

AGENDA

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

Wednesday, Nov. 7, 2018, 9:00-10:30 a.m.

Room 105, Orange County Administration Center,
201 S. Rosalind Ave., Orlando, FL 32801



Members: Sara Segal, Chair*; Cecelia Bonifay*; Jan Clanton, Dan Calleja; Betsy Gwinn; Hal Kantor*; R.K. Kelley; Vicki Landon; Jennifer Quigley; Becky Roper*; Rick Schell*; Sara Van Arsdell; Rae Ward

Staff: Terry Olson; Trudy Wild, *United Arts of Central Florida*

1. Welcome and Public Comment *Chair Sara Segal*

2. Approval of Minutes[†] *Sara Segal*
a. Sept. 20, 2018 (Page 3)

3. Old Business *Sara Segal*

- a. State Funding
 - i. Donor friends
 - ii. Local office meetings – update *Flora Maria Garcia*
 - iii. Update from attendees at Sept 21 legislative debate:
House District 47, Anna Eskamani (D) & Stockton Reeves (R)?
 - iv. City of Orlando gap funding (press release, Page 11)
 - v. The Art of Advocacy event: Thurs, Nov. 8 (noon to 4 p.m.) and Fri, Nov. 9 (8 a.m.-1 p.m.) at Creative Pinellas, 12211 Walsingham Road, Largo, FL 33778
 - vi. Arts & Culture Day in Tallahassee – Tues, March 26, 2019
 - vii. Arts orgs' advocacy (Shakes sample, Page 13)

- b. TDT Funding (TDT/ARC) - *Jan Clanton*
 - i. Update: Orlando Ballet funded \$4M; OnePULSE Foundation \$10M (over 3 cycles) (minutes, Page 17)
- c. Second ARC grant cycle open through Nov. 14, 2018 for applications

- d. TDT % *Terry Olson*

4. New Business *Sara Segal*
a. Election results – who's in/out? How does this affect our strategy?

5. Adjourn *Sara Segal*

Next meetings:

- Next ARC meeting – Friday, Dec. 7, 2018 at 9 a.m.
- Next TDC Meeting – Friday, Dec. 14, 2018 at 9 a.m.
- **Advocacy Committee** – Thursday, Feb. 14, 10 a.m., Room 105

*Council members

[†] Official action required

MINUTES

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

September 20, 2018

Orange County Administration Center, 201 S. Rosalind Ave., Orlando, FL 32801

Members Present: Sara Segal*, Chair; Sara Van Arsdel; Cecelia Bonifay*; Dan Calleja; Betsy Gwinn; Vicki Landon; Becky Roper*; Rick Schell*; Rae Ward

Absent: Jan Clanton; Hal Kantor*, RK Kelley; Jennifer Quigley

Staff: Terry Olson; Trudy Wild, *United Arts of Central Florida*

Chair Sara Segal called the meeting to order at 10:08 a.m. and asked for introductions and public comment.

Upon a motion by Sara Van Arsdel and second by Cecelia Bonifay, the minutes of the August 16, 2018 meeting were approved unanimously.

Sara Van Arsdel reported on a recent Florida Association of Museums email she wanted to circulate as a model for our efforts on the Arts Advocacy Committee, a call to action for getting legislators involved in our cultural community (See Page 2 - Florida Association of Museums.)

Betsy Gwinn reported that Jack Levine suggests we align with humanities and Public TV for more effective advocacy. Ms. Gwinn was tasked to invite Mr. Levine to our next meeting.

Trudy Wild will send the donor contributions lists for the legislators and candidates' campaigns to the Advocacy Committee so members can identify donors from the business community to assist in advocacy efforts. (See Page 5 – For campaign contributors, click on “Campaign Funds Raised.”)

TDT Funding (TDT/ARC) was discussed as to latest meetings of the ARC, and approval of two initial facilities grants. The next meeting of TDC: Friday, Sept 21, 2018, 9 a.m., at Orange County Administration Center, in Chambers.

The committee dropped discussion of a District 2 forum since the primary eliminated the vocal anti-arts support candidate.

Terry Olson is working with Ms. Wild on a Cultural Plan scope. This will help us justify the need for additional funding.

Committee members were made aware of a legislative debate for House District 47 between Anna Eskamani (D) and Stockton Reeves (R); a couple members offered to attend. Debate scheduled for Friday, Sept. 21, 2018, 8-9:30 a.m., Winter Park Welcome Center, 151 W. Lyman Avenue, Winter Park, FL 32789.

Committee discussed the regional The Art of Advocacy event: Thursday, Nov. 8 (noon to 4 p.m.) and Friday, Nov. 9 (8 a.m.-1 p.m.), at Creative Pinellas, 12211 Walsingham Road Largo, FL 33778. United Arts is collaborating with other local arts agencies: Creative Pinellas and the Arts Council of Hillsborough County. Ms. Wild will share a draft agenda when available. (See Page 6 – Updated Advocacy event agenda.)

Staff will schedule another meeting right after the elections in November. Vicki Landon will invite Phil Hoffman. Betsy Gwinn will invite Jack Levine. (Since this meeting, a new Advocacy Committee meeting has been set for Wednesday, Nov. 7, 2018, at 9-10:30 a.m. at Orange County Administration Center, Room 105.) (See Page 8 for updated meeting schedule.)

Meeting adjourned at 11:16 a.m.

Trudy Wild

From: Sara Van Arsdel <svawpk@cfl.rr.com>
Sent: Thursday, September 6, 2018 3:11 PM
To: Terry.Olson@ocfl.net; Trudy Wild
Subject: FW: The Future of the Museum Industry is in Our Hands!

Dear Terry and Trudy--this is a well stated call to action that we might be able to use as a model for our efforts on the Arts Advocacy Committee. I will be attending the FAM meeting at the end of September where I know advocacy efforts and strategies will be discussed and refined. Thought you guys might like to see this. Sara Van Arsdel

From: Florida Association of Museums <fam@flamuseums.org>
Sent: Thursday, September 06, 2018 2:05 PM
To: svawpk@cfl.rr.com
Subject: The Future of the Museum Industry is in Our Hands!



Dear FAM Members:

As the dust has settled from the primary season, we are now moving forward to the general election on November 6th. As you all know, we have work to do involving the education of our local and statewide elected officials.

We saw devastating declines in the funding level of our state grants. The outcome of the November election will change the dynamics of our state government and we need to be prepared and begin to educate our current and future leaders **now**.

FAM has teamed up with our attractions partners at the Florida Attractions Association and is excited to launch our joint **September Showcase**. This program provides the resources necessary for our museum members to **invite state legislators and candidates to your organization** to learn more about the crucial role you play in driving Florida's economy and Florida's #1 industry - Tourism.

Conducting tours of your diverse facilities is an easy and effective way to showcase your organization and has a dramatic impact on how elected officials view our industry. **You will make a significant impact by inviting them to visit your museum and making that critical personal contact now. So don't wait, reach out, and invite them today!**

The Department of State grant funding is vital to our day to day operations. We use those funds to leverage additional private donations, sponsorships, etc. We need to let our elected officials know the true impact these grant programs have on our communities and cultural organizations. In addition, we need to reiterate that WE are tourism and you can access the materials on the FAM and FAA website to help make this case.

Furthermore, under current Florida law, VISIT FLORIDA will sunset on October 1, 2019. The newly elected members of the Florida Legislature must vote to extend the sunset provision. When VISIT FLORIDA is then allowed to continue to operate, it must also be fully funded by the Legislature. Additionally, our newly elected Governor will also have an impact on the Legislature's deliberations over Department of State grant program funding and the funding of VISIT FLORIDA.

The **September Showcase** program promotes voter registration of your staff and volunteers, and encourages them to become an active and informed citizen. More information about the September Showcase program can be found [HERE](#).

PLEASE invest in your future and the future of Florida's cultural and tourism industry. **Join FAM and FAA colleagues in inviting elected officials and candidates** to see first-hand the vital role we play in enriching lives and driving Florida's economy.

Let's make a difference for all FLORIDA museums, cultural organizations, and tourism!

Kathy Fleming
Executive Director
St. Augustine Lighthouse & Maritime Museum
President, Florida Association of Museums

Malinda Horton
Executive Director, FAM



Florida Association of Museums, PO Box 10951, Tallahassee, FL 32302

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Sent by fam@flamuseums.org in collaboration with

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County or Counties These FL House Districts Represent:	FL House Districts:	2018 Florida House Candidate -- click name to access his/her Division of Elections website and access to their campaign finance/contribution information:	Campaign Funds Raised as of 9/27/2018: click to view contributors (sorted by \$)	Candidate Campaign Address:	Candidate Campaign Phone #:	Candidates' and/or Incumbents' Website:
Removed all candidates who did not win their party/district in primaries Aug 28 2018; updated contributions 9/27/18 -tdw/hg General Election Ballot - Nov. 6, 2018						
Parts of Orange, Seminole	30	Cortes, Bob (REP) *Incumbent	\$266,397	Post Office Box 162941 Altamonte Springs, FL 32716	(407) 463-8257	Cortes' Legislative Website
Parts of Orange, Seminole	30	Goff-Marcil, Joy M. (DEM)	\$46,819	Post Office Box 947677 Maitland, FL 32794	(407) 894-7311	
Parts of Lake, Orange	31	Sullivan, Jennifer (REP) *Incumbent	\$100,255	30236 Cheval Street Mount Dora, FL 32757	(352) 988-3673	Sullivan's Legislative Website
Parts of Lake, Orange	31	Kaplan, Debra A. (DEM)	\$22,662	706 Kenmoore Court Eustis, FL 32726	(352) 223-1253	
Part of Osceola	43	Cortes, John (DEM) *Incumbent	\$31,345	216 Old Mill Circle Kissimmee, FL 34746	(407) 227-5361	Cortes' Legislative Website
Part of Orange	44	Olszewski, Robert Matthew (REP) *Incumbent	\$181,454	1130 Copenhagen Way Winter Garden, FL 34787	(321) 217-8687	Olszewski's Legislative Website
Part of Orange	44	Thompson, Geraldine F. (DEM)	\$35,279	511 West South Street Suite 201 Orlando, FL 32805	(407) 765-9904	
Part of Orange	45	Brown, Kamia Latasha (DEM) *Incumbent	\$38,885	Post Office Box 927 Ocoee, FL 34761	(407) 908-9198	Brown's Legislative Website
Part of Orange	46	Antone, Bruce Hadley (DEM) *Incumbent	\$22,060	Post Office Box 608 Ocoee, FL 34761	(407) 963-3543	Antone's Legislative Website
Part of Orange	46	Lewis, Sandra (WRI)	\$0	4236 Lenox Boulevard Orlando, FL 32811	(407) 756-0596	
Part of Orange	47	Reeves, Stockton (REP)	\$169,856	Post Office Box 598 Winter Park, FL 32790	(407) 647-0190	
Part of Orange	47	Eskamani, Anna V. (DEM)	\$275,659	Post Office Box 536154 Orlando, FL 32853	(407) 376-3609	
Part of Orange	48	Mercado, Amy (DEM) *Incumbent	\$61,437	Post Office Box 141098 Orlando, FL 32814	(407) 484-2814	Mercado's Legislative Website
Part of Orange	48	Calhoun, Scotland (REP)	\$58,715	4321 Andover Cay Boulevard Orlando, FL 32825	(407) 301-6769	
Part of Orange	49	Smith, Carlos Guillermo (DEM) *Incumbent	\$110,371	Post Office Box 677205 Orlando, FL 32867	(407) 801-0049	Smith's Legislative Website
Part of Orange	49	Griffin, Ben (REP)	\$67,270	821 Pine Meadows Road Orlando, FL 32825	(321) 331-6799	
Parts of Brevard, Orange	50	Plasencia, Rene "Coach P" (REP) *Incumbent	\$215,181	3564 Avalon Park Blvd East Suite 1 #244 Orlando, FL 32828	(321) 226-8307	Plasencia's Legislative Website
Parts of Brevard, Orange	50	Dirschka, Pamela Joy (DEM)	\$12,189	495 Arbor Ridge Lane Titusville, FL 32780	(321) 222-4001	

Updated presenter information--please click the RSVP link below to register!



Join your Local Arts Agency colleagues from across the state for a deep dive into the November election results in Florida and for crafting advocacy strategies to make sure that the Florida Council on Arts & Culture, Division of Cultural Affairs and the artists and arts organization it supports is effectively funded in 2019 and future years.

Organized by [Creative Pinellas](#), the [Hillsborough Arts Council](#) and [United Arts of Central Florida](#), this 2-day event will offer a combination of analysis, strategic discussions and a panel of key influencers, and will set the stage for us to develop a move-forward strategic/action plan.



Current invited presenters include:

Malinda Horton, Florida Association of Museums

Sherron Long, Florida Cultural Alliance

Wayne Garcia, political commentator and journalist

Ken Pruitt, current lobbyist and former Senate Chair

Senator Darryl Rouson, Democratic member of the Florida Senate

Shawn Foster, President, Sunrise Consulting Group

Thursday evening you are invited to the VIP reception for the opening of the first Creative Pinellas Arts Annual. Set inside the revitalized and recently re-opened 10,000 square foot gallery at the former Gulf Coast Museum of art, the exhibit and related performances will feature works from the organization's 2016 and 2017 artists grants.

Participating artists include:

Micket/Stackhouse Studios | Ya La'Ford | Steven Kenny | Mark Aeling
Roxanne Fay | Babs Reingold | Rose Marie Prins | Helen French | Andee Scott
Tom Sivak | Greg Byrd | Lisa Tricomi | Peter Meder & Chris Chomick
D Yael Kelley | David Manson | Elizabeth Baker

and 10 up-and-coming artists who received our 2017 Emerging Artist Grant

Tickets will be free to those attending the summit.*

For more information and to let us know you are coming please click the button below and save the date now.

Thursday and Friday, November 8 and 9

Noon to 4 p.m. on Thursday
Arts Annual starts at 6 p.m.
8 a.m. to 1 p.m. on Friday

At Creative Pinellas: 12211 Walsingham Rd. Largo, FL 33778

[Click here to RSVP, order lunch and for hotel information](#)

A more detailed agenda will follow closer to the date.

***Only one free ticket per person attending the summit. As this is a fundraiser, if you are local and were already planning to attend the Arts Annual, we would appreciate you purchasing a ticket. Or if you would like to purchase a ticket to the Arts Annual for a guest, please [CLICK HERE](#).**

Please contact Heidi Gunderson at heidi@unitedarts.cc for more information.

Thank you,
Martine Collier, Flora Maria Garcia and Barbara St. Clair



Orange County
Arts & Cultural Affairs
 2018-2019 Meetings
 (Items in RED are new or changes)

ADVISORY COUNCIL (Thursdays @ 8:30 a.m. at Orange County Admin, Room 105)*

Aug. 16, 2018 (CF revisions, CT Review Panel orientation)	Feb. 14, 2019 (CT revisions)
Sept. 20, 2018 (CT \$ recommendation)	April 11, 2019 (CF \$ recommendation)
Nov. 15, 2018	May 16, 2019 (budget, election of officers)

ART IN THE CHAMBERS OPENINGS (Mondays @ 5:30 p.m. at Orange County Administration Center)

July 9, 2018 (Winter Park Civic Center Collection)
Fri., October 19, 2018, 5:30-7:30 p.m., (*Diversitastic!*, Sculpture on the Lawn & Art in the Chambers)
 February 18, 2019
 June 17, 2019
 October 21, 2019

BLOCKBUSTER OR ADVOCACY COMMITTEE meetings follow immediately after Council meetings, as needed.

A June 14, 2018, 10-11:30 a.m.	A July 31, 2018, 9:30-11 a.m. (Cypress Rm.)	A Wed, Nov 7, 2018
A June 28, 2018, 1:30-3 p.m.	A Aug. 16, 2018	B Nov. 15, 2018
A July 19, 2018, 9:30-11 a.m.	A Sept. 20, 2018	A Feb. 14, 2019
	B Wed, Oct 10, 3p	B April 11, 2019
		A May 16, 2019

CULTURAL TOURISM (CT) FUNDING 2018-19

Tuesday, Sept. 11, 2018; Review Panel (8:45 a.m.-1:00 p.m.); Room opens at 8 a.m. with coffee & breakfast; Location: Orlando Shakes, Loch Haven Cultural Park, 812 E. Rollins St., Orlando, FL 32803

CULTURAL FACILITIES (CF) FUNDING 2019, 8:30 A.M.

Thursday, March 7, 2019, Review Site Visits of applicants' facilities, (site tour 8:30 a.m. – Noon)
 Thursday, April 4, 2019, Review Panel, 8:30-10:30 a.m.

FUNDING & STANDARDS COMMITTEE (Thursdays @ 8:30 a.m. at Orange County Admin, Room 105)

Nov. 1, 2018 (CT guidelines update)
 May 30, 2019 (CF guidelines update)

PRESENTATIONS TO THE BOARD OF COUNTY COMMISSIONERS (Tuesday, Orange County Admin, Chambers, 9 a.m.)

May 22, 2018 (~~State of the Arts and~~ CF Approval)
 July 10, 2018 (State of the Arts/TDT and FY19 Budget Approval)
 October **16**, 2018 (CT recommendation)
 *May TBA, 2019 (CF recommendation) tentative date

PUBLIC ART REVIEW BOARD (Thursdays @ 1:30 p.m. at Orange County Admin, Room 105, unless otherwise noted) :

SOL - Sculpture on the Lawn, and AIC - Art in Chambers

CANCEL Monday, July 9, 2018, 4-5:30 p.m.	Feb. 18, 2019, 4-5 p.m. (AIC/June selections; held before AIC reception)
Aug. 9, 2018 (SOL selections), 1:30-3 p.m.	June 17, 2019, 4-5 p.m. (AIC/Sept. selections; held before AIC reception)
Thurs., Sept. 6, 2018, 2-3:30 pm. (AIC/Oct)	Oct. 21, 2019, 4-5 p.m. (AIC/Feb. selections; held before AIC reception)
CANCEL Friday, Oct. 19, 2018, 4-5 pm	
NEW: 12/6, 2 pm (AIC/February selections; held before SOL/AIC receptions)	

 * tentative

PRESS RELEASE

FOR RELEASE OCTOBER 8, 2018

Contact:

Flora Maria Garcia

President & CEO

407.628.0333 x225

FloraMaria@UnitedArts.cc

FOLLOWING STATE BUDGET CUTS, CITY OF ORLANDO DIRECTS INCREASED FUNDING TO CULTURAL ORGANIZATIONS

ORLANDO, FL – October 8, 2018 – Since the drastic 94 percent State funding decrease to the cultural sector, the City of Orlando and Mayor Buddy Dyer have worked to find additional funding support for the City's cultural institutions. Because of the overwhelming benefits that arts and culture provide to residents and visitors, Mayor Buddy Dyer and the Orlando City Council voted today to direct a one-time additional distribution of **\$202,141** from the City's general fund to United Arts of Central Florida to be distributed to local arts and cultural organizations located within the Orlando city limits, which had state funding decreases.

"We in the cultural community are thrilled with Mayor Dyer's leadership in making this significant funding contribution to the arts a reality, bridging a critical gap in state funding," said Flora Maria Garcia, President and CEO of United Arts of Central Florida. "So many local cultural groups were hard hit by the 94% cut in funding to the Florida Council from the State Legislature that they had to eliminate or reduce outreach programs. This funding will make a difference; and we are proud that our Orlando Mayor and City Commissioners believe that the arts are a meaningful investment in serving our community."

The \$202,141 from the general fund reflects half of the funding Orlando-based organizations lost in FY19 based on awards received in FY18. City officials recognized that with only six percent of the requested funding amount, local cultural organizations will now have to find other resources and/or reduce programming. This additional support from the City of Orlando will help bridge a critical funding gap and provide arts and cultural organizations time to seek other funding sources for the coming years as they work to reconcile the significant loss of financial resources from the state.

Orlando's flourishing arts and cultural institutions are vital to the fabric of the local community. Access to and participation in arts, science, and the humanities teaches compassion, increases the overall well-being of citizens, expands economic growth, and celebrates the diversity of the region while simultaneously creating an atmosphere of unity.

"In Orlando, we have worked hard to incorporate the arts into everything that we do as a community and to increase arts and cultural opportunities for everyone," explained Mayor Buddy Dyer. "The arts are an essential element of the quality of life in our city and through this investment we are able to further our committed to helping our cultural organizations thrive and grow."

This one-time additional assistance will be disbursed to United Arts of Central Florida to be distributed to sixteen organizations. Additionally, the City of Orlando will distribute one-time assistance funding to

three organizations it supports directly.

The following 16 organizations and their funding amounts are as follows:

- Central Florida Community Arts: \$5,855
- Downtown Arts District: \$14,700
- Florida Symphony Youth Orchestra: \$7,510
- Historical Society of Central Florida: \$19,244
- International Fringe Festival of Central Florida: \$10,175
- MicheLee Puppets: \$5,444
- Opera Orlando: \$1,470
- Orlando Ballet: \$19,576
- Orlando Museum of Art: \$19,462
- Orlando Philharmonic Orchestra: \$19,413
- Orlando Repertory Theatre: \$19,635
- Orlando Science Center: \$19,448
- Orlando Shakespeare Theater: \$18,899
- Timucua Arts Foundation: \$184
- United Arts of Central Florida: \$18,991
- Urban Think Foundation: \$2,135

About United Arts of Central Florida

United Arts is a collaboration of individuals, businesses, governments and school districts, foundations, arts and cultural organizations, and artists. Its mission is to enrich communities by investing in arts, science and history. United Arts serves residents and visitors in Lake, Orange, Osceola and Seminole counties through more than 60 local arts, science and history organizations. It raises and distributes funds for these cultural groups and provides management, administrative and advisory services. Since 1989, United Arts has invested more than \$150 million in Central Florida's arts and culture.

For more information, visit <http://www.UnitedArts.cc> or call 407.628.0333. Please email FloraMaria@UnitedArts.cc for comments or inquiries. You can follow United Arts of Central Florida on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#).

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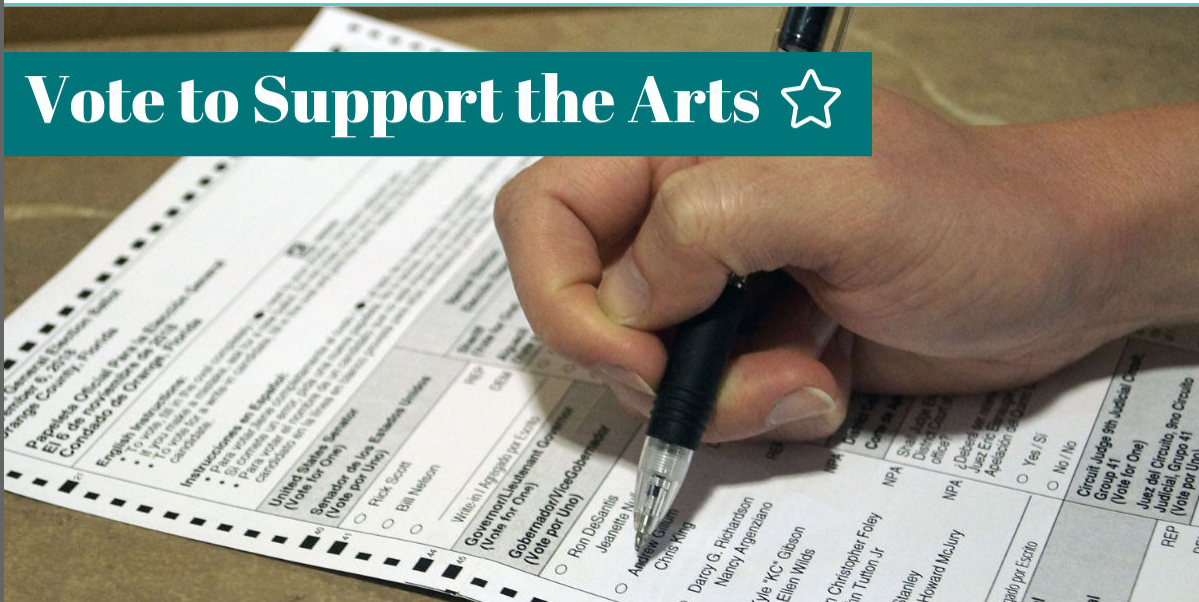
From: Heidi Gunderson
Sent: Wednesday, October 24, 2018 10:46 AM
Subject: 🎨 Vote to Support the Arts!
Importance: High



[View this email in your browser](#)



Vote to Support the Arts ☆



Vote for the Arts This Election Season!

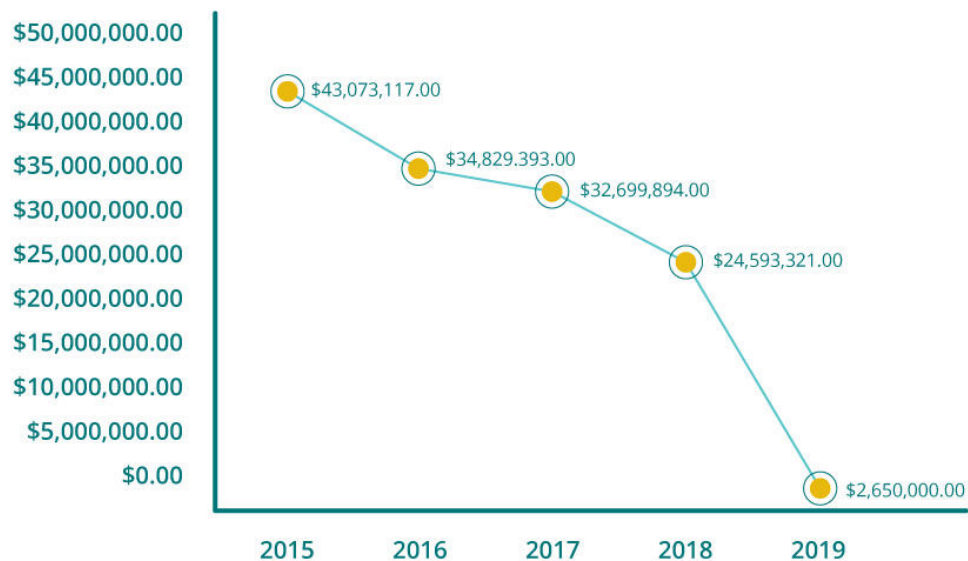
**Keep your local arts organizations alive by making
your voice heard.**

This year, the state legislature **slashed arts funding by 90%** in their annual budget, dropping Florida's ranking in per capita appropriations from 10th in the country to 48th, according to the National Assembly of State Arts Agencies.

How will you make a difference for the arts in your community?

Learn More

History of Florida State Arts Funding



*Chart values provided from Florida Department of State Division of Cultural Affairs

What you can do:

- Vote for candidates who support the arts.
- [Call your representatives to let them know you care!](#)
- [Share this email with your friends.](#)

Early Voting: As early as October 22, 2018 - November 3, 2018

Election Day: November 6, 2018

Thanks for voting!



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TOURIST DEVELOPMENT COUNCIL MEETING Friday, September 21, 2018

DRAFT MINUTES

The Tourist Development Council meeting was called to order by Orange County Mayor/TDC Chairman, Teresa Jacobs at 9:04 a.m.

Quorum: Established

Present: 6 - Chairman/Orange County Mayor Teresa Jacobs
Mayor A. Dale McDonald, City of Maitland
Mayor Buddy Dyer, City of Orlando
David Bartek, Vice President of Operations, Loews Hotels
Jesse Martinez, General Manager, Alford Inn at Rollins
John Stine, General Manager/Director of Business Development, Icon Orlando 360
Claire Bilby, Sr. Vice President Event Operations & Premium Services, Walt Disney World
Rick Pullum, Executive Vice President, Central Florida Market President, IBERIA BANK

Absent: 1- Jörg Heyer, General Manager, Sheraton Vistana Villages Resort

Pledge of Allegiance

Call for Public Comment – None

Approval of the June 15, 2018 TDC Meeting Minutes

A motion was made by Mayor McDonald and seconded by Mayor Dyer to approve the minutes from the June 15, 2018 meeting of the Tourist Development Council. The motion carried by a unanimous vote of all members present.

Orange County Convention Center Report

Jessie Allen, Interim Executive Director, Orange County Convention Center, presented recognitions for 2018 and, recent convention/tradeshow activity for July 2018 - September 2018, and upcoming event activity for October 2018 – December 2018. Mr. Allen concluded with a thank you video recognizing Mayor Jacob for her leadership and support of the Orange County Convention Center.

Orange County Comptroller Report

Robin Regaglia, Director of Finance and Accounting, Orange County Comptroller's Office, presented the Convention Center's preliminary financial statements as of July 31, 2018, the status of Tourist Development Tax revenues and Metro Orlando lodging statistical data.

Visit Orlando Update

George Aguel, President/CEO, Visit Orlando, presented a recap of Visit Orlando's programs for 2018. He also presented an update on tourism and occupancy year to date and a report on the Q4 outlook for October-December. Mr. Aguel also provided an update on Fall and Seasonal Marketing Campaigns and in-house hotel convention business. He ended his presentation with videos on Magical Dining Month and Magical Dining Charity Recipients.



TOURIST DEVELOPMENT COUNCIL MEETING

Friday, September 21, 2018

Visit Orlando Additional Marketing and Promotional Funding for FY18/19

George Aguel provided a presentation on Visit Orlando's current use of Marketing & Promotional Funding as well as planned usage of additional proposed funding. A motion was made by Jesse Martinez and seconded by David Bartek to recommend the Board of County Commissioners approval of a \$5 million renewal and \$5 million additional marketing and promotional funding for FY2018/2019. The motion carried by a unanimous vote of all members present.

Camping World Stadium Funding Request

Steve Hogan, Bill Dymond & Tom Sittema provided a presentation on Orlando's sports/event tourism economy, annual impact and the media impact associated with Camping World Stadium and the events it hosts. He provided information on where the stadium began up to the accomplishments it has made to date. He concluded with information on updates that need to be made to the stadium to remain competitive. A motion was made by Mayor Dyer and seconded by Mayor McDonald to recommend the Board of County Commissioners approval of the \$60 million funding request for improvements to Camping World Stadium. The motion carried by a unanimous vote of all members present.

TDT Application and Review Committee (ARC)

Fred Winterkamp, Manager, Fiscal and Business Services, Orange County Office of Accountability provided an update on the status of the Application and Review Committee and milestones achieved. He also presented information on the Orlando Ballet and onePULSE Foundation applications for funding, and introduced presenters representing both organizations.

Orlando Ballet Funding Request

Sibille Pritchard, Johnathan Ledden & Shane Jewell provided a presentation on Orlando Ballet's facility and project details, timeline and tourism & marketing efforts. They also presented a video on Harriett Lake and her desires for the facility. A motion was made by Mayor McDonald and seconded by Mayor Dyer to recommend the Board of County Commissioners approval of the funding request of \$4 million for FY2018/2019 for the Harriett Orlando Ballet Centre Auditorium project. The motion carried by a unanimous vote of all members present.

onePULSE Foundation Funding Request

Earl Crittenden & Barbara Poma provided a timeline on the foundation. Ms. Poma presented a video of the tragedy that led to the creation of onePULSE Foundation and provided information on the planned Memorial & Museum facility that the foundation wants to build. She also provided information on other memorials such as the National 9/11 Memorial Museum, Oklahoma City National Museum & Memorial and other similar memorials and their economic impact. Ms. Poma also provided information on different groups and organizations that visit the current memorial and the media exposure. A motion was made by Mayor Jacobs and seconded by Mayor Dyer to recommend the Board of County Commissioners approval of the funding request of \$4 million in FY2018, \$3 million in FY2019 and \$3 million in FY2020 for the onePULSE Foundation Museum project. The motion carried by a unanimous vote of all members present.

Other Business - None

Adjournment

The meeting was adjourned by Mayor Jacobs at 11:33 a.m.

Next TDC Meeting

Friday, December 14, 2018 at 9:00 a.m.

Minutes
Tourist Development Tax Application and Review Committee (ARC) meeting
October 19, 2018, 9:00 a.m., Orange County Commission Chambers

Call to Order

Chairman Lex Veech called the meeting to order at 9:07 a.m.

Present: 9 - Chairman Lex Veech, Vice-chairman Louis Robbins, Derek Baum, Ross Burke, Jan Clanton, Martha Haynie, Jon McGavin, Joshua Vickery, and Beverly Winesburgh.

Absent: 2 - Brian Comes and Terry Prather.

Others Present:

Orange County Assistant County Attorney Kate Latorre
Orange County Fiscal and Business Services Division Manager Fred Winterkamp
Orange County Office of Management and Budget Administrative Assistant Vanan Hampton

Pledge of Allegiance

Public Comment

No one addressed the committee.

Approve minutes from 9-17-18 ARC meeting

A motion was made by Jon McGavin, seconded by Beverly Winesburgh to approve the minutes of the September 17, 2018, TDT ARC meeting. The motion carried with eight (8) present members voting "Aye".

Committee Member Ross Burke entered the meeting.

Staff report on Tourist Development Council 09-21-18

Fred Winterkamp addressed the Committee providing a brief staff report on Tourist Development Council meeting on September 21, 2018.

No action taken.

Current 2018 ARC Application Window

Fred Winterkamp addressed the Committee providing a brief summary on the Kick-off meeting held September 18, 2018.

Discussion ensued.

No action taken.

ARC draft administrative regulation

Fred Winterkamp addressed the Committee requesting the member review the current ARC draft administrative regulations to ensure all concerns have been addressed.

No action taken.

ARC member terms

Fred Winterkamp addressed the Committee regarding the ARC member terms expiring.

Discussion ensued.

No action taken.

Non-agenda item

Chairman Lex Veech requested committee member Martha Haynie to provide a summary of the Mayor Elect transition team.

Next ARC meeting (Friday December 7, 2018 at 9 am)

Adjournment: 9:39 a.m.

ATTEST:

Chairman Lex Veech

Date: _____

ATTEST SIGNATURE:

Fred Winterkamp

Vanan Hampton

A verbatim record of this meeting is available at www.ocfl.net by selecting *Businesses* tab, then select *Open Government*, then select *Video Archive Menu*, then *Tourist Development Tax Application & Review Committee* or click on this link: [TDT ARC Meeting, October 19, 2018](#).

Section 286.0105, Florida Statutes, states that if a person decides to appeal any decision made by a board, agency, or commission with respect to any matter considered at a meeting or hearing, he or she will need a record of the proceedings, and that, for such purpose, he or she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based.

In accordance with the Americans with Disabilities Act (ADA), if any person with a disability as defined by the ADA needs special accommodation to participate in this proceeding, then not later than two business days prior to the proceeding, he or she should contact the Orange County Communications Division at 407-836-5631.

Para mayor información en español, por favor llame al 407-836-3111.