Ax, represent Central Florida as a cultural epicenter. ARTISTIC EXCELLENCE Music Director Eric Jacobsen is entering his eighth year with the OPO. Hailed by the New York Times as “an interpretive dynamo,” he has built a reputation for engaging audiences with innovative and collaborative projects. The OPO has built a legacy of providing musical performances of extraordinary quality. NEW MUSIC In a 2020 review of 120 major orchestras nationwide, the Institute for Composer Diversity ranked the OPO #11 nationwide in performing works by women and #16 nationwide in performing works by composers from underrepresented racial, ethnic, or cultural heritages. The Composer-in-Residence program commissions an American composer to Central Florida for several extended visits and presents at least one new work to be performed during the season. The OPO is also a major partner in the National Young Composers Challenge Composium, where composers ages 13 to 18 are selected from a national competition to have their original pieces performed and recorded by the Orlando Philharmonic Orchestra with two winners receiving a cash prize. The OPO was selected as one of 24 orchestras to participate in the Virginia B. Toulmin Orchestral Commissions Program, a national consortium that highlights new works by women composers. The OPO was selected due to our national reputation as a leader in commissions of women and artists of color. STEINMETZ HALL The OPO’s 31st season Classics and Pops Series will be performed inside the new Steinmetz Hall at the Dr. Phillips Center. As one of the world’s most acoustically perfect spaces, the state-of-the-art venue will draw national and international attention.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

According to the United Arts of Central Florida “Arts and Economic Prosperity V Calculator,” a tool designed by Americans for the Arts to estimate overall economic impact based on current expenditures and number of patrons reached, the economic impact of the OPO and its audiences last season was more than \$8.5 million. The OPO supports 300 full-time equivalent jobs and generates more than \$6.7 million in household income for Florida residents, resulting in \$350,000 in local government revenue and \$465,000 in state government revenue. The OPO employs 50 core orchestra musicians and more than 200 substitute musicians each season. Using information collected by the Florida Cultural Alliance, the return on investment to the arts in Central Florida is 9:1. An investment of TDT funding to the Orlando Philharmonic Orchestra not only raises the cultural esteem of the area, but returns money back into Central Florida. Steinmetz Hall is one of the world’s most acoustically perfect spaces, elevating the music and musicianship of the OPO and attracting a wider audience from all over the world to see the orchestra. As Steinmetz Hall continues to become a well-respected performance venue across the globe, popular guest artists are desiring to travel to Orlando to perform in the hall. Last season, pianist Yuja Wang performed all four Rachmaninoff Piano Concertos in one weekend. This is exceptionally rare and she only performed these pieces in New York City, Philadelphia, Los Angeles, and San Francisco. If an audience member wanted to see Yuja Wang perform these pieces anywhere in the Southeast this year, they needed to travel to Orlando. Each season, the Orlando Philharmonic has multiple guest artists of the same caliber and critical acclaim. Next season features acclaimed pianist Emanuel Ax, international Grammy nominee and Mexican jazz singer Magos Herrera, and OPO’s Artist-in-Residence Aaron Diehl.

What TDT funding has your organization received in the last 10 years: \$10,000,000 – Acquisition and renovation of The Plaza Live

How much? \$10,000,000

When? 2019

OPO 5.8.5

Purpose? Acquire and renovate The Plaza Live auditorium including floor slope and lobby renovations.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:42 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: The Orlando Philharmonic Plaza Foundation-TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 3:37 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: The Orlando Philharmonic Plaza Foundation

Primary Contact: Megan Kelley

Phone: 407-970-3277

Email: grants@orlandophil.org

Mailing Address: 425 N Bumby Ave Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Plaza Live was constructed in 1963 and became known as one of Orlando's best cultural centers. TDT Funding would be used to support general operating of the auditorium including staff and administrative needs and Phase 3 of major renovation projects. The smaller event space titled "The Palmer Room" requires updated tech needs, including internet and digital equipment upgrades, renovated flooring, and the added ability to divide the room in order to be a viable community rental space. Additional renovations needs include pedestrian access, congregating safety zones, backstage green room space for visiting artists, renovated administrative office space, and lighting and landscaping upgrades to the front The Plaza. These site improvements will aid The Plaza Live in creating an outdoor performance space – popularized after the COVID-19 pandemic. The final addition of acoustic enhancement of The Mail Hall including proscenium microphones, acoustic shell, loudspeakers, and other enhancements will increase the sound potential of the space. These improvements will enhance the event spaces, making them more desirable for rentals and touring acts. The Plaza Live is operated by the Orlando Philharmonic Plaza Foundation, a nonprofit support organization of the Orlando Philharmonic Orchestra (OPO). In the heart of The Milk District, The Plaza Live offers a unique performance venue and is an important cultural partner to many community and arts groups. The Plaza Live provides live music to suit every taste with 120+ additional musical performances annually. The Plaza facility also offers community meeting and rehearsal space for partners like Orlando Philharmonic Orchestra, Opera Orlando and the Florida Symphony Youth Orchestra. The Plaza Live is home to the OPO's administrative and artistic offices where planning for concerts, educational programs, and other performances take place and houses the orchestra's Linda Chapin Music Library with a large music collection valued at more than \$300,000.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? The Plaza Live and has undergone several renovations. The most recent will be Summer 2023.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Phase 1 Renovations began prior to the Orlando Philharmonic Orchestra’s purchase of The Plaza Live in 2013. In June 2023, Phase 2 Renovations begin for refurbishing The Main Hall flooring and lobby renovation. For Phase 3, project activities will begin after July 1 during the year of appropriation. Phase 3 will take approximately 12 months for installation and setup. The exact timeframe for renovation will be scheduled to minimize any potential disruption to operations of The Plaza Live and the Orlando Philharmonic Orchestra. The Orlando Philharmonic Plaza Foundation intends to have all work and required state reporting completed by June 30, two years after appropriation. If funding is awarded, Phase 3 would begin in June 2024. Month 1 – 4: • Design • Permitting • Preparation Month 5 – 6: • The Palmer Room renovation • Addition of green rooms Month 7 – 12: • Acoustic enhancement of The Mail Hall • Office space renovations • Landscaping and outdoor event space creation • Pedestrian access and parking upgrades The Orlando Philharmonic Plaza Foundation can also use general operating support to run the auditorium, using TDT funding available to support staff, administrative, and artistic needs of the organization.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

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- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

X 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land

improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? The total cost of the Plaza Live Foundation's Phase 3 of renovations is \$2 million.

How much TDT funding are you requesting for this project? The OPPF is requesting \$1,200,000 to support the continued renovation and operation of the building.

How much have you raised to date for the project? The OPPF is currently fundraising for Phase 3 of renovations starting Summer 2024.

Where will the rest of the project funding come from? (100 words or less):

A broad range of donors have supported ongoing renovations at The Plaza Live, including many individual and corporate supporters as well as local government and the State of Florida. Our individual donors are generous supporters of the The Plaza Live and other local arts and cultural organizations. These donors see the tremendous value and impact of The Plaza Live, our local arts and culture, and our broader Central Florida community. They understand that the proposed project is another critical step in The Plaza Live's ongoing renovation, helping to meet current needs while positioning the organization for ongoing growth and expansion.

When is this project estimated to begin?Phase 3 of renovations will begin Summer 2024.

What years do you estimate TDT will be requested and how much?

2024: \$ 1200000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The project will have a significant benefit for the The Plaza Live and other arts and culture organizations in the community. The project's key benefits for the facility and audiences: • Added accessibility for all seating at The Plaza Live including interior code and egress necessities • Increased comfort, safety, and guest experience for patrons who attend performances at The Plaza Live. • Improved temperature and humidity control for the OPO's Music Library and storage. This will help to better safeguard the organization's valuable music collection, instruments, and equipment. • Comfortable community meeting space for educational and entertainment opportunities. • Increased interest in touring productions and musicians performing at The Plaza Live • Continued development of The Milk District, a Main Street community known to attract artists, families and entrepreneurs. • Bring increased economic vitality to an already growing area. • An additional revenue stream for the Orlando Philharmonic Orchestra to ensure sustainability and longevity for the non-profit model These benefits will extend to other arts and cultural groups and touring productions who use The Plaza Live for performances. The Plaza Live has become a vibrant contributor to the City of Orlando and the city's Milk District. Drawing people from across the region and visitors to Central Florida to attend concerts at the venue, The Plaza Live is an important economic driver for the local community. Continued renovation of the facility, including the proposed project, will continue to enhance the guest experience, making The Plaza Live an even more desirable venue for live music and helping to draw greater audiences. The Plaza Live is located in a retail and restaurant center, impacting the economic health of multiple restaurants in The Milk District including Miller's Ale House, Il Pescatore, Tomasino's, Drunken Monkey, Stasio's, and many more.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

According to the United Arts of Central Florida "Arts and Economic Prosperity V Calculator," a tool designed by Americans for the Arts to estimate overall economic impact based on current expenditures and number of patrons reached, the economic impact of the The Plaza Live and its audiences is more than \$3.9 million. The Plaza Live supports 136 full-time equivalent jobs and generates more than \$3 million in household income for Florida residents, resulting in \$172,687 in local government revenue and \$228,855 in state government revenue. Using information collected by the Florida Cultural Alliance, the return on investment to the arts in Central Florida is 9:1. The Plaza Live serves as an important part of Central Florida's arts eco-system. There are very few performing venues of similar size. The mid-size performing venue often serves as a first stop for artists who later become record-breaking performers and a final stop as seasoned performers begin to end their touring, serving a necessary purpose for touring acts. More than 70,000 audience members attend these touring acts annually, directly impacting the economic health of local restaurants, bars, and businesses. This renovation project also anticipates providing a minimum of 25 Full-Time Equivalent construction jobs through completion and six new opportunities for ongoing employment once completed.

What TDT funding has your organization received in the last 10 years: N/A

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): N/A

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:29 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Haitian American Art Network, Inc.

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 8:17 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Haitian American Art Network, Inc.

Primary Contact: Nattacha Wyllie

Phone: 3212409812

Email: haitianamericanart1998@gmail.com

Mailing Address: 1310 W Colonial Dr. Suite 28

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The project is to showcase women from all aspects of life. Haitian American Art Network, Inc. has been presenting Women Celebrating Women since 2012, honoring the achievement of women. Specifically, women in these categories: Arts & entertainment, Business/Entrepreneurship, Behind the Scene, Community, Education, Fashion, Healthcare, Law, Politic and Sports. This project was birth to honor, celebrate and more importantly to empower the next generation and specifically those aspired to be in a leadership position. The project has already made its mark in the Orlando area where Haitian American Art Network, Inc. has already honored more than 50 women national and international. Iconic Women such as Former Congresswoman Val Demings, Corine Brown, Madame Clerk, Tiffany Russell, OCPS Former Board Member Pat Gordon, OCPS Board member Pam Gould, City of Orlando Commissioner Regina Hill, City of Apopka Commissioner Diane Velasquez, Former Commissioner Victoria Siplin, Radio Personality Monica May, International Iconic Carole Demesmin, The Haitian Community's mother Dr. Marie Jose Francois, Toussaint Louverture High School Principal Diane Allerdyce, and many more local and women were honored under the Behind The Scene category. This project will continue to honor, celebrate the achievements of the City Beautiful Pillars of Orlando in Central Florida. The celebration will be presented in the month of March, with an all women performance from diverse platform (music, dance, poetry, ect.....). The project will be presented at bigger level to encourage everyone to come out and participated. With featured musical performances, guest speakers, vendor exhibitions, cultural performances, and presentations from key people in the area.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Applicant and Sub-contractors.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Center for Multicultural Wellness and Prevention, Inc.

Is this a new project or existing project? No

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The project first two events started in Seminole County in 2009 where the very first event occurred in Seminole State College. Women from the community were honored and presented their work and achievements. The influential speakers invited empowered the young women in the audience by sharing their struggles and the courage and motivation that they were inspired by. The project grew and was requested to be presented in Orange County. Haitian American Art Network, Inc. has been producing the Women Celebrating Women event ever since. We are in our 11th year. The production of these events/project have been made possible through the generous contribution of private donors, supporters, sponsors, partnerships, collaborations, and volunteers.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$100000

How much TDT funding are you requesting for this project? \$750000

How much have you raised to date for the project? \$5000

Where will the rest of the project funding come from? (100 words or less):

Haitian American Art Network, will conduct private gathering to present and request donation from Private donors, we will Fundraise by promoting the project/event to gain visibility in the area and abroad. We seek collaborations from other community-based-organizations, businesses and student volunteers.

When is this project estimated to begin? March 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 100000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The event will enhance visitation from outside areas due to the fact that we don't find such events in the counties at that level. It will be promoted in ways that will bring curiosity to other cities, and will be encouraged to come out and see what Orange County is doing different. It will show unity among government and residents working together for the betterment of the County.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Return on investment will be something different, something new and everyone will be included from all class, creed, race, and gender. The event will attract and enhance the parks and recreation facilities to bring attention to diverse

events been produced in the area. The organization will partner with Orange County to create and organize more of such events to attract visitors worldwide. While Orlando is in it's prime to become one of the world's future-ready city the partnerships, and collaborations with Haitian American Art Network, Inc. will create opportunities and ensure that Orange County will remain an inclusive, safe, and friendly destination for all.

What TDT funding has your organization received in the last 10 years: None

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants,

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:27 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Caribbean American Passport Multicultural Initiative

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 10:16 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Caribbean American Passport Multicultural Initiative

Primary Contact: Samuel Roberts

Phone: 407-810-6435

Email: sroberts@caribbeanamericanpassport.com

Mailing Address: 1969 S. Alafaya Trail, Suite 133, Orlando, Fl. 32828

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Orlando Carnival Downtown is an annual event that celebrates Caribbean culture through a variety of activities and performances over a three-day period. The event attracts attendees from across Florida and beyond, with over 10,000 visitors attending over the weekend. The Carnival features four main events, including Carnival on the Runway, J'ouvert, Back in Time Lime, and the Orlando Carnival Downtown Costume Parade and Multicultural Concert. One of the main purposes of the Orlando Carnival is to attract tourists to the State of Florida and promote the cultural heritage of the Caribbean community. The event showcases the vibrant and colorful costumes, music, and food of the Caribbean, providing visitors with a unique and unforgettable experience. By promoting the event to a wider audience through targeted marketing efforts, the organizers can increase the number of attendees and, in turn, promote tourism in the State of Florida. One example of successful promotion of the Orlando Carnival is the partnership with Road Ready TV, which broadcasts the event to over 30 countries in the Caribbean. This partnership helps to increase the visibility of the Carnival to a wider audience, promoting tourism to the State of Florida and highlighting the authentic cultural diversity in this area. By leveraging social media, advertising, and strategic partnerships with tourism boards and travel companies, the organizers of the Orlando Carnival Downtown can further promote the event and attract more tourists to Florida. The event's unique blend of Caribbean culture and Florida hospitality makes it an attractive destination for tourists seeking a vibrant and authentic cultural experience. The Orlando Carnival also offers opportunities for designers, cultural enthusiasts, and music lovers to showcase their talents and passions. For example, Carnival on the Runway provides designers of all levels with the chance to showcase their Carnival designs and win cash prizes. Back in Time Lime showcases the cultural traditions of the Caribbean, including wire-bending, drumming, stilt-walking, and fire-

breathing. These events can attract many more participants and spectators from around the world, than we currently do, which will continue to promote tourism and cultural exchange. With continued partnerships and strategic marketing efforts, the Orlando Carnival can become a major cultural and economic driver for the State of Florida.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Caribbean American Passport Multicultural Initiative

Is this a new project or existing project? existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The Orlando Carnival has a long history in Central Florida, but in 2017, a new management team took over and brought significant growth and development to the event. In 2022, the Carnival partnered with RoadReadyTV, a travel reality show, which provided unparalleled exposure for the event. The show was filmed at Orlando Carnival Downtown and Miami-Broward Carnival and has since been picked up by FLOW TV across the Caribbean, Tempo TV in the Virgin Islands and multiple Haitian and Jamaican smaller networks in South Florida. Additionally, the event's photos were selected to be shown in the new Terminal C at Orlando International Airport, which is expected to attract more attendees. To support the potential growth, the event's infrastructure needs to expand, including larger hosting facilities, more complex parade routes, and increased security measures. The event's organizers are confident that with the support of the Tourism Development Tax and local government, they will see the full economic impact within the next 3 to 5 years with an annual commitment of \$250,000. The project development of the Orlando Carnival began over 35 years ago, but the new management team took over in 2017, which marked the start of significant growth and development. Currently, the event is in the growth stage, where the organizers are working on expanding the infrastructure and increasing the event's exposure to attract more attendees. The event has been running for over 35 years it started as a picnic in the park and has grown tremendously, the organizers are focused on expanding the event and improving its economic and cultural impact.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? no

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$250,000.00

How much TDT funding are you requesting for this project? 150,000.00

How much have you raised to date for the project? \$75,000.00

Where will the rest of the project funding come from? (100 words or less):

Private donations have helped to cover the costs of the Orlando Carnival cultural events, but more support is needed to reach its full potential. The event relies on funds raised through vendor booth sales, sponsorship, and ticket sales, but the gap remains. County support is crucial for the growth of the event.

When is this project estimated to begin? May 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 150000.00

2025: \$ 150000.00

2026: \$ 150000.00

2027: \$ 100000.00

2028: \$ 100000.00

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The Orlando Carnival has already attracted visitors from across Florida, as well as from locations such as Atlanta, New York, New Jersey, Houston, London, Toronto, and the Caribbean. The organizers are working to expand their reach and collect data on attendees' direct economic spend by creating a survey sampling platform for on-site interviews. Additionally, they have started media buys and social media targeting to attract more potential attendees from beyond their usual counties. The organizers have also partnered with governments of Trinidad & Tobago, Antigua & Barbuda, Barbados, and Guyana to co-promote their events and attract more international attendees. They have invited RoadReady TV to film their third season at the Orlando Carnival, and they have hosted Minister Michael Browne and Winston Edwards Peters, who served as Trinidad & Tobago's Minister of Community Development and Chairperson of Trinidad's National Carnival Commission. These outreach efforts aim to engage traveling culture lovers and Carnival enthusiasts worldwide and across the USA to experience Orlando and all that the Orlando Carnival Downtown has to offer. The organizers aim to entice more international visitors by showcasing the event's unique blend of Caribbean culture and Florida hospitality, and they are willing to invest in expanded outreach and marketing efforts to achieve this goal.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The Orlando Carnival Downtown project promises a high return on investment for Orange County by generating a significant economic impact while promoting the area's cultural diversity and engagement. The event's growth projections and international exposure will surpass the investment requested, with an expected economic impact of over \$300 million. The Toronto Caribbean Carnival Festival (Caribana) has a documented economic impact of over \$300 million, but Central Florida has much more to offer than Toronto. The area boasts International Drive, beaches, Disney, Universal Studios, Sea World, and a diverse population of residents, making it a more attractive destination for tourists. The event's targeted outreach efforts aim to attract visitors from New York, who have already seen the vibrant Caribbean community in Central Florida and are looking to relocate. Additionally, the Trinidad consulate reports receiving 3-6 inquiries per week about purchasing property in Central Florida. The event is also targeting Guyana and Guyanese, which is set to be the fastest-growing country in Latin America. Overall, the Orlando Carnival Downtown project will benefit Orange County businesses - the restaurants and stores as well as the hotels and theme parks will benefit from these visitors and their spend in the area. The event's outreach efforts also have the potential to attract new residents and investors to the area, further boosting the local economy.

What TDT funding has your organization received in the last 10 years: 0

How much? n/a

When? n/a

Purpose? n/a

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): n/a

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, May 2, 2023 4:20 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando Fringe

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Tuesday, May 2, 2023 3:09 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: **Orlando Fringe**

Primary Contact: Emma Webber

Phone: 4076480077

Email: development@orlandofringe.org

Mailing Address: 812 E Rollins Street, Suite 300, Orlando FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): not-for-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The International Fringe Festival of Central Florida, Inc. (d/b/a Orlando Fringe) would request support for the 2023-2024 Orlando Fringe Season.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Orlando Fringe was founded in 1992. Since then, the annual Orlando International Fringe Theatre Festival has grown and thrives. Fringe is hosting the 32nd annual Orlando International Fringe Theatre Festival from May 16-29, 2023. As of June 2022, Fringe now operates a year-round auditorium in Downtown Orlando. Fringe requests an increase in funds to continue to increase new programming, concentrating in Downtown Orlando to elevate the cultural landscape of the downtown core.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes, Fringe has received funding before.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- X 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$ 2,153,570.15

How much TDT funding are you requesting for this project? Max Amount up to \$500,000.

How much have you raised to date for the project? \$500,000

Where will the rest of the project funding come from? (100 words or less):
The rest of the funding will come from a mix of contributed and earned income.

When is this project estimated to begin?September 1, 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 200000

- 2025: \$ 300000
- 2026: \$ 400000
- 2027: \$ 500000
- 2028: \$ 600000
- 2029: \$ 700000
- 2030: \$ 250000
- 2031: \$ 350000
- 2032: \$ 450000
- 2033: \$ 550000
- 2034: \$ 650000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Fringe has an estimation of a 25% tourist audience. As this is an international festival, 50% of all Fringe produced theatre production companies are from outside the Central Florida area. With over 2,000 performances in a two-week period, Fringe is a premiere Central Florida destination for tourists. Fringe hears from many patrons that they plan their vacations around Fringe.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

According to the Americans for the Arts Economic Impact Calculator, the total expenditures of the 2021-2022 Orlando Fringe Season was \$3,956,906, including the organization and audiences. The season had approximately 137 full time equivalent jobs. The Local Government revenue totals \$166,982 and the State Government revenue totals \$221,958. The ROI for Fringe's \$155,000 award for the 2021-2022 Season's ROI was \$2,552. Past funding has been annual. Fringe has been able to apply and receive the maximum amount of funding over the past few years. Fringe would like to apply for more funding if it is available. Fringe has been able to use all of the TDT funding to support mission-focused programming. Fringe is growing and has increased need for additional TDT funding.

What TDT funding has your organization received in the last 10 years: Cultural Tourism Funding - Orange County Arts & Cultural Affairs

How much? \$1,289,418

When? Annually over the past 10 years

Purpose? General Operating

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT Grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, May 2, 2023 4:19 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Snap! Orlando

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Tuesday, May 2, 2023 2:11 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Snap! Orlando

Primary Contact: Patrick Kahn

Phone: 323-646-8947

Email: patrick.kahn@snaporlando.com

Mailing Address: 2014 EDGEWATER DR #337, ORLANDO, FL 32804

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Snap! Orlando presents Mirages & Miracles and the U.S. premiere of the acclaimed art exhibition, Faune. FAUNE : a collaboration with world-renowned French digital artists Adrien M. & Claire B. to install a series of ten (10) large format posters throughout the city, revealed in augmented reality using a free smartphone app. Located in public areas of Downtown Orlando, including the Central Business District, Creative Village and Mills 50, the posters will encourage people to embark on an urban art safari, following the tracks of imaginary animals, revealing the fantastical wildlife hiding in their city walls. The installation is walkable, suitable for all audiences, and accessible day and night. This highly artistic form of orienteering gives visitors an opportunity to explore their surroundings, and invite wonder back into a seemingly mundane streetscape. Strategically placed in areas of high foot traffic, the posters will be wheat-pasted on walls adjacent to retail, restaurants, and other points of interest. In conjunction with Snap! Orlando's existing CITY UNSEEN project, FAUNE will be on view for 1 year in Downtown, and 3 months in Creative Village and Mills 50, encouraging visitors to discover the real Orlando through unexpected and exceptional public art offerings. Snap! will conduct up to six (6) walking tours in coordination with the City of Orlando. Mirages & Miracles : an in-gallery collection of dynamic installations that offer a fluid blend of virtual reality, augmented reality drawings, holographic illusions and video projection, allowing guests to immerse themselves in virtual, three-dimensional worlds in a very poetic way. Through marketing in collaboration with City of Orlando, Visit Orlando, local and international press, social media, and word of mouth, this project duo strives to drive diverse tourism to the Orlando Community. PREVIEW Faune HERE: <https://www.youtube.com/watch?v=pqvDGw-G7aE> PREVIEW Mirages & Miracles HERE: <https://www.youtube.com/watch?v=iD2MpbDwT4o>

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The project is slated for early 2024 in Downtown Orlando, and March - May 2024 for Mills 50 and Creative Village. The Downtown Orlando district has been agreed upon for a period of one (1) year, from February 2024 until February 2025 in time for the Olympic Marathon Trials. This lengthy period of accessibility allows for longevity of the experience in the heart of Downtown and is in alignment with the intent of the City of Orlando's DTO 2.0 Action Plan involving the Central Business District. Current Stage: Agreement with Adrien M. & Claire B. is in the final stages, and the project is scheduled to launch in early 2024. Timeline: July - August 2023: Finalize the agreement with Artists, Adrien M and Claire B. Sept - October 2023: Obtain proposed location approvals with authorizations from business owners and/or operators, as well as applying for permits as necessary. October 2023: Adrien M. & Claire B. send posters from France. A total of fifty (50) posters to be sent, consisting of: ten (10) posters for each location, with separate 3 locations; and twenty (20) replacement posters in case some posters become damaged or weathered over time. November 2023: The artists ship the in-gallery exhibition. January 2024: Launch of a robust marketing campaign to announce the unveiling. Late January/Early February 2024: Gallery exhibition opening and poster installation (2 - 3 days per area) for a total thirty (30) posters. Late April/Early May 2024 : De-installation of all posters in other 2 locations using a pressure wash method, taking approximately 2 - 3 days total. Late February 2025 : De-installation of all posters in the Central Business District using a pressure wash method, taking approximately 1 - 2 days.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? N/A

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 66,200

How much TDT funding are you requesting for this project? 25,000

How much have you raised to date for the project? 11,200

Where will the rest of the project funding come from? (100 words or less):

Remaining project funding to be provided by: -\$25,000 Grant funding (United Arts Cultural Tourism) -\$5,000 City of Orlando or Corporate Sponsorship Combined with the following for a total Budget of \$66,200: -\$25,000 TDT Funding - \$11,200 in individual giving from the 2023 United Arts Collaborative Campaign

When is this project estimated to begin? To be open in the Central Business District district by February 3, 2024.

What years do you estimate TDT will be requested and how much?

2024: \$ 25000

2025: \$ 25000

2026: \$ 25000

2027: \$ 50000

2028: \$ 50000

2029: \$ 50000

2030: \$ 50000

2031: \$ 50000

2032: \$ 50000

2033: \$ 50000

2034: \$ 50000

Economic Impact and Enhanced Tourism

SNAP 4 of 4

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Snap! expects Faune to draw interest and attendance from international visitors, especially European tourists already familiar with the work of the featured artists, Adrien M. and Claire B. For over 12 years, Snap! has captured the interest and respect of artists, art enthusiasts, and digital art pioneers around the world. Faune will ignite local excitement in Orlando, while also generating international reach with the exceptional opportunity to see the work of these luminaries in the field of Augmented Reality [AR]. Snap! has garnered a trusted reputation for presenting work by accomplished internationally renowned artists that consistently draws visitors. Snap! will promote the project through its close contacts at the French Consulate in Miami, leveraging international media channels and contacts, as well as local press, to continue a proven record of gaining widespread attention. For maximum exposure, Snap! will pursue editorial coverage with art magazines (Art Forum, Art News, Photograph Magazine), industry blogs such as Flak Photo, travel publications, digital media magazines such as Wired, and via airlines with hubs at Orlando International Airport, including Delta, in which Snap! was previously featured in the in-flight magazine, Delta Sky. Continuing its valued relationship with Visit Orlando, Snap! recently participated in the filming of marketing collateral for its CITY UNSEEN project in Downtown Orlando. Combined alongside relationships with Airbnb, Yelp! Elite Squad and event planners, Snap! Orlando's offering is effectively marketed through existing tourism industry channels. Industry partnerships will be leveraged to ensure prominent placement of promotional postcards and cross-promotion social media opportunities to collectively contribute toward strong awareness resulting in attendance. Snap! will proactively collaborate with Thornton Park District, City of Orlando, Orange County, and the Florida Commission on Tourism to deliver a unified message that delivers on attendance from beyond the Central Florida region.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The ROI for Orange County may include, but is not limited to the following list of benefits: 1. Since 2018, the cutting-edge CITY UNSEEN public [AR]t project was designed to launch Orlando to the forefront of the nationwide digital art scene, making it an increasingly desired arts and cultural destination. 2. Based on 2022's Q1 report of over 35 million visitors to Orlando, Snap! is estimated to attract 0.1 - 0.2% attendees through promotion, events, tours and organic foot traffic. This attendance will provide an opportunity for increased retail and restaurant traffic that will result in sales to positively impact area businesses, the local economy, and an increase in county sales tax revenue. 3. The county could see a potential increase in lodging reservations, resulting in additional tourist development tax revenue. 4. Free and always accessible via smart device, Faune will be a quality and innovative public art offering which will encourage partnerships with the business community, foster community engagement for residents, and create a memorable experience for guests, inspiring them to return to Orange county on their next vacation. 5. Awareness and notoriety for the excellent cultural offerings that Orange county creates, funds and supports will be heightened. 6. A measured growth in community attendance will foster goodwill toward similar public art events, creating the potential for increased funding through the Department of State Division of Arts & Culture.

What TDT funding has your organization received in the last 10 years: Orange County Arts & Cultural Affairs Cultural Tourism Funding

How much? 362,500

When? FY2015, FY2018, FY2019, FY2020, FY2021, FY2022, FY2023

Purpose? To fund Snap! Orlando's CITY UNSEEN public Augmented Reality [AR]t project and operational support.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, May 1, 2023 10:49 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Winter Garden Heritage Foundation, Inc.

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Monday, May 1, 2023 9:11 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Winter Garden Heritage Foundation, Inc.

Primary Contact: Jim Crescitelli

Phone: 4076563244

Email: jcrescitelli@wghf.org

Mailing Address: 21 E Plant St

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501 (c) 3 Non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Winter Garden Heritage Foundation (WGHF) wishes to expand its role within the community. The grant will allow us to: • Hire additional staff at our museums and research center; • operate seven days a week (currently at 5); • improve and expand exhibitions at our museums; • scan, catalog, and organize our collections into a public database; • host community events at the Central Florida Railroad Museum and the History Research, Education and Visitors Center, further showcasing local history and the arts; • expand our Social Media network and outreach to more widely share the history of West Orange County. Established in 1994, the Winter Garden Heritage Foundation (WGHF) has been on the forefront of restoration and preservation efforts of all kinds both in the city's Downtown Historic District and in West Orange County. Funding will support programs, exhibits, events, and archival preservation of West Orange County's documents and artifacts at the WGHF's three sites: the History Research, Education, and Visitors' Center, which serves as a Visit Florida Certified Visitors Information Center; the Winter Garden Heritage Museum; and the Central Florida Railroad Museum. During the 2022 calendar year, over 60,000 visitors to our facilities and programs contributed significantly to the local economy. In addition to these visitors, thousands of virtual viewers enjoy livestreamed interviews, public events and festivals, and offsite exhibits

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Operations of the Winter Garden Heritage Foundation (WGHF) and its two museums were begun in 1983 with the opening of the Central Florida Railroad Museum. The Winter Garden Heritage Museum opened in 1998 and the construction of the History Research, Education, and Visitors Center was completed in 2015. The organization continues to foster the preservation of regional history and its contribution to the economic impact that dramatically increased tourism has brought to the area. Our YouTube live stream camera, which faces Plant Street and the Clock Tower, has had 1.7 million unique viewers and over 228,000 hours of watch time in the past two years. 53% of the viewers are in the United States, and 47% from Brazil, the UK, Canada, Germany, Japan and 44 other countries. Enhanced funding will ensure that the WGHF continues to grow and expand its services, projects, outreach, and events to an even wider audience

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes. 2013-2015. \$612,000 in total

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- X 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? N/A. The WGHF requests funds to expand and return operations to healthy pre-Covid levels

How much TDT funding are you requesting for this project? \$250,000 annually

How much have you raised to date for the project? Approximately \$300,000 is raised annually

Where will the rest of the project funding come from? (100 words or less):

The WGHF and its museums are partly funded by entities such as the City of Winter Garden; Orange County Arts and Cultural Affairs via United Arts of Central Florida; the Florida Department of State; the Chicone Family Foundation; the Bond Foundation; in-house fundraising efforts; and memberships. Organizations such as the Bloom & Grow Garden Society, the West Orange Junior Service League, and the Winter Garden Rotary annually fund our mission as well.

When is this project estimated to begin? Our mission is a continuing endeavor.

What years do you estimate TDT will be requested and how much?

2024: \$ 250000

2025: \$ 250000

2026: \$ 250000

2027: \$ 250000

2028: \$ 250000

2029: \$ 250000

2030: \$ 250000

2031: \$ 250000

2032: \$ 250000

2033: \$ 250000

2034: \$ 250000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

When the West Orange Trail opened in 1994 through Winter Garden’s Downtown Historic District, both locals and Trail users saw the cultural and economic potential of a former citrus town whose architectural legacy was ripe for preservation - and the Winter Garden Heritage Foundation helped make it happen. Since its founding, the WGHF and its partners have: Prevented the demolition of the 1927 Edgewater Hotel, now a popular bed-and-breakfast; Restored the 1935 Garden Theatre, now an acclaimed performing arts center; Repurposed the 1913 Tavares & Gulf Railroad depot as the Central Florida Railroad Museum; and opened the Heritage Museum, housed in the 1923 Atlantic Coast Line railroad depot. Hands-on fun is provided at our display of farm tractors, a caboose, and a treasured fire truck. The annual Heritage & Music Festival is produced in partnership with the City of Winter Garden and attracts thousands to Winter Garden. Our Archive is housed in both the WGHF History Research, Education, and Visitors’ Center and the Central

Florida Railroad Museum. Documents and artifacts of advocacy, historical, and service organizations are shared with professional and amateur historians who come to study the region's history. As a Visit Florida Certified Visitors Information Center, our staff and volunteers welcomed over 32,000 guests to our three facilities during our 2021-22 fiscal year. Publicity and promotion via Visit Florida, the City of Winter Garden, the West Orange Chamber of Commerce, and social media attracts visitors from all 50 states and over 100 countries. A brochure designed with our partners, distributed at the Florida Welcome Center, shares West Orange County's cultural and natural attractions with tourists. The WGHF stands at the forefront of the area's renaissance. New shops, restaurants, offices, and residents have provided an economic impact that makes Winter Garden and West Orange County a desirable destination.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
The ability to hire additional staff will enable us to perform wider outreach projects and events, drawing even larger numbers to Winter Garden's historical and cultural attractions. We have demonstrated and seen the results of helping to establish a visitor destination in one of Central Florida's historic towns and are ready to work towards an even greater impact in the community.

What TDT funding has your organization received in the last 10 years: Cultural Facilities and Tourism Grants through Orange Co. Arts & Cultural Affairs/United Arts

How much? \$612,000

When? 2013-2015

Purpose? To build the WGHF History Research & Visitors' Center; and to produce music festivals.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Orange Co. Arts & Cultural grants distributed via United Arts of Central Florida

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, April 18, 2023 2:45 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Crealde School of Art

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Monday, April 17, 2023 10:29 AM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Crealde School of Art

Primary Contact: Peter Schreyer

Phone: 407-797-5168

Email: pschreyer@crealde.org

Mailing Address: 600 St. Andrews Blvd., Winter Park, FL 32792

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Cultural Facilities Grant would enable Crealde School of Art to expand a teaching building on its main campus by 30%, growing from 2 small to 3 large classrooms. Since 2020, demand for classes and workshops has exploded. In 2022, the total students served in classes workshops was 3,816 - a 14% increase previous year, and an income of \$813,303 - an increase of 18.5%. Due to the strong demand for classes, we experienced unprecedented high waiting list totaling 998 (or 26% above actual enrollment) for the whole year. Roughly 80% of students are adults coming from a seven-plus county region; 20% are youth.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Expansion on existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The first, already-funded phase of construction (building 1) will begin this August, 2023. The next phase (building 2)

would begin as soon as funding is secured. Usage of the building would begin immediately upon completion of the expansion.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No, but we have recieved TDT funding for our exhibition programming since 2007

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$ 250,000

How much TDT funding are you requesting for this project? \$125.000

How much have you raised to date for the project? \$125,000

Where will the rest of the project funding come from? (100 words or less):
Crealde members and students.

When is this project estimated to begin?2024

What years do you estimate TDT will be requested and how much?

2024: \$ 125000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Approximately 12% of Crealde students come from outside the above counties. An expanded facility also would expand the school's capacity for expanded weekend workshops which attracts visitors to the area.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

If Crealde serves the 998 students on wait lists, this is equivalent to \$275,000 in currently lost tuition revenue. The ROI would then be approximately 3:1.

What TDT funding has your organization received in the last 10 years: Annual Cultural Tourism Grants and 3 Cultural Facilities Grants

How much? CT is in middle category at \$77,000 annually; \$ facilities has varied but never over \$150,000.

When? Over the last decade

Purpose? CT has been marketing for exhibitions and major events; CF has assisted with expansion/upgrades

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Florida Songwriters Association

Primary Contact: Steve Lane Phone: 3214222366 Email: slane@flsw.org

Mailing Address: 4651 Babcock St Ne #335 City: Palm Bay State: FL Zip: 32905

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501 C-3 non - profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

Florida Songwriters Association host different events throughout the year, which are the Gospel Goes Classical Galla Concert and Florida Songwriters Association Workshop; these events are highly impactful yearly programmes that brings music lovers from all around the world to Central Florida and surrounding areas.

FLORIDA SONGWRITERS ASSOCIATION
<https://flsw.org/>

GOSPEL GOES CLASSICAL
www.gospelgoesclassical.com

GOSPEL GOES CLASSICAL CONCERTS
<https://www.youtube.com/watch?v=VzCW93NYEVo>
<https://www.youtube.com/watch?v=JjKfVVEtwVw>
<https://www.youtube.com/watch?v=ZDPHnQG4Phw>
https://www.youtube.com/watch?v=9_muKANm4gk

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):
Steve Lane

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

Existing projects

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The project started Janauary 2, 2023 and we are currently raising funding for the Gospel Goes Classical Galla concert for November 2024

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 200 _____

How much TDT funding are you requesting for this project? \$ 100 _____

How much have you raised to date for the project? \$ 25 _____

Where will the rest of the project funding come from? (100 words or less)

Sponsors and advertisers

When is this project estimated to begin?

November 2024

What years do you estimate TDT will be requested and how much?

2024: \$ <u>200</u>	2027: \$ _____	2030: \$ _____	2033: \$ _____
2025: \$ <u>200</u>	2028: \$ _____	2031: \$ _____	2034: \$ _____
2026: \$ <u>200</u>	2029: \$ _____	2032: \$ _____	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

Gospel Goes Classical is a international brand that brings tourist from all parts of the world to Central Florida and surrounding areas. Gospel Goes Classical Gala Concert promises to be a stellar event with an excellent opportunity for local and national businesses to associate themselves with a worthwhile cause. This gala will be more than just a concert, but an elegant black-tie experience.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

Gospel Goes Classical will bring thousands of the international tourist to Florida to the most innovative, and wonderful synthesis of musical concert of Artists performing their hit songs. Gospel Goes Classical Gala Concert promises to be a stellar event with an excellent opportunity for local and national businesses to associate themselves with a worthwhile cause. This gala will be more than just a concert, but an elegant black-tie experience that will bring thousands of tourist to central Florida and surrounding areas.

What TDT funding has your organization received in the last 10 years:

None

How much?

When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, April 10, 2023 4:29 PM
To: Winterkamp, Fred; Latorre, Katherine W
Cc: Harrington, Roseann E
Subject: FW: TDT Funding Interest Indicator-Theatre South Playhouse

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Monday, April 10, 2023 3:20 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Theatre South Playhouse

Primary Contact: Jonny Jones

Phone: 407-601-4380

Email: Manager@theatresouthplayhouse.org

Mailing Address: 7601 Della Drive, Suite 15, Orlando FL 32819

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

A two pronged project to increase tourist knowledge of the theater and entice tourists to the area that have an interest in theatre. Part 1) Upgrade our auditorium to include: a) More seating to increase audience size b) An upgraded tech booth - Including an upgrade to our sound and lighting equipment c) Repair/replace flooring d) Upgrade the curb appeal of our space by making cosmetic repairs (paint, lighting) Many of our actors work in our local theme parks and our shows should reflect that same level of production quality. 2) Increase advertising to include billboards, magazines (online and print), etc. to increase tourist knowledge of the shows being offered. Upon completion of these projects we would like to use TDT assistance toward operating costs.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Is this a new project or existing project? New project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The project is in the planning stages. We have shows planned through November of 2023. We would love to begin the upgrades/refurbishment in December while our students are on their winter break. We estimate that the project will take about 2 weeks. We would like to start advertising immediately.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$2,000,000.00

How much TDT funding are you requesting for this project? \$2,000,000.00

How much have you raised to date for the project? \$0.00

Where will the rest of the project funding come from? (100 words or less):
The project would be entirely funded by the TDT grant.

When is this project estimated to begin? December 27th, 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 132000

2025: \$ 132000

2026: \$ 132000

2027: \$ 132000

2028: \$ 132000

2029: \$ 132000

2030: \$ 132000

2031: \$ 132000

2032: \$ 132000

2033: \$ 132000

2034: \$ 132000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Our theatre has been recognized by international publications like BroadwayWorld.com, among others. An upgrade to our auditorium of this magnitude will put us on the map and encourage tourists to spend time in the Dr. Phillips area where there are plenty of restaurants and shops. Assistance with our operating costs will also allow us to produce a wider variety of shows and invest in the quality of said shows. Thus building a larger audience of patrons and encouraging tourists to explore the area.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

An increase in arts exposure as well as increased tourism to areas outside of the theme parks. We are surrounded by restaurants and shops that would benefit greatly from an increase in our audience.

What TDT funding has your organization received in the last 10 years: None

How much? None

When? None

Purpose? None

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): None

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, April 10, 2023 11:09 AM
To: Winterkamp, Fred; Latorre, Katherine W
Cc: Harrington, Roseann E
Subject: FW: TDT Funding Interest Indicator-D.T.O. Jazz Fest

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Sunday, April 9, 2023 1:43 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: D.T.O. Jazz Fest

Primary Contact: Arturo Campa

Phone: 4074501545

Email: dtojazzfest@yahoo.com

Mailing Address: 1317 Edgewater Dr

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

DTO Jazz Fest began in the Spring of 2014 in Miami under the name of Miami International Jazz Fest as an annual celebration of jazz. Top international and regional jazz artists are curated to create a unique evening of music centered on Latin jazz styles. Over 100 artists have been presented including multi-Grammy winning Latin Jazz superstar Oscar Hernandez & Alma Libre, Danilo Perez, Joe Bataan, ELEW (Eric Lewis Trio), Lao Tizer Quartet, Lena Burke to name a few. DTO Jazz Fest 2023 is a one-day festival on April 30, 2023 at Orlando Ballet. Headlining will be a dynamic group of artists coming together to form the Latin Jazz All Stars. The exact lineup is in process of finalizing, but features Latin Grammy winning artists that reside in Florida. These individuals include the hottest new generation trombonist in Latin Music, Anthony DeLeon, Master Percussionist Edwin Bonilla, and famed saxophonist & UCLA Music Professor, Justo Almario. The 2024 will be a similar world class lineup at a venue within Orlando.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? existing project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The 2023 Fest is about to take place on April 30, 2023 and is fully contracted. Immediately following the close of the event, planning begins for 2024. A 2024 grant from the State of FL is pending State budget review. Final venue and artists for 2024 are determined by Fall 2023.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? NA

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 55000

How much TDT funding are you requesting for this project? 19750

How much have you raised to date for the project? 25000

Where will the rest of the project funding come from? (100 words or less):

United Arts Individual Donors Ticket Sales

When is this project estimated to begin? April 30, 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 19750

2025: \$ 20000

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

DTOJF seeks to attract the best of international and national musicians. Many of the talented artists have toured the world and are internationally-renowned recording artists. By contracting these individuals, DTOJF financially supports the continuation of their music and the economic stability of the music community.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The D.T.O Jazz Festival has drawn numerous international, national and local jazz enthusiasts and other attendees over its existence. Specific marketing efforts focused on engaging and including tourism organizations, visitor centers and local hotels to ensure the maximum tourism impact possible. Season partnerships were created with local hotels, transportation companies, printing companies, and local municipality. In future seasons, deeper relationships will be built with area music stores, restaurants, and festival partners. According to Americans for the Art Economic Impact calculator DTOJF's one-time festival supports at minimum 3 full time jobs, generates an additional \$14,412 into the local economy over one-weekend, \$58,359 in household income, \$4,060 to state government, and \$3,138 to local governments.

What TDT funding has your organization received in the last 10 years: 0

How much? 0

When? NA

Purpose? NA

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): NA

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Thursday, April 6, 2023 1:13 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator - CF Vocal Arts

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, April 5, 2023 9:54 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Central Florida Vocal Arts

Primary Contact: Theresa Smith-Levin

Phone: 4079270058

Email: theresa@centralfloridavocalarts.org

Mailing Address: PO Box 363

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Current recipient for 2023 Season and Educational Tourism. Will be applying for 2024 Professional Season (primarily presented at the Dr. Phillips Center) and Educational Tourism workshops

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by the applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? New season but existing framework

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

First 2023 presentation took place in March (Educational Tourism Workshop), with a second workshop booked in April, Mainstage productions in May, August and October, collaborations with Fringe (May) and FusionFest (November).

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? \$40,000, partially paid in January

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$500,000 (2023 + 24)

How much TDT funding are you requesting for this project? \$110,000 (2023 + 24)

How much have you raised to date for the project? \$40,000

Where will the rest of the project funding come from? (100 words or less):

Ticket sales, sponsorships and private donations

When is this project estimated to begin? March 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 70000

2025: \$ 72000

2026: \$ 72000

2027: \$ 80000

2028: \$ 80000

2029: \$ 100000

2030: \$ 100000

2031: \$ 120000

2032: \$ 120000

2033: \$ 120000

2034: \$ 150000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Educational tourism adds educational value to choral youth groups visiting our theme parks. Our Mainstage productions and collaborations contribute to a rich cultural landscape that offers world class entertainment outside of our theme parks.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

These funds provide employment opportunities for arts professionals creating a healthier local economy and our programming, especially in educational tourism adds distinct value that keeps visiting groups returning and attract new visitors.

What TDT funding has your organization received in the last 10 years: First time applicant and recipient for 2024 cycle

How much? \$40,000

When? January

Purpose? Season and Educational Tourism Support

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grant

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Opera Orlando

Primary Contact: Gabriel Preisser Phone: (407) 512-1900 Email: gpreisser@operaorlando.org

Mailing Address: 406 E. Amelia St. City: Orlando State: FL Zip: 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501c3 Non Profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

Opera Orlando's MainStage series at Steinmetz Hall at Dr. Phillips Center presents three large scale, original productions with internationally acclaimed opera singers, directors, and designers, and with the Orlando Philharmonic Orchestra in the pit. Productions slated for the 2023-24 Season include Puccini's Tosca with Greek soprano Eleni Calenos, the Orlando premiere of Xavier Manuel Rodriguez's Frida with Mexican American soprano Cecilia Violetta Lopez, and a Game of Thrones inspired production of Donizetti's Lucia di Lammermoor. TDT funds will help market these productions more robustly and broaden the Opera's audience base which already consists of 20% from outside the four county area.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Direct

If project not operated by applicant, identify entity operating project:

NA

Is this a new project or existing project?

Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Opera Orlando first launched its MainStage series at Dr. Phillips Center in the fall of 2016 in the Pugh Theater. The company has since grown and moved its series into Steinmetz Hall in the spring of 2022 with over 1,000 attendees per performance thus far.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Opera Orlando has received funding from the Orange County Tourism Grant for the past 7 years.

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 1,050,000 _____

How much TDT funding are you requesting for this project? \$ 150,000 _____

How much have you raised to date for the project? \$ 550,000 _____

Where will the rest of the project funding come from? (100 words or less)
Other Government Grants, Foundations, Ticket Sales, Individual Donors

When is this project estimated to begin?

The MainStage series runs every season from October to April

What years do you estimate TDT will be requested and how much?

2024: \$ <u>150,000</u>	2027: \$ <u>200,000</u>	2030: \$ <u>225,000</u>	2033: \$ <u>250,000</u>
2025: \$ <u>150,000</u>	2028: \$ <u>200,000</u>	2031: \$ <u>225,000</u>	2034: \$ <u>250,000</u>
2026: \$ <u>200,000</u>	2029: \$ <u>225,000</u>	2032: \$ <u>250,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

What is the return on investment (ROI) Orange County can expect from the proposed project?
(300 words or less)

Orange County can expect increased tourism to the downtown Orlando district around Opera Orlando productions leading to economic growth for downtown restaurants and hotels. Furthermore, Orange County can expect a higher quality of life rating for companies and individuals looking to relocate to Orlando. It is a proven statistic that cities with the highest quality of living and wellness have strong, significant arts groups specifically the performing arts opera, ballet, symphony, and theater.

What TDT funding has your organization received in the last 10 years:

Opera Orlando has received funding from the Orange County Tourism Grant for the past 7 years.

How much? 644000

When? 2017-2023

Purpose? MainStage and On the Town Series

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Art & Cultural Tourism Grant

Please email this completed form to TDTcitizenadvisory@ocfl.net

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Wednesday, April 5, 2023 3:25 PM
To: Harrington, Roseann E; Latorre, Katherine W; Winterkamp, Fred
Subject: FW: TDT Funding Interest Indicator - Orl Intrnl Film Festival

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Wednesday, April 5, 2023 1:12 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando International Film Festival, Inc.

Primary Contact: Dr. Florence Alexander

Phone: 407-682-6744

Email: beforeseelma@gmail.com

Mailing Address: 941 W Morse Blvd, Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 5013c

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Orlando International Film Festival hosts an annual international film festival that screens film from 50 or more foreign countries. Venues have included the Orange County Convention Center and local theaters. The film festival brings attendees who access hotels, restaurants, transportation, stores, theme parks, and others when they increase the spending in our community.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The film festival will be hosted July 13 - 16, 2023 this year. Another date will be announced for the 2024 and other film festivals in the future.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes. approximately \$60,000

Statute Allowable Use

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- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- X5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$25,000

How much TDT funding are you requesting for this project? \$25,000

How much have you raised to date for the project? \$10,000

Where will the rest of the project funding come from? (100 words or less):
Sponsorships, admissions, donations

When is this project estimated to begin? 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 35000

2025: \$ 35000

2026: \$ 35000

2027: \$ 35000

2028: \$ 35000

2029: \$ 35000

2030: \$ 35000

2031: \$ 35000

2032: \$ 35000

2033: \$ 35000

2034: \$ 35000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The Orlando International Film Festival will attract visitors for outside Orange, Seminole, Brevard and Osceola counties in addition to visitors from around the world. The Orlando International Film Festival (OIFF) is advertised each year through the marketing mechanism of the Lions Club International that boast 48, 000 clubs worldwide since OIFF is a Lions Club. Local advertisements are place in local and national TV, radio and printed media as well as social media.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):
I hope to project a minimum of a 1:1 ROI

What TDT funding has your organization received in the last 10 years: Orange County Tourism grant

How much? \$60,000

When? 2021. 2022

Purpose? Film festival

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grant

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Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: Entertainment Galore LLC

Primary Contact: Gwen Covington, CEO Phone: (321) 217-449 Email: entertainmentgalore19

Mailing Address: 440 S Orange Blossom Trail #551 City: Orlando State: FL Zip: 32855

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):

Privately Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

To conduct the Mid-Florida Jams, a 2-day music festival to be held at one of these venues: Orange County Convention Center, University of Central Florida, Full Sail University. Connect with national and local influencers, including 501c3 non-profit organizations and strong brands in the music industry, to feature major music celebrity, superstar performers and local performers during these world-class concerts.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Project will be directly operated by applicant along with national/local collaborative partners.

If project not operated by applicant, identify entity operating project:

Not applicable

Is this a new project or existing project?

This is a new project.

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Project development began June 2022. Finalize agreements with collaborative partners (November 2023). Secure sponsors, celebrity music performers, and venues (June 2024). Begin marketing and promotions (July 2024). The first 2-day music festival is scheduled June 2025.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Not applicable

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

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- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 2,000,000 _____

How much TDT funding are you requesting for this project? \$ 1,000,000 _____

How much have you raised to date for the project? \$ 500.000 _____

Where will the rest of the project funding come from? (100 words or less)

Sponsorships and corporate partnership, advertisers, and vendors

When is this project estimated to begin?

June 2025

What years do you estimate TDT will be requested and how much?

2024: \$ <u>1,000,000</u>	2027: \$ <u>1,000,000</u>	2030: \$ <u>1,000,000</u>	2033: \$ <u>1,000,000</u>
2025: \$ <u>1,000,000</u>	2028: \$ <u>1,000,000</u>	2031: \$ <u>1,000,000</u>	2034: \$ <u>1,000,000</u>
2026: \$ <u>1,000,000</u>	2029: \$ <u>1,000,000</u>	2032: \$ <u>1,000,000</u>	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

This project will attract 100000+ visitors from throughout the State of Florida, nationally and internationally; visitation will grow annually. This will be accomplished by engaging media influencers (including Visit Orlando, Visit Florida, Orange County Arts & Cultural Affairs, and United Arts of Central Florida). A robust, multi-platform marketing strategy will include GOAA/MCO, Billboards, SunRail, Brightline stations, radio/television campaigns, targeted digital advertising, emails, postcards, websites, social media, music industry and other tourism publications (print & digital).

What is the return on investment (ROI) Orange County can expect from the proposed project?

(300 words or less)

Local Economic ROI impact is estimated at approximately \$4,000,000 and 170 part-time jobs resulting from this 2-day project that will entice 100,000+ visitors (all ages). ROI is estimated to increase 4% annually. These visitors will require hotel accommodations, dining, and engage in shopping.

What TDT funding has your organization received in the last 10 years:

None

How much? N/A

When? N/A

Purpose? N/A

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

None

Please email this completed form to TDTcitizenadvisory@ocfl.net

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Saturday, May 6, 2023 2:32 PM
To: Harrington, Roseann E; Latorre, Katherine W; Winterkamp, Fred
Subject: Orlando Mayors Veterans Advisory Council- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 11:42 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Mayors Veterans Advisory Council

Primary Contact: Frederick Robinson

Phone: 4073349491

Email: oldlady0096@aol.com

Mailing Address: 450 Knightswood Dr

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): County

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The TDT Grant request is for maintaining the (CFVMPF) The Central Florida Veterans Memorial Park, Support the Friends of the Fisher House Orlando and the Orlando Veterans Memorial Park. The Central Florida Veterans Memorial Park honors those who left our community and never returned and is a place of healing for their family and friends. The Memorial is located adjacent to the new VA Medical Center (VAMC) overlooking a tranquil lake and a short walk to the campus chapel, nursing home and assisted living facility. It truly is a special place to both remember the names of Central Floridians who died while serving our country and to mourn our losses. This memorial is also a peaceful place for patients, families, and friends to heal, pray, relax, reflect and connect with their loved ones. It honors approximately 1,100 veterans from Orange, Lake, Brevard, Osceola, Seminole, and Volusia counties who made the ultimate sacrifice and never returned. The six counties located in Central Florida are home to 400,000 veterans, and there is more former military personnel over 65 years of age living in our community than in any other place in the United States. Also there are more veterans that are over 50 percent disabled living in Central Florida than any other place in the United States A Fisher House is a "home away from home" where military and Veterans' families can stay at no cost while a loved one is receiving medical care at major military and VA medical centers nationwide. Built by Fisher House Foundation, these homes are located close to the medical center or hospital they serve. Fisher Houses have up to 21 suites, with private bedrooms and baths. Families share a common kitchen, laundry facilities, a warm dining room and an inviting living room. There is never a charge to stay at a Fisher House. Since 1990, the Fisher House Foundation has served over 413,000 military and Veterans' families, saving them an estimated \$525 million in out of pocket costs for lodging and transportation. Friends of Fisher House Orlando is a registered 501(c)(3) established to support the mission of the

Orlando Fisher House. Your donations and support enable us to provide food/meals, personal hygiene items, baby supplies, cleaning supplies, as well as other needed items identified by the Orlando Fisher House manager.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): 501(C)(3)

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): COL DeLloyd Voorhees, USA (Ret)

Is this a new project or existing project? Ongoing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The TDT Grant request is for maintaining the (CFVMPF) The Central Florida Veterans Memorial Park, Support the Friends of the Fisher House Orlando and the Orlando Veterans Memorial Park. The Central Florida Veterans Memorial Park honors those who left our community and never returned and is a place of healing for their family and friends. The Memorial is located adjacent to the new VA Medical Center (VAMC) overlooking a tranquil lake and a short walk to the campus chapel, nursing home and assisted living facility. It truly is a special place to both remember the names of Central Floridians who died while serving our country and to mourn our losses. This memorial is also a peaceful place for patients, families, and friends to heal, pray, relax, reflect and connect with their loved ones. It honors approximately 1,100 veterans from Orange, Lake, Brevard, Osceola, Seminole, and Volusia counties who made the ultimate sacrifice and never returned. The six counties located in Central Florida are home to 400,000 veterans, and there is more former military personnel over 65 years of age living in our community than in any other place in the United States. Also there are more veterans that are over 50 percent disabled living in Central Florida than any other place in the United States A Fisher House is a "home away from home" where military and Veterans' families can stay at no cost while a loved one is receiving medical care at major military and VA medical centers nationwide. Built by Fisher House Foundation, these homes are located close to the medical center or hospital they serve. Fisher Houses have up to 21 suites, with private bedrooms and baths. Families share a common kitchen, laundry facilities, a warm dining room and an inviting living room. There is never a charge to stay at a Fisher House. Since 1990, the Fisher House Foundation has served over 413,000 military and Veterans' families, saving them an estimated \$525 million in out of pocket costs for lodging and transportation. Friends of Fisher House Orlando is a registered 501(c)(3) established to support the mission of the Orlando Fisher House. Your donations and support enable us to provide food/meals, personal hygiene items, baby supplies, cleaning supplies, as well as other needed items identified by the Orlando Fisher House manager. Orlando Veterans' Memorial Park is located on just over 4 acres of land on the north shore of Lake Baldwin at the border of the cities of Orlando and Winter Park. The park was created in honor of our military veterans and their contribution to the citizens of the United States. Large trees shade much of the park and the small gazebo overlooking pretty lake views.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? N/A

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums

X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public

X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public

X4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public

X5. Promote and advertise tourism nationally and internationally

X 6. Fund convention bureaus, tourist bureaus, and tourist information centers

7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control

X 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? Maintenance CFVMPF \$75k, Fisher House \$60K, Orlando Veterans Memorial Park \$40K

How much TDT funding are you requesting for this project? CFVMPF \$75k, Fisher House \$60K, Orlando Veterans Memorial Park \$40K

How much have you raised to date for the project? 2.5 Million to construct CFVMPF Memorial

Where will the rest of the project funding come from? (100 words or less):
Donor Contributions

When is this project estimated to begin? Began 2013

What years do you estimate TDT will be requested and how much?

2024: \$ 75000

2025: \$ 75000

2026: \$ 75000

2027: \$ 75000

2028: \$ 75000

2029: \$ 75000

2030: \$ 75000

2031: \$ 75000

2032: \$ 75000

2033: \$ 75000

2034: \$ 75000

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The CFVMMPF, Fisher House and Orlando Veterans Memorial Park have veterans and their families coming there everyday visiting residents of the VAMC CLC Lake Nona, Lake Baldwin State Veterans Nursing Home and families visiting the Fisher House. Some of these veterans are snow birds who reside in Florida months at a time and also come to see the Memorials and visit the VAMC and its residents

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Veterans from all over Florida and the United States come to the VAMC, CFVMMPF, Fisher House and Orlando Veterans Memorial Park while here. They also go to Sea World, Orlando Magic Games, Events at Camping World Stadium, Dr. Phillips Performing Arts Center, Hannibal Square Heritage Center, Orlando Science Center, Orange County Convention Center events and various Attractions and Restaurant's on International Drive Orange County and go to Clubs enjoying Orange County Nightlife.

What TDT funding has your organization received in the last 10 years: \$500.00 Orange County Surplus Parks Recreation Fund? CFVMMPF

How much? \$500.00 Orange County Surplus Parks Recreation Fund? CFVMMPF

When? 2013

Purpose? Building of the Central Florida Memorial Park

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): All of the Above

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Tuesday, April 11, 2023 4:20 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-WME Design, LLC (DBA: ME Theatre)

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Tuesday, April 11, 2023 4:19 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: WME Design, LLC (DBA: ME Theatre)

Primary Contact: William Ellis

Phone: 8446332623

Email: marshallellisdance@gmail.com

Mailing Address: 1300 La Quinta Drive Orlando, Florida 32809

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): Privately Owned

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

WME Design, LLC (DBA: ME Theatre) hosts performance events throughout the year for various performing companies, individuals, and organizations. The venue is open to the public and serves as an additional offering for traveling tourists to experience local entertainment. Touring professionals utilize the venue and its owner-operated offerings to present works to the public. This is an ongoing endeavor since 2014.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): NA

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

WME Design, LLC (DBA: ME Theatre) opened its doors in 2014 and has since served the Central Florida area as a performance venue. The venue operates year-round and hosts individual, group, and organization events that appeal to both local and non-local patrons.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? NA

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- X1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$5000

How much TDT funding are you requesting for this project? \$5000

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less):

WME Design, LLC (DBA: ME Theatre)'s past funding has been provided by service income from labor.

When is this project estimated to begin? 01/01/2024

What years do you estimate TDT will be requested and how much?

2024: \$ 5000

2025: \$ 5000

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The Central Florida entertainment industry is widely viewed through the lens of theme parks and large-scale touring productions. WME Design, LLC (DBA: ME Theatre) enhances the more intimate and self-operated productions from artists producing new works unique from typical tourist attractions. To maintain the outside public's view of Central Florida's as an entertainment destination, a variety of offerings should be available that range in affordability, duration, and location.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

With the requested funds, WME Design, LLC (DBA: ME Theatre) will continue to operate with year-round availability for local and touring individuals, groups, and organizations that appeal to the entertainment desires of the local and traveling public. WME Design, LLC (DBA: ME Theatre) is located in South East Orlando, within 10 miles of The Florida Mall, Universal Orlando Resort, numerous dining locations, ICON Park and other International Drive tourist destinations, etc. By investing in a performance venue within a close radius to these destinations, tourists will spend more time and money experiencing Orange County.

What TDT funding has your organization received in the last 10 years: NA

How much? NA

When? NA

Purpose? NA

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): NA

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record.

Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Monday, April 10, 2023 11:09 AM
To: Winterkamp, Fred; Latorre, Katherine W
Cc: Harrington, Roseann E
Subject: FW: TDT Funding Interest Indicator-SOS Orlando for CASA CULTURE

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, April 7, 2023 4:37 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: SOS Orlando for **CASA CULTURE**

Primary Contact: Sami Haiman-Marrero

Phone: 917-589-4229

Email: shaiman@urbander.com

Mailing Address: 2584 Dover Glen Circle, Orlando, FL 32828

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

CASA CULTURE is a Collaborative Arts Equity and Entrepreneurship Development Model designed and implemented by SOS by Urbander (dba SOS Orlando) that delivers an inclusive art and culture ecosystem for artist-entrepreneurs, producers, and creators in Central Florida to access resources to create and exhibit their work, develop professionally, connect with each other, and work collaboratively to promote participation, celebration and patronage of diverse forms of art by exercising entrepreneurship.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): na

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The CASA CULTURE project began the Summer of 2021 with programming. We have since secured a physical space at

the Fashion Square Mall in Orlando that also houses Voz Latina Broadcasting Más 100.7FM a nonprofit radio station. This 2,600 square foot space serves as a business training center and collaborative creative workspace for CASA CULTURE clients. Clients include persons of diverse age groups, gender identities, sexual orientations, abilities, and cultural backgrounds. Clients receive business coaching and training in-person and virtually, in real-time and self-paced to accommodate transportation and time limitations as well as preferred styles of learning, including language preference (English and Spanish). We want to rent and/or purchase a larger space.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$1,000,000

How much TDT funding are you requesting for this project? \$500,000

How much have you raised to date for the project? \$0

Where will the rest of the project funding come from? (100 words or less):

Donations and a commercial loan

When is this project estimated to begin? 2004

What years do you estimate TDT will be requested and how much?

2024: \$ 500000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

CASA CULTURE will solve the problem of lack of representation of historically excluded populations (mostly people of color and women) in leading roles in the multi-billion dollar tourism-driven business ecosystem of our region. According to the Florida Cultural Alliance, arts and culture are critical to the state’s recovery from the pandemic, representing “227,000 jobs in Florida, 59,000 (mostly small) businesses and a highly desirable adaptive and creative workforce powering entertainment, tourism, education, communication and design industries.” We are conducting a multi-faceted business intervention model designed to provide an independent avenue for business development anchored in the arts and culture that will foster an inclusive collaborative exchange between entrepreneurs of color, women led organizations, corporations, government, academia, and the tourism, hospitality, entertainment and nonprofit sectors. It will provide equal access to capacity building, business training and opportunities to underserved and underrepresented communities so they too can thrive.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Racial diversity stimulates curiosity and gender balance facilitates conversational turn-taking. Both cognitive and demographic diversity impact project outcomes and ROI. For example, Deloitte findings show diversity increases innovation by 20% while decreasing risks by almost 30%. As per McKinsey, ethnically diverse organizations are 36% more likely to outperform companies that are less diverse, while for gender diverse companies the percentage is 25. Forbes reveals that diverse teams deliver 60% better results and make better decisions in 87% of cases. Funding CASA CULTURE is an investment on a diversity-led program that will help balance the inequities in investments the County currently makes.

What TDT funding has your organization received in the last 10 years: \$0

Casa Culture 4 of 4

How much? \$0

When? na

Purpose? na

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): na

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

ARC



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: WINTER GARDEN ART ASSOCIATION

Primary Contact: PHILIP SELF Phone: 407.347.7996 Email: PHIL@WGART.ORG

Mailing Address: 127 S BOYD ST City: WINTER GARDEN State: FLORIDA Zip: 34787

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501 C-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

THE WGAA'S REQUEST FOCUSES ON THE DEVELOPMENT OF AN EXCITING ARTS COMPLEX DESIGNED TO INCLUDE BOTH MUSEUM GALLERY SPACE, COMMUNITY ART GALLERIES, AND A DEDICATED CREATIVE ARTS AND WELLNESS CENTER FOR LIFE LONG LEARNING,

NEW CONSTRUCTION ADJACENT TO THE EXISTING SOBO GALLERY WOULD BE INITIATED LATE 2023 OR EARLY 2024, WITH FINAL CONSTRUCTION IN 2025. THE TWO BUILDINGS AND OUTDOOR AREAS WILL PROVIDE NEEDED SPACE FOR EXPANDING CREATIVE PROGRAMING FOR HEALTHY GROWTH AND VITALITY FOR ALL AGES INCLUDING SENIORS AND CHILDREN. THE POSITIVE BENEFITS RELATED TO THE ACCESS OF THE ARTS IN A HEALTHY COMMUNITY IS SUPPORTED BY EVIDENCE-BASED RESEARCH. TIS IS A CRUCIAL ADDITION TO THE ARTS SCENE.

WE HAVE 1.25 MILLION DOLLARS COMMITTED - A GRANT FROM HEALTHY WEST ORANGE
WE ARE ASKING THE CITY OF WINTER GARDEN FOR A MATCHING GRANT OF 1.25 MILLION
WE ARE PLANNING ON RAISING ADDITIONAL FUNDS TOWARDS AN OVERALL PROJECT BUDGET OF 5 MILLION

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

DIRECTLY OPERATED BY APPLICANT

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project? NEW PROJECT

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? 5,000,000 MILLION

How much TDT funding are you requesting for this project? 2,500,000 MILLION

How much have you raised to date for the project? _____

ALREADY HAVE 1.25 MILLION FROM HEALTHY WEST ORANGE

Where will the rest of the project funding come from? (100 words or less)

PROPOSING MATCHING GRANT FROM CITY OF WINTER GARDEN 1.25M
2.5M WITH THE REMAINING FUNDRAISING FROM PUBLIC DONATIONS

When is this project estimated to begin?

What years do you estimate TDT will be requested and how much?

2024: \$ <u>2M</u>	2027: \$ _____	2030: \$ _____	2033: \$ _____
2025: \$ <u>250k</u>	2028: \$ _____	2031: \$ _____	2034: \$ _____
2026: \$ <u>250k</u>	2029: \$ _____	2032: \$ _____	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

LOCATED DOWNTOWN WG, SOB HAS AND WILL CONTINUE TO SERVE THE WEST ORANGE RESIDENTS IN ZIP CODES 34787 AND THROUGHOUT CENTRAL FLORIDA AS WELL AS BE AN ATTRACTIVE ARTS DESTINATION FOR VISITORS NEAR WEST ORANGE COUNTY. THE CREATION OF A DEDICATED LEARNING CENTER WILL PROVIDE POTENTIAL FOR EXPANDED PROGRAMING FOCUSED ON ARTS & WELLNESS, ARTS & AGING, ART & HEALING AND SPECIAL NEEDS COMMUNITIES AS WELL AS PROVIDE SPACE FOR ART RELATED SKILL DEVELOPMENT AND PERSONAL EXPRESSION FOR ALL AGES, ADDITIONAL GALLERY SPACE WILL ALLOW INCLUSION OF MORE LOCAL ARTISTS TO SHARE THEIR WORK, A PERMANENT COLLECTION OF ART AND ENABLE THE COMMUNITY TO ENJOY MUSEUM QUALITY EXPERIENCES IN A LARGER CAPACITY THAN IS NOW AVAILABLE IN OUR AREA. IN WEST ORANGE COUNTY

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

ABOUT 20% OF PEOPLE VISITING WINTER GARDEN ARE TOURISTS. OUR CITY HAS BECOME A HOT SPOT DESTINATION AND OUR GALLERY IS HELPING BRAND THE CITY AS AN ARTS TOWN. WE NEED YOUR HELP. OUR SOBO ART GALLERY IN WINTER GARDEN HAS BECOME A HOT TOPIC PLACE ON THE ARTS SCENE IN CENTRAL FLORIDA AND MANY ARTISTS SAY WE ARE THE BEST IN CENTRAL FLORIDA IN TERMS OF THE RANGE AND QUALITY OF ART EVEN IN OUR SMALL GALLERY SPACE COMPARED TO MANY MUSEUMS ETC... IN ORLANDO AND CENTRAL FLORIDA IN GENERAL. THIS GRANT WOULD ALLOW FOR GREAT EXPANSION OF THE PRESENCE OF ART IN WEST ORANGE COUNTY AND WE BELIEVE THAT WINTER GARDEN IS WORTHY OF A LARGE AND SUBSTANTIAL GRANT TO HELP WITH TOURISM IN OUR AREA. IN WEST ORANGE THE WINTER GARDEN ART ASSOCIATION IS AN IDEAL PARTNER.

What TDT funding has your organization received in the last 10 years:

NO MONEY RECEIVED

How much?

When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Tourist Development Tax (TDT)

Funding Interest Indicator

Applicant Information

Applicant Organization –

Rollins Museum of Art

Primary Contact

Ena Heller, Ph.D., Bruce A Beal Director

Phone **4076462525**

Email **eheller@rollins.edu**

Mailing Address –

1000 Holt Avenue – 2765 Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit)

501c-3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

We respectfully request funding for the building of a new Rollins Museum of Art (RMA). A larger facility – featuring 31,000 square feet of exhibition and educational programming space plus an auditorium/ events center – will be transformative for our community. Located off-campus, in the heart of Winter Park and within walking distance from the train station, a modern, accessible museum which will continue to offer exhibitions and programs completely free of charge year-round will doubtless become a cultural hub for the greater Orlando community and a destination for visitors from near and far. We anticipate national and international press around the opening, and a conservatively estimated attendance of 100,000 in the first year, at least half of whom will be tourists.

The new facility will offer not only increased programming serving a wider constituency, but also new and enhanced experiences. Our vision for greater and differentiated impact in the community includes three main strategic objectives: 1) to welcome a significantly broader audience with the goal to transform casual looking into sustained engagement and life-long learning; 2) to become a destination for cultural tourism through the new facility's co-location with The Alford Inn, which functions as a satellite museum venue with ongoing installations of our contemporary art collection; 3) to become a resource for all educational institutions (K12- university) in Orange County and beyond.

RMA has already built a regional and national reputation. Our exhibitions and programs have been featured in national reports on significant trends for museums. Our strategic plan was noted as a "model document" by the American Alliance of Museums. The new RMA will build upon these accomplishments and fully deliver on its mission to be a museum for the entire community and an important cultural destination within Orange County.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Rollins College/Rollins Museum of Art

If project not operated by applicant, identify entity operating project: **N/A**

Is this a new project or existing project?

New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

This project began with a visioning process during the summer of 2016, which also launched the silent phase of the campaign raising the funds. The campaign went public in the fall of 2021 and continues today, as the project is 100% philanthropy driven. As of this month, we have completed the schematic design and have received approval from the City of Winter Park. The timeline for the project to date is unfolding as follows:

Activity	Start	Finish
Conceptual Design	2018	March 2020
Preliminary Conditional Use Approval		March 2020
Schematic Design	February 2022	March 2023
Final Conditional Use Approval		April 26, 2023
Design Development	May 2023	July 2023
Construction Documents	August 2023	January 2024
Contractor RFP and selection	January 2024	February 2024
Building Permit		February 2024
Construction	February 2024	August 2025
Museum Opening		September 2025

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received?

No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public

3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public **X**
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term “public facilities” means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project?

\$30,000,000

How much TDT funding are you requesting for this project?

\$10,000,000

How much have you raised to date for the project? **\$17,391,766**

Where will the rest of the project funding come from? (100 words or less)

A comprehensive development plan accounts for the remaining \$2,608,243 of the project from individuals, foundations, corporations, and state and local grant programs. In 2022 we applied for funding (\$470,000) from the Florida Division of Arts and Culture’s Cultural Facilities grant program and scored sixth of 33. In January 2024 we will be applying for Cultural Facilities Funding from Orange County (\$500,000). Ongoing gift conversations with individuals and foundations project another \$3,000,000. We have also started conversations with existing and new donors for continuing the campaign post groundbreaking to bolster the endowment of the museum, assuring its future sustainability.

When is this project estimated to begin?

Construction is scheduled to begin in February 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 2,000,000

2025: \$ 2,000,000

2026: \$ 2,000,000

2027: \$ 2,000,000

2028: \$ 2,000,000

2029: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

National studies by Americans for the Arts document that the arts and culture drive 69% of tourism in the U.S. Arts and culture travelers (35.3 million annually) stay longer and spend almost twice as much as other tourists, an average of around \$1,000 per trip. Located in the heart of Winter Park, adjacent to Rollins and within walking distance from the train station, the new RMA – a modern, welcoming museum offering exhibitions and programs, free of charge, year-round – will doubtless become a sought-after destination for visitors. With part of the collection across the street at The Alford Inn, the museum will offer a unique, extended art visit backed by the hospitality of *Condé Nast Traveler's* “best hotel in Florida.”

The opening of any new museum spotlights its community by generating local, national, and international press; we already have interest from *Forbes* and *The New York Times*. Press and a major marketing/advertising campaign will raise the RMA's visibility significantly. New museums become desirable destinations for cultural travelers who want to be among the first to experience them: multiple conversations with directors whose museums have built new facilities in the last several years have provided useful benchmarks. Both the Colby Museum of Art (Waterville, ME) and the Asheville Museum of Art (NC) have more than doubled their attendance in the first year in new buildings, with tourists representing at least 50% of total visitors. In our case, the current expansion of The Alford Inn will also boost the appeal of traveling to Winter Park, allowing us to host larger groups in our “museum with rooms.” We are in discussions with several museum networks regarding special trips to visit the new facility, including hosting conferences for national and regional museum organizations.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

The most recent Arts & Economic Prosperity study (American for the Arts, 2015), in which the Rollins Museum of Art participated, documents direct economic activity with total industry expenditures exceeding \$45 million in the City of Winter Park and almost \$400 million in Central Florida. The arts

generated 1,649 FTE jobs in Winter Park and 13,764 FTE jobs in Central Florida. While the RMA has always contributed to this economic impact, we expect the new facility – three times the size of our current one, visibly located in downtown Winter Park, and offering increased programming – to significantly increase its share. We currently engage up to 50,000 visitors at the museum and The Alford Inn annually; they include 65% -75% from out of town, from 20 Florida counties, 21 states, and nine foreign countries. We anticipate to double attendance in the new building, welcoming 100,000+ local visitors and tourists.

For all visitors, the new RMA facility will also provide the change our community expects to see. A recent national survey (LaPlaca Cohen, 2021) revealed that most Americans think arts and culture organizations can play a critical role in helping communities during difficult times and want to see them become places of belonging and welcome, which deepen community rootedness. Additionally, as inflation and household costs increase, people today must often choose between basic needs, entertainment and arts. Access to our free museum means that Central Florida residents, including 17% of families and 10% of seniors living in poverty, will not have to sacrifice arts and culture. The RMA will continue to work with Orange, Seminole, and Osceola County schools, including Title I schools, thus also helping provide access to art for K12 students who may not otherwise have such opportunities.

What TDT funding has your organization received in the last 10 years

Exhibition, marketing and operating support

How much? **\$782,000**

When?

2017 - \$150,000

2020 - \$150,000

2021 - \$172,000

2022 - \$155,000

2023 - \$155,000

Purpose?

2017 for special exhibition Towards Impressionism: Landscape Paintings from Corot to Monet

2020-23 for ongoing exhibition and marketing support

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Arts & Cultural Tourism grants



Tourist Development Tax (TDT) Funding Interest Indicator

Applicant Information

Applicant Organization: The 4R Foundation, Inc., dba 4Roots

Primary Contact: John Rivers Phone: (407) 929-383 Email: trips@4rootsfarm.org

Mailing Address: 1918 W. Princeton St. City: Orlando State: FL Zip: 32804

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit):
501 C 3 non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less)

4Roots is an alliance of community stakeholders investing in a healthy, thriving, sustainable food system. Our mission is to unearth the power of food to build healthy communities. Uniquely located in the heart of the Packing District of Orlando, the 4Roots Farm Campus will ultimately improve the overall health of our community by advancing food and farming education, health and wellness, sustainability, economic opportunity, and the arts.

The Farm Campus will be a destination for tourists and members of the community, serving 300-400k guests annually. We will have several buildings to serve a variety of guests' interests. Visitors will wander and wonder through the Permaculture Forest with one of our educational interactive art installations, such as our Never-Ending Forage, and the Monarch Art project. The planned event center will host weddings, networking events, graduation ceremonies, fundraisers, symposiums, conferences, and more. The outdoor Central Green will be home to concerts, farmers markets, art festivals, group yoga, and community events. The Culinary Health Institute, is also located on the farm whose mission is to work to understand how different growing methods for food impact nutrient quality and how that nutrient quality impacts chronic illness. The Farm Campus will be an important asset to Orlando and serve as an attraction for many to see and visit.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group):

Operated by Applicant

If project not operated by applicant, identify entity operating project:

Is this a new project or existing project?

new

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

4Roots started the design work for its farm campus in 2019. Ground was broken in 2022 for Phase I (Educational Phase) that is presently under construction and is anticipated to be completed in 2023. Phase II (Community Phase) is scheduled for completion in 2025, and Phase III (Discovery) is scheduled for completion in 2026, contingent on funding availability.

Has your organization received any TDT funding for this project in the past? Yes No

If so, when was funding, and how much funding, was received?

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1) Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2) Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3) Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4) Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5) Promote and advertise tourism nationally and internationally
- 6) Fund convention bureaus, tourist bureaus, and tourist information centers
- 7) Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8) If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. *(Orange County does not meet this threshold and is only at 30%.)*

Project Budget

How much is the total cost of the proposed project? \$ 65,000,000 _____

How much TDT funding are you requesting for this project? \$ 10,000,000 _____

How much have you raised to date for the project? \$ 20,000,000 _____

Where will the rest of the project funding come from? (100 words or less)

Sources include Foundations, Individuals, Corporate Giving, Impact Funding, other Government Grants, and New Market Tax Credits. 4Roots presently has \$3 million in pending decisions. The project is being constructed in three Phases, with Phase I underway.

When is this project estimated to begin?

2019

What years do you estimate TDT will be requested and how much?

2024: \$ <u>2,500,000</u>	2027: \$ <u>2,500,000</u>	2030: \$ _____	2033: \$ _____
2025: \$ <u>2,500,000</u>	2028: \$ _____	2031: \$ _____	2034: \$ _____
2026: \$ <u>2,500,000</u>	2029: \$ _____	2032: \$ _____	

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less)

With design support from a world-renowned theme park design consultant, 18 acres have been transformed into the Farm Campus, a one-of-a-kind destination unique to Central FL that will attract visitors from around the world. While visiting, guests will be captivated by the latest cutting-edge technology in agriculture, international sustainability best practices, and local art installations in Discovery Center & Museum; a showcase of exhibits highlighting the history of Florida farming and the critical influences that shaped it. Visitors can also enjoy shopping for locally grown produce, jarred jams, cookbooks, and planting materials, while sipping responsibly sourced coffee in the Conservation Cafe & Pantry- built in an actual greenhouse! Themed uniquely to highlight farming and nature, The Event Center will host a variety of events including: conferences, weddings, meetings, classes, and cooking demonstrations. The Education Center will serve as a source for classroom learning and industry collaboration. While on the farm, students, families, and visitors will have access to hands-on learning on 8 types of farming anchored by a near-acre hydroponics & aquaponics greenhouse built on the latest technology from Israel. The combination of Sustainability, the Arts, Health and Wellness, Hospitality, Education, and Renewable energy will create a destination that will attract visitors and convention alike while serving as a best-in model for other communities to emulate.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less)

The Initial economic impact from construction will be greater than \$65 million and create 505 jobs. The economic impact analysis performed by third party Polis Institute in 2021 is presently being updated. Fully operational, the Farm Campus will generate 223 jobs, resulting in \$37.1 million of annual economic impact.

Internal estimates for annual attendance on the Campus are between 300,000-400,000. Assuming between 50% of these visitors are traveling from outside of Central Florida and using the average spend of \$324.71 per visitor per day on a trip to Orlando, the campus will generate an estimated \$56,824,250 in revenue recognized within Orange County. Additionally, the Event Center on the Campus is budgeted to host 260 weddings per year. With each wedding generating an average of 35 hotel rooms, the Event Center will attribute 9,100 hotel rooms to Orange County equating to an additional \$1,977,430 annually in hotel revenue.

What TDT funding has your organization received in the last 10 years:

none

How much?

When?

Purpose?

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.)

Please email this completed form to TDTcitizenadvisory@ocfl.net

Submit Form Button

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:49 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Central Florida Community Arts- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 3:43 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Central Florida Community Arts

Primary Contact: Terrance Hunter

Phone: 3213012493

Email: Terrance@cfcart.com

Mailing Address: PO Box 720517

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Central Florida Community Arts seeks funding from the Tourist Development Tax to create a center for community arts with rehearsal, event, and performance space.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Operated by applicant

Is this a new project or existing project? new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

Completed as of April 2023: Organizational Venues Committee Assembled Architect Secured Space Needs Plan Completed Property Identified Letter of Intent Submitted Initial Lease Proposal Submitted to Landlord Formal Presentation Made to Landlord/Board of Directors Initial Meetings with Interior Designer Coming Up: Lease Signed: 2023 RFP for Supportive Services/PM/GC: 2023 Town Halls/Charrettes: 2023 Design Finalization: 2023 Capital Campaign

Cabinet Assembled: 2023 Construction Committee Assembled: 2023 Permitting Secured: 2023/2024 Design Approval: 2023/2024 Reno Commences: 2024 Rehearsal/Event Space Complete and Ready for Operation: 2024 CFCArts Auditorium/Performance Space Complete and Ready for Operation: 2025

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$20,000,000

How much TDT funding are you requesting for this project? \$8,500,000

How much have you raised to date for the project? \$0. Donors have made verbal commitments; formal fundraising will not begin until lease terms are set

Where will the rest of the project funding come from? (100 words or less):

CFCArts has robust fundraising securing support through a variety of sources, including government funding, corporate sponsorships, foundations, and support from individuals/private philanthropy. Earned income from ticket sales, member dues, and contracted services bolsters fundraising each year. This diversified funding portfolio shields CFCArts from year-

downtown core. Further, this project acts as a model for future partnerships between public/nonprofit/independent and private sectors. With the project located in an opportunity zone, ROI will be realized not only in additional tourism activity and TDT revenue generation, but also in County taxes related to successful businesses supported, not cannibalized, by CFCArts' presence in a retail and office environment.

What TDT funding has your organization received in the last 10 years: CFCArts has received six Arts and Cultural Affairs Advisory Council - Cultural Tourism Project Grant

How much? \$767,650

When? 2017 - Present

Purpose? Presenting programs and performances that serve visitors and attract tourists to the area

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

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to-year windfalls or drops, and provides a strong base for seeking new funding. This project in particular will be funded through a combination of requested TDT funds, naming gifts from corporate partners, naming gifts from foundation funders, major naming gifts from individual private donors, and a public fundraising campaign (driven primarily by our program membership base.)

When is this project estimated to begin? Pending successful lease negotiations in Summer 2023, we anticipate full lease approval by Fall 2023

What years do you estimate TDT will be requested and how much?

2024: \$ 3000000

2025: \$ 3000000

2026: \$ 2500000

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

As a home for our region's first community based department of expressive therapies, housed in our internationally recognized School of Arts & Health, this facility will attract arts practitioners, medical professionals, and arts and health professionals for program development, professional development, and continuing education - further positioning Orlando as a place for innovation. With this project anchored in collaboration, it will act as a case study for other communities seeking to create robust creative placemaking projects through the use of public-private partnerships with respected community-based organizations. With CFCArts members relocating to Orlando from across the country, their families often travel to Orange County to see their loved ones perform in our shows. This happens one to three times a year for multiple members. With the ability to host outside events from partner organizations, private sector, meeting space, weddings, parties, etc - as well as provide additional rehearsal room space for independent artists, we will attract those who live both within and outside of the region.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The proposed project will bring increased attention to Orange County and our partner government agency. Additionally, it increases tourism and strengthens our community's cultural fabric as we'll provide a home for multiple performances originating from CFCArts and other collaborators. The addition of event space in an area with few options, adds to a strained inventory, increasing options for meeting planners seeking to host small to midsized groups near the

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 1:31 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: onePULSE Foundation-FW: TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 12:57 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: onePULSE Foundation

Primary Contact: Deborah Bowie, MPA; Executive Director

Phone: 4077754611

Email: db@onepulsefoundation.org

Mailing Address: 125 N LUCERNE CIR

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501c3

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The onePULSE Foundation is planning on redeveloping one of its assets -- located at 438 W. Kaley Street, Orlando, FL 32806 -- to convert and create a multi-use space that would include (but not limited) a museum/exhibit space, a group events/conventions room to host speakers' series, co-sponsored events, community engagement events, etc.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): onePULSE Foundation would be the operator/ manager

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? This is a new project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
An international design competition that drew 68 design teams from 19 countries was held in 2018 to solicit designs for the museum and memorial, and a winning submission was selected later in 2019. The project remains still in its early phases of conceptual development largely due to the pause created by the Covid-19 pandemic. The Foundation has recently revisited its five-year plan to gain alignment on the original plan that the existing building acquired in 2018

should be the starting point for developing its long-term vision as well as to become a more attainable goal in terms of acquiring the necessary capital given the current economic conditions that will potentially accelerate its opening timeline. Obviously, the Covid-19 pandemic halted much of the project w/r/t to planning, fundraising and development. Additionally, since the pandemic, the escalation costs in construction have greatly impacted its financial profile.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Yes. The Foundation received \$10M in 2018 to secure the project land and launch initial design

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- 2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$15,000,000

How much TDT funding are you requesting for this project? \$10,000,000

How much have you raised to date for the project? \$11,387,258

Where will the rest of the project funding come from? (100 words or less):
Fundraising campaign and private donations Local, state and/or federal grants

When is this project estimated to begin? 2024

What years do you estimate TDT will be requested and how much?

2024: \$ 5000000

2025: \$ 5000000

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

The onePULSE Foundation is a global brand with a global audience. Since the 2016 tragedy, the cumulative earned media impressions have totaled in the billions and the interim memorial has attracted hundreds of thousands from all over the world. The revisited mission of the Foundation expands the potential and the outreach to many communities and businesses. With our current plans to exponentially expand the Foundation's footprint in Orlando and Central Florida, it is our belief that we may receive upwards of 500,000 visitors / year.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The ROI to Orange County will be composed of multiple factors, such as additional new temporary and permanent jobs (i.e., construction, event staff, etc.), acceleration and activation of the revitalization efforts for the SoDo neighborhood, additional hotel room nights in the Orlando area as well as increased visitation from Domestic and International Travel into the Orlando area. Recent travel data from in state and national sources show that 75% of visitors cite culture and historical relevance as top drivers in their destination choices. Additionally, similar studies reveal that these travelers stay longer, spend more money and are more likely to share their experiences with friends and via social media.

What TDT funding has your organization received in the last 10 years: Answered previously

How much? \$10,000,000

When? \$4,000,000 in FY 17-18; \$3,000,000 in FY 18-19; \$3,000,000 in FY 19-20

Purpose? Secure land and start design and engineering efforts.

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Application Review Committee (ARC)

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 9:41 AM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: The Winter Park Playhouse- TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, May 4, 2023 5:01 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: The Winter Park Playhouse

Primary Contact: Heather Alexander

Phone: 407-645-0145

Email: heather@winterparkplayhouse.org

Mailing Address: 711 N Orange Avenue, Suite B Winter Park, FL 32789

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)(3)

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

The Winter Park Playhouse, Central Florida's only professional musical theatre, has been serving Central Florida residents and visitors for more than 20 years. The non-profit has been renting the same building from private owners who have recently put it up for sale. The Playhouse is seeking TDT grant funds to establish a long-term home on publicly owned city property. Grant support would assist with the construction of a 12,000-15,000 SF theater auditorium located on one of multiple potential sites within the City of Winter Park.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): The Winter Park Playhouse (applicant) will operate.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New project

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)

The project discussion began in March of 2023 and is in the concept phase. Several tentative ideas having been presented and discussed at City Commission meetings and at a Commission workshop. There are multiple potential

locations on public land owned by the City of Winter Park that will become available through a solicitation process. Early architectural site plan concepts and elevations have been developed. Another option being discussed is the purchase, renovation and expansion of the current theatre site, wherein the City would retain ownership of the land and the non-profit Playhouse would operate the theatre. Once a location is confirmed, The Playhouse anticipates that the concept and design will be complete by the end of 2023, construction will take place in 2024 with a projected opening date of January 2025.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

- 1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
- X2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- 3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
- 5. Promote and advertise tourism nationally and internationally
- 6. Fund convention bureaus, tourist bureaus, and tourist information centers
- 7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
- 8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? \$8,000,000

How much TDT funding are you requesting for this project? \$6,000,000

How much have you raised to date for the project? Nothing raised yet but commitments to a capital campaign are coming in.

Where will the rest of the project funding come from? (100 words or less):

Foundations, state and local government and private donors. We have begun meeting with individual donors and foundations.

When is this project estimated to begin? Design phase Fall of 2023 with construction to begin in 2024.

What years do you estimate TDT will be requested and how much?

2024: \$ 4000000

2025: \$ 2000000

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Music is a universal language and as such, musical theatre appeals to a diverse audience and is an integral part of a thriving arts community. As the only professional Central Florida theatre dedicated to exclusively producing musicals and musical programming year-round, The Winter Park Playhouse plays an integral role in enhancing the Orlando area's arts and cultural identity. For 21 years, the Playhouse has attracted and served the visitor market by providing quality programming that's unique to the region. By securing a permanent home and a larger auditorium, the Playhouse will be able to significantly enhance visitation from outside the 50-mile radius.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

The year-round programming offered by The Winter Park Playhouse in the new 175-seat auditorium is expected to serve 30-34,000 patrons annually. The organization's operations will support numerous regional industries including Food & Beverage, Hotels, Transportation, Banks, Education, Retail, Commerce, Utilities, Commercial & Professional Services, Insurance, Consumer Services and Technology. Americans for the Arts calculators estimate the Playhouse's annual economic impact on Orange County will be at least \$2.6 million and the organization will support 83.4 jobs.

What TDT funding has your organization received in the last 10 years: Yes

How much? \$632,000 has been awarded and \$593,500 has been received to date.

WP Playhouse 4 of 4

When? Annual grants received each year, 2013-2023

Purpose? General Operating Support

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants

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Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Thursday, April 20, 2023 4:35 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: FW: TDT Funding Interest Indicator-Orlando Science Center, Inc

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Thursday, April 20, 2023 3:04 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Science Center, Inc.

Primary Contact: Jill Goddard

Phone: 4075142082

Email: grantsoffice@osc.org

Mailing Address: 777 E Princeton St, Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)(3) non-profit

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

Orlando Science Center (OSC) plans to request \$13 million in TDT grant funds to help fund our terrace renovation project. This project is part of our ongoing Unlock Science comprehensive campaign. This campaign aims to revitalize our visitor experience, as our leadership recognizes the growing importance and need for high-quality STEM experiences in Central Florida. These updates to both our infrastructure and our programming help solidify OSC as a national leader in STEM informal education, drawing both local and out-of-town audiences and elevating the arts and cultural landscape in our community. To date, Unlock Science has made many critical improvements to the Science Center including: lobby and gift shop renovations; construction of our early childhood exhibit KidsTown; renovation of the 7 learning labs in OSC's STEM Discovery Center; addition of a VR Flight Lab and a making and tinkering exhibit, The Hive: A Makerspace. These additions and improvements have led to consistently increased attendance and attendee satisfaction. Thanks to generous funders, including Orange County TDT, OSC is currently in Phase III of Unlock Science, which includes design, development, and construction of LIFE, a new nature exhibit that will tell the story of conservation through hands-on activities and immersive animal encounters. OSC's terrace renovation will continue the campaign's momentum by making structural modifications to enclose the FINFROCK Terrace, located on the 4th Floor of the Center, to create an opportunity for OSC to expand our exhibition space by 4,600 sq ft. This increased exhibit space will ultimately provide OSC with the square footage needed to improve and expand current offerings with additional state-of-the-art exhibits to attract new guests, while encouraging our loyal members to return for generations to come. This expansion will also double our available facility rental space, allowing our community additional space to rent for weddings and corporate events.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): This project will be directly operated by an appointed Orlando Science Center internal team.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? Existing

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Construction would begin in the Spring 2027 and conclude by the end of 2027. The project will include enclosing the current terrace, updating lighting and AV, and preparing the space to be both a state-of-the-art event rental space and exhibit hall.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? Unlock Science Campaign: Construction of LIFE exhibit; 2019; \$10,000,000

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

1. Fund publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, auditoriums
2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
- X3. Fund aquariums and museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
4. Promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public
5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 43000000

How much TDT funding are you requesting for this project? 13000000

How much have you raised to date for the project? 27000000

Where will the rest of the project funding come from? (100 words or less):

Unlock Science is an ongoing comprehensive campaign. We will continue to raise funds for this campaign through individual donors, foundations, and corporate support.

When is this project estimated to begin? Spring 2027. We would request funds in 2024, and would need funds approved Spring 2025

What years do you estimate TDT will be requested and how much?

2024: \$

2025: \$

2026: \$ 2000000

2027: \$ 10000000

2028: \$ 1000000

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Cultural excellence is crucial to Orlando’s economic development and the success of businesses in the Central Florida area. The addition of increased exhibit space offers an optimal balance of Orange County’s initiatives to enhance the profile of the community, while maximizing benefits to the County’s economy and vital tourism industry. Additionally, new and expanded event rental space would further enhance OSC’s reputation as a prime venue for weddings, which draw in guests from all over the world to stay in Orange County. We currently host an average of 100 weddings per year and have won numerous awards from The Knot, WeddingWire, and the Orlando Sentinel. The proposed renovations, in addition to OSC’s general operations after their completion, will enhance Orange County tourism, attract investments to the area, and create direct and indirect employment opportunities for not only museum related positions but also builders, accountants, plumbers, advertising, and an array of occupations spanning several industries.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

Terrace renovations will allow OSC to premiere new exhibits and host additional event rentals, both of which serve as major attendance drivers. This will contribute to a year-over-year growth in local government revenues earned as it

pertains to the impact of our organization and visiting audience. OSC leverages a substantial amount of event-related spending from both local and non-local visitors through parking, Sunrail and other local transportation, lunch or dinner at nearby restaurants, souvenirs, and spending at other local businesses and tourist destinations while in town. OSC is one of nine cultural organizations located in Loch Haven Park, giving visitors an opportunity to attend other local arts and cultural organizations within walking distance of the Science Center. According to the Arts and Economic Prosperity V (AEP5) Calculator, which breaks down economic impact on local government revenues, last year OSC's expenses and visitors' expenditures supported 781 FTE jobs in the area. Our terrace renovation project will add to this number thereby helping drive economic development within the county. In addition to the inherent value, cultural amenities such as OSC have the power to build a better Florida as we play an important role in attracting high-wage jobs and a creative workforce. According to the American's Arts and Economic Prosperity, 87% of Americans believe that arts and culture are important to their quality of life. OSC helps make our community a desirable place to live. We continue to provide a significant return on investment in terms of social capital built within Orange County and the greater metropolitan area. Over the last 68 years, OSC has built a diverse array of partnerships and accomplished programs for youth employment and volunteering opportunities, accessibility programs for underserved and underrepresented populations, early childhood education initiatives, and so much more.

What TDT funding has your organization received in the last 10 years: Application Review Committee, Cultural Facilities, Blockbuster, Cultural Tourism, Hurricane Relief

How much? \$14,092,636.40

When? 2013-2023

Purpose? Renovation projects, blockbuster exhibit, general operating support - details available upon request

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Application Review Committee (ARC), Arts & Cultural TDT grants

PLEASE NOTE: Florida has a very broad public records law (F. S. 119). All e-mails to and from County Officials are kept as a public record. Your e-mail communications, including your e-mail address may be disclosed to the public and media at any time.

Winterkamp, Fred

From: TDTcitizenadvisory
Sent: Friday, May 5, 2023 5:51 PM
To: Harrington, Roseann E; Winterkamp, Fred; Latorre, Katherine W
Subject: Orlando Ballet Nutcracker Infra-TDT Funding Interest Indicator

From: DoNotReply@ocfl.net <DoNotReply@ocfl.net>
Sent: Friday, May 5, 2023 4:07 PM
To: TDTcitizenadvisory <TDTcitizenadvisory@ocfl.net>
Subject: TDT Funding Interest Indicator

Applicant Information

Applicant Organization: Orlando Ballet

Primary Contact: Cheryl Collins

Phone: 407.418.9815

Email: ccollins@orlandoballet.org

Mailing Address: 600 N. Lake Formosa Drive, Orlando, FL 32803

Organization governance (ex. publicly owned, privately owned, 501c-3, other non-profit): 501(c)(3)

Project Description

Describe the project or purpose of the TDT grant request. (300 words or less):

As part of Orlando Ballet's 50th Anniversary Season, the organization will feature the world premiere of a completely new and reimagined production of The Nutcracker with choreography by Orlando Ballet Artistic Director Jorden Morris, set and costume design by world-renowned designer Robert Perdziola, and lighting by internationally lauded designer Joseph Walls. This first-of-its-kind, Broadway-caliber production fulfills several of the key recommendations for flagship institutions from Orange County's 2022 Arts Ecology Study as a commission and major national collaboration (page 14), an opportunity to build recognition in Orange County and outside for artistic accomplishment (page 15), and as a potential export of work created in Orange County (page 16). This production will be the seasonal showcase for Orlando Ballet's next 20 years, and will be seen by over 1 million audience members, including an estimated 260,000* out-of-town visitors and cultural tourists. Additionally, we anticipate touring opportunities in other cities after the first year. *Based on 26% of audience members coming from outside the four-county region for 2022 performances of The Nutcracker. As one of Orange County's flagship cultural institutions, Orlando Ballet is more dedicated than ever before to raising the bar for the region's increasing reputation for performing arts excellence. A reimagined production of The Nutcracker, with inventive and modern production value, a cohesive storyline, and the artistic vision of ballet luminaries, will provide Orlando, its residents, and visitors with a performing arts experience befitting one of the nation's fastest-growing metropolitan areas, contributing to significant economic impact and increased tourist revenue.

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): Directly operated by applicant

Project operation (ex. directly operated by applicant, contracted operator, not-for-profit sub-group): N/A

Is this a new project or existing project? New

Describe the expected development timeline of the project. Include: On what date did the project development begin? What stage is the project currently in? What is the date of estimated first operation? (300 words or less)
Research and development began in Summer 2021. The project is currently in the construction/build phase with sets and costumes being created. The production will premiere as part of Orlando Ballet's 50th Anniversary Season on December 8, 2023.

Has your organization received any TDT funding for this project in the past? If so, when was funding, and how much funding, was received? No

Statute Allowable Use

Florida Statute 125.0104 outlines the authorized uses of the Tourist Development Tax. The authorized uses are listed below. Please check the box for the section that applies to your project:

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2. Fund auditoriums that are publicly owned but operated by organizations exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public
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5. Promote and advertise tourism nationally and internationally
6. Fund convention bureaus, tourist bureaus, and tourist information centers
7. Finance beach park facilities, or beach, channel, estuary, lake, or lagoon improvement, maintenance, renourishment, restoration, and erosion control
8. If at least 40% of all tourist development tax revenues collected in the county are spent to promote and advertise tourism, and certain other legal requirements are satisfied, a county may use funds to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities, if the public facilities are needed to increase tourist-related business activities in the county. They may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term "public facilities" means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. (Orange County does not meet this threshold and is only at 30%.)

Project Budget

How much is the total cost of the proposed project? 4,000,000

How much TDT funding are you requesting for this project? 3,000,000

How much have you raised to date for the project? 917,500

Where will the rest of the project funding come from? (100 words or less):

Orlando Ballet has \$2 million in board-designated reserve funding available to support new works. Fundraising to support this project is ongoing.

When is this project estimated to begin? Research and development began in Summer 2021

What years do you estimate TDT will be requested and how much?

2024: \$ 3000000

2025: \$

2026: \$

2027: \$

2028: \$

2029: \$

2030: \$

2031: \$

2032: \$

2033: \$

2034: \$

Economic Impact and Enhanced Tourism

How will the proposed project enhance visitation from areas outside Orange, Seminole, Brevard, Lake and Osceola counties? (300 words or less):

Orlando Ballet is the only professional Ballet Company presenting an annual, full-length production of The Nutcracker within a 200-mile radius. This production will be seen by over 1 million audience members in 20 years, including an estimated 260,000* out-of-town visitors and cultural tourists. *Based on 26% of audience members coming from outside the four-county region for 2022 performances of The Nutcracker.

What is the return on investment (ROI) Orange County can expect from the proposed project? (300 words or less):

According to Americans for the Arts Arts & Economic Prosperity IV Calculator, expenditures from this project will support 819 FTE jobs, and generate over \$18.5 million in household income, \$1.4 million in local government revenue, and \$1.8 million in state government revenue. Americans for the Arts also estimates that cultural tourists spend approximately \$1,319 per trip, which would mean over \$171 million in revenue for Orange County over 20 years (based on 260,000 out-of-town visitors) before inflation and without any projected growth. Orlando Ballet's 50th Anniversary Premiere of The Nutcracker will serve Orange County residents as well. Through the Intro to Ballet program in partnership with Orange County Public Schools, every OCPS second-grader attends a performance of The Nutcracker at the Dr. Phillips Center for the Performing Arts each year. This program currently serves up to 15,000 OCPS students, and for many of these students this is their first experience with the performing arts. Furthermore, cultural institutions are a significant draw for employees considering relocation to Orange County. With the Orlando Economic Partnership estimating that 1,500 people will be added to the region every week for the next 11 years (Orlando.org, 2030 report), the time to invest in our community's arts and cultural institutions is now.

What TDT funding has your organization received in the last 10 years: Cultural Tourism, Cultural Facilities, and Application Review Committee funding

How much? CT (\$1,430,825), CF (\$983,095) and ARC (\$4,000,000) for a total of \$6,413,920

When? CT from 2013-2022 (10 grants), CF in 2018-19 and 2019-20 (2 grants), and ARC in 2018-19

Purpose? Annual Season Project Funding & equipment/design/construction of Harriett's Orlando Ballet Centre

Source? (Direct Allocation, Arts & Cultural TDT grants, Application Review Committee (ARC), Sports Incentive Committee, etc.): Arts & Cultural TDT grants and Application Review Committee

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