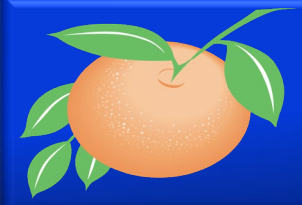


**Orange County
Arts & Cultural Affairs**

Blockbuster & Special Events



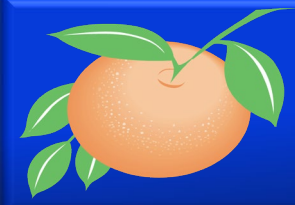
December 17, 2024



Arts & Cultural Affairs Advisory Council

MISSION:

*To elevate Central Florida's
arts and culture
to that befitting a diverse,
world-class community.*



Arts & Cultural Affairs Advisory Council

Nathan Hill, Chair

Gunster

Jennifer Benton

The Walt Disney Company

Honorable Maribel Gomez Cordero

Orange County Commissioner

Gwen Covington

Entertainment Galore, LLC

Flynn Dobbs

ArtHaus Gallery

David Forrest

Kinetic Underground

Quibulah Graham

Orlando Health

Roberto Gonzalez

Visual Artist

Paul Lartonoix

University of Central Florida

Stephanie Lerret

Avalon Park Group

Brendan Lynch

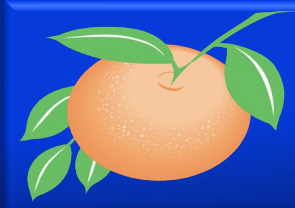
Lowndes Law

Tiffany Sanders

Knight Agency

Nattacha Wyllie

Haitian American Art Network



Arts & Cultural Affairs Funding Programs

TDT

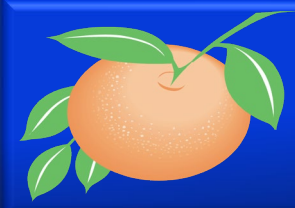
- Cultural Tourism
 - Cultural Tourism Supplement – DEI
 - Cultural Tourism Supplement – Sustainability
- Blockbuster & Special Events
- Cultural Facilities
- Venue Subsidy

General Fund

- United Arts Program Support
- Venue Subsidy



Child of this Culture Foundation



Arts & Cultural Affairs Funding Programs

TDT

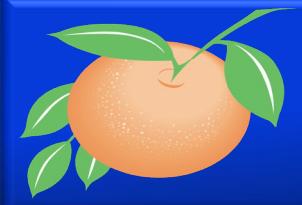
- Cultural Tourism
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- Venue Subsidy



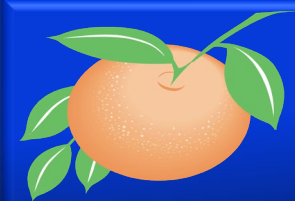
Child of this Culture Foundation



Blockbuster & Special Events Fund

MISSION:

*To encourage marquee arts
and cultural blockbuster
events in Orange County.*



Blockbuster & Special Events Committee

Stephanie Lerret, Chair

Avalon Park Group

Gwen Covington

Entertainment Galore LLC

Hal Kantor

Lowndes Law

Keith Smith

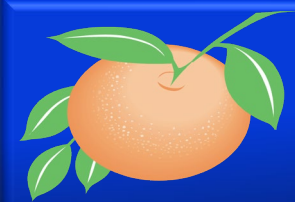
Disney

Rich Taylor

Rich Imagination

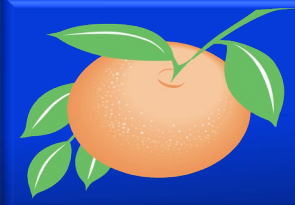


Orlando Science Center - Pompeii



Blockbuster & Special Events



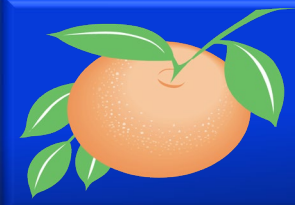


Blockbuster & Special Events Evaluation (2015)

“Blockbuster Special Event” – an arts and cultural event that sustains exceptional and widespread popularity and achieves enormous public participation

- Result in regional, statewide, and national or international attendance of at least 50,000
- Include significant participation with local arts organizations, collaboration with and among the local arts and culture providers
- Be financially feasible, providing details of process, finances, and impact
- Proposers must have a demonstrated background of successfully handling significant events





Blockbuster & Special Events Process

DEVELOPMENT

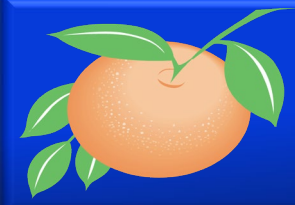
- Guidelines developed by Blockbuster & Special Events Committee
- Guidelines approved by Funding & Standards Committee
- Guidelines approved by Arts & Cultural Affairs Advisory Council

PROMOTION

- Opportunity promoted on Arts & Cultural Affairs website and United Arts funding portal
- Known potential applicants made aware of funding availability
- Funding pool regularly discussed at Arts & Cultural Affairs Advisory Council meetings
- Referrals to program from other County staff and funders

PROCESS

- Screening and informational discussions with Arts & Cultural Affairs staff
- Eligibility screening with Committee Chair & staff
- Presentation to Blockbuster & Special Events Committee
- Presentation to Arts & Cultural Affairs Advisory Council

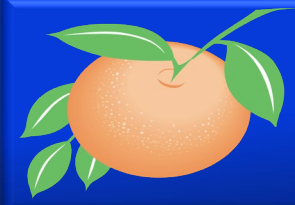


Blockbuster & Special Events Timeline

ASSOCIATION TO PRESERVE THE EATONVILLE COMMUNITY: “EATONVILLE RISING”

- August 13, August 27 – Initial eligibility meetings with staff & Blockbuster & Special Events Committee Chair
- September 9 – Preliminary presentation to Blockbuster & Special Events Committee
- October 30 – Second presentation to Blockbuster & Special Events Committee, unanimous approval
- November 13 – Presentation to Arts & Cultural Affairs Advisory Council, unanimous approval

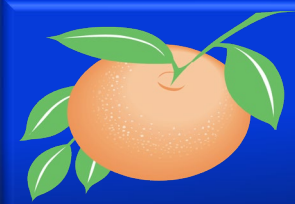




Blockbuster & Special Events Proposal

Association to Preserve the Eatonville Community: EATONVILLE RISING (August 2027)

- **6-Event Series throughout August and September 2027**
 - National middle school competition (Final Round in Eatonville, Elimination Rounds in Winter Park)
 - Pan-African Fashion and Food Expo (Eatonville and surrounding areas)
 - Commissioned Exhibition by Kehinde Wiley (August 2027 – August 2028) (Eatonville)
 - “Welcome to Eatonville” Cultural Heritage Tours (Various Locations in Eatonville)
 - Indoor Arena Heritage Concert (Kia Center / UCF Arena)
 - Their Eyes Were Watching God Conference (Eatonville, Maitland, Winter Park, Orlando)
- **Call for Partners Process (guided by Orlando Science Center’s Pompeii)**
- **Total Projected Attendance: 50,500**
- **National Trust for Historic Preservation: Eatonville one of America’s 11 Most Endangered Historic Places**



Blockbuster & Special Events Proposal

Project Team – Cultural Heritage Tourism Experts



N. Y. Nathiri,
Executive Director
Association to Preserve the
Eatonville Community, Inc. (P.E.C.)



Julian Chambliss, Ph.D.
Professor and Curator
Michigan State University



Bryan Gienza, Ph.D., J.D.
Associate Professor
Texas Tech University



Sheryl Taylor,
Vice President Member
Development, Visit
Orlando (Retired)



Clarissa N. West-White, Ph.D.
University Archivist,
Assistant Professor
Bethune-Cookman University



Lonnie Graham
Distinguished Professor of
Visual Arts
Pennsylvania State College



Zienzie (Zienzi) Dillon
Chief Executive Officer
Carmel Global Capital



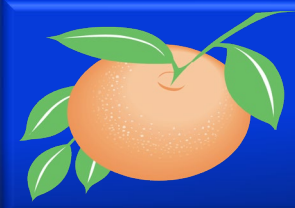
Everett L. Fly
Landscape Architect
/FASLAArchitect



Muhammad A. Nadhiri, MBA
Managing Partner
LightPoint Group



Christopher Peace,
Assistant Teaching
professor of Business
Communication at
Carnegie Mellon University



Blockbuster & Special Events Proposal

Project Team – Organizational Partnerships



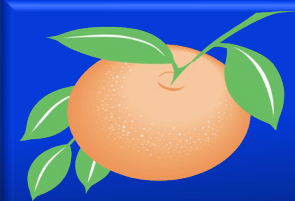
Assisting PEC with storytelling, National Historic Landmark Designation, UNESCO World Heritage Site Designation



Engagement letter confirming pro-bono capital-raising services for a minimum of \$600,000 in matching funds



Collaborating with programmatic elements: exhibition at events, book publishing, moderating panels



Blockbuster & Special Events Proposal

Association to Preserve the Eatonville Community: EATONVILLE RISING

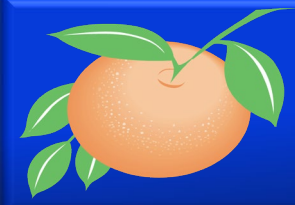
- **FY25: \$689,261**
 - Marketing
 - Cultural Heritage Tourism Experts
- **FY26: \$450,935***
 - Marketing
- **FY27: \$159,804***
 - Marketing

TOTAL REQUEST: \$1,300,000

Other event expenses are covered by match dollars from philanthropy, sponsorships, and other grants in progress. (Engagement letter for \$600,000 in support)



***Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.**



Blockbuster & Special Events Proposal

Funding Sources

FY25: \$1,328,861

Orange County: \$689,261

Finalis: \$600,000*

Private Philanthropy: \$39,600

FY26: \$1,050,935

Orange County: \$450,935

Sponsorships: \$250,000

Foundations: \$100,000

Private Philanthropy: \$150,000

Merchandise: \$100,000

FY25: \$3,739,804

Orange County: \$159,804

Sponsorships: \$250,000

Foundations: \$100,000

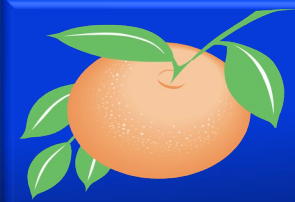
Private Philanthropy: \$100,000

Federal Support: \$100,000

Admissions: \$2,905,000

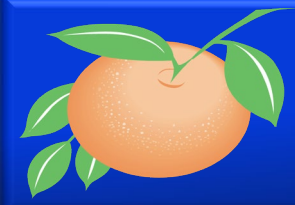
Merchandise: \$125,000

*Confirmed



Blockbuster & Special Events Fund Projection

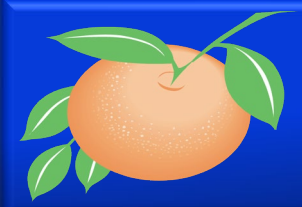
Blockbuster & Special Events Projection										
	Annual Allocation		Holdover		Creative City Request		PEC Request		Balance	
FY23-24	\$	-			\$	-			\$	2,114,000
FY24-25	\$	1,127,000	\$	385,382	\$	(1,000,000)	\$	(689,261)	\$	1,937,121
FY25-26	\$	1,127,000	\$	-	\$	(1,000,000)	\$	(450,935)	\$	1,613,186
FY26-27	\$	1,127,000	\$	-	\$	(1,250,000)	\$	(159,804)	\$	1,330,382
FY27-28	\$	1,127,000	\$	-	\$	(1,500,000)	\$	-	\$	957,382
FY28-29	\$	1,127,000	\$	-	\$	(2,000,000)	\$	-	\$	84,382
					\$	(6,750,000)	\$	(1,300,000)		



Arts & Cultural Affairs Advisory Council

Recommendation – Blockbuster & Special Events

RECOMMENDATION: to award the Association to Preserve the Eatonville Community their full request of \$1,300,000 over three years, with Year 1 (\$689,261) contracted now, and Years 2 (\$450,935) and 3 (\$159,804) contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.



Requested Action

Approval of the Arts and Cultural Affairs Advisory Council's funding recommendation for Blockbuster and Special Events – “Eatonville Rising”

- FY25: \$689,261**
- FY26: \$450,935***
- FY27: \$159,804***

***Contingent on event performance, reporting, compliance, and sufficient fund balances in the Blockbuster and Special Events fund.**

**Orange County
Arts & Cultural Affairs**

Blockbuster & Special Events



December 17, 2024