

AGENDA

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

Thursday, Dec. 13, 2018, 9-10:30 a.m.

Cypress Room, 2nd Floor, 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. November 07, 2018 (Page 3)

3. Old Business

Sara Segal

a. State Funding

- i. Statewide advocacy plans - *Flora Maria Garcia* (Page 5)
- ii. Arts & Culture Day in Tallahassee – Tuesday, March 13 (NOT the 26th), 2019
- iii. Orange County Legislative Delegation meets Mon. Jan, 28, 2019 (Page 9)

b. TDT Funding (TDT/ARC) -

Jan Clanton

i. Second ARC grant applications:

- i. Orlando Science Center – seeking \$10m, original CFHLA suggestion, heavy City backing, shovel ready
- ii. Orlando Philharmonic – seeking \$6m-10m, original CFHLA suggestion for \$6m, City support
- iii. Winter Park Canopy (Library & Auditorium) – seeking \$6m, good tourism with destination weddings, etc., famous architect, shovel ready
- iv. Holocaust Center move to Orlando – Seeking \$10m, City provided building, Harris Rosen is big supporter
- v. OC Regional History Center – seeking \$5.75m

c. TDT %

Terry Olson

d. Cultural Plan

e. Sustainability Plan

4. Adjourn

Sara Segal

Next meetings:

- Next ARC meeting – Friday, Jan. 18, 2019 at 1 p.m.
- Next TDC Meeting – Friday, Dec. 14, 2018 at 9 a.m.
- Orange County Legislative Delegation Meeting – Mon., Jan 28, 2019 at 9:30 a.m. - 6 p.m. - in Commission Chambers
- **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
November 7, 2018
Orange County Administration Center,
201 S. Rosalind Ave., Orlando, FL 32801



Members Present: Sara Segal*, Chair; Dan Calleja; Hal Kantor*; RK Kelley [present on the phone]; Vicki Landon; Jennifer Quigley; Becky Roper*; Rick Schell*; Sara Van Arsdel;
Absent: Cecelia Bonifay*; Jan Clanton; Betsy Gwinn, Rae Ward

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

Guest: Flora Maria Garcia, *United Arts of Central Florida*

Chair Sara Segal called the meeting to order at 9:14 a.m. and asked for public comment. There were no public comments.

Upon a motion by Vicki Landon and second by Dan Calleja, the minutes of the September 20, 2018 meeting were approved unanimously.

Flora Maria Garcia reported on her meetings with local elected State legislators and the state-wide campaign led by the Division of Cultural Affairs working with local arts agencies to restore State funding for the arts. This year's request is \$61 million. She also plans to present the arts platform to the local county delegation meeting (not yet scheduled), with a performance from one of the cultural organizations.

A list of the newly elected officials from Orange County was distributed. It was suggested that now is the time to congratulate and welcome new commissioners. Trudy Wild offered to provide an updated listing of the elected officials as soon as contact information is known.

Orange County's TDT/ARC (TDT Funding) has opened Facilities grants and we are aware of about five applicants whose requests would likely use the remaining money allocated over the first five years.

Upon a motion by Becky Roper and second by Sara Van Arsdel, the committee unanimously recommended that Orange County initiate the development of a new 20-year sustainable cultural plan.

Staff was asked to see how the newly elected County Mayor and Commissioners might affect the members of the Arts and Cultural Affairs Advisory Council and the ARC. Ms. Roper offered to reach out to the leadership transition team and talk to Betsy VanderLey and Scott Boyd about how the arts fit into the new administration and the perceived need for a cultural plan. Hal will speak with Harold Mills and Linda Chapin.

Staff will seek to schedule another meeting for early December.

Meeting adjourned at 10:40 a.m.

*Advisory Council member

Key Points from November 8 & 9 Local Arts Agency Advocacy Strategy Meetings

About 40 Florida based Local Arts Agency representatives and arts leaders attended the November 8 and 9 Statewide Advocacy Strategy Meetings. The discussions were focused successful advocacy efforts for the \$61 million that will be requested by the Florida Division of Cultural Affairs in the 2019 Legislative Session. Below are the action items and major points made during the two days.

Thus far, Legislative Leadership is based in the following counties: **Hillsborough, Manatee, Miami/Dade, Travis, Clay, Martin and Palm Beach.**

Action Required: It is important for arts leaders in the communities listed below to meet with the following legislators and share results with Sherron Long, Florida Cultural Alliance (info@flca.net) and Malinda Horton, Florida Museum Association (fam@flamuseums.org):

- Rep. Jose Olivas –new Speaker of the House Miami Dade—(He only has two funded groups in his district)
- Sen. Bill Galvano—new Senate Speaker –Tampa
- Sen. Wilton Simpson – Citrus, Hernando, and part of Pasco County
- Rep. Travis Cummings –Chair Appropriations –Clay County but born in Duval County (only 1 grant in his district).
- Rep. Chris Sprowls –from Pinellas County –will be next House Speaker –has made a commitment to fund the Arts & Culture List
- Rep. Mary Lynn Magar –Speaker Pro Tem, Palm Beach County
- Rep. Dane Eagle, House Majority White from Cape Coral in Lee County
- NOTE: Chair of TED, the committee responsible for funding recommendations to the Division of Cultural Affairs has not been named—but the Chair & Committee will be named in the next 2 months.

Ron DeSantis as Governor:

Ron DeSantis was elected Governor (he got a “D” on the AFTA Report Card) –he will be more conservative than Scott given his transition team which includes Corcoran & Gates who represent the hard right.

Action Item: Recruit arts supporters for his transition team by identifying arts & culture donors from the area that have a relationship with DeSantis. DeSantis is from St. Johns & Ponte Vedra, St. Augustine area.

Good news is Jeanette Nunez who is the Lt. Governor is an art supporter and understands the issues.

Action Item: Very important: Every LAA should **TESTIFY** before your local delegation –Call the Chair of your delegation and find out when the delegation will meet –you will have 3-5 minutes to testify –have groups show up and show their support by standing. Mention a couple of important programs that had to be eliminated or reduced due to the funding cut –then reiterate how important it is to reinstate funding for next year.

There will be \$223M in discretionary funding next year, which is where arts funding will come from.

The Legislative Session will start in March –but now is the time to meet with legislators in their home office.

Messaging –right now we have 3 different pitches from Sherron Long, Malinda Horton, and the Fund the A List Effort: to avoid confusing legislators, we should coordinate messaging so there is ONE clear tag line we all use.

Action Item: **MEET NOW** individually, with your legislators in their home office. **INVITE** them to your events and recognize them for being there.

Use the attached talking points but also add your personal, local stories that reinforce the value of the arts in your community.

Action Item: **REVIEW BIOS:** Prior to meeting with your legislator, be sure to review the legislators one page bio found on <https://www.stateofflorida.com/state-legislators.aspx> to understand the legislator's priorities and interest and target your messaging to what they care about.

Legislative staff is important; they have the Legislator's ear –treat them with respect and brief them if you are not able to meet directly with the Legislators.

Malinda Horton, Florida Association of Museums, noted her 3 C's: be charming, concise and compelling.

Both statewide advocacy groups, Florida Cultural Alliance and Florida Association of Museums, will start advocacy emails and weekly calls next week:

Action Item: **Sign up** for their email blast list and listen in on the scheduled calls (check their websites to sign up for alerts). These alerts will include the Chairs and members of important committees that have to do with agency funding (TED, Appropriations).

Senator Darryl Rouson, (D) from Pinellas County stated: Speak often, loudly and clearly. He added, that we will never get away from line item funding of special interest funding –the best you can do is emphasize the important of funding the “vetted” list of state recommended grants.

Lobbyist, Sean Foster recommended that when you send letter, make you key points, but also, include personal examples (brief) of why funding the arts is important. Make the connection to their district and the legislator's interest. Sean's motto: KISS: keep it simple, stupid! Provide a one-page factsheet (see talking points; see Sherron Long's one page attachment).

The “**Fund the A List**” advocacy effort was presented by Pat Williams, founder Pat Williams & Associates, Janeen Mason, arts advocate, and Nancy Turrell, ED, Arts Council of Martin County. They have hired Ken Pruitt as an arts lobbyist; Mr. Pruitt served as Senate President in past years and is highly respected. Participating members emphasized the need for consistent messaging. This group has

created a website www.FundtheAList.org for legislators mainly, that can be a resource for key points that can also be used by arts advocates.

Action Item: The group recommends that we all seek letters of support from our Chambers, Tourism agencies, Departments of Economic Development, Community Foundations –and share those letters with your local legislators and/or for “Op Ed” pieces in your local newspaper.

Sample letters of support are included in their website: www.FundtheAList.org

If you want more information on this efforts contact Nancy Turrell, ED, Arts Council of Martin County, at nancyturrell@fundthealist.org or 772-288-5397.

At the end of the meeting, Hillary Crawford followed up with all LAA ED’s regarding best communication methods, timing, and future meetings.

The LAA ED’s then went into Executive Session to discuss next steps.

Statewide Arts Advocacy Talking Points - 2019 State Budget – 2019-20 DCA grants

DCA RECOMMENDATIONS

- This year, the request is for **\$61,660,924 (\$61.7 million)**, which will fully fund **664** qualified matching grants for 2019-2020 as recommended by the Division of Cultural Affairs (DCA). These grants include:
 - Cultural & Museum Grants (\$42.4M to 480 organizations)
 - Specific Cultural Projects Grants (\$3.0 M to 131 organizations)
 - Cultural Facilities Grants (\$12.5M to 37 organizations)
 - Cultural Endowment Program (\$3.8M to 16 organizations)
- Requests in our four-county region (Orange, Lake, Seminole and Osceola) total **\$7,382,307 (\$7.4 million) and include 61 requests** from Central Florida (**PDF attached**)
- Last year, the state appropriation to the DCA was \$2.65 million (of \$54.8 million recommended), which zero-funded or cut funding to all 658 nonprofit cultural organizations throughout the state. Only one of four budget line item grant programs was partially funded.
 - 60 nonprofits in four-county Central Florida recommended for \$5.6 million; of which 45 cultural nonprofits were funded at \$257,317; grants cut by 94%.

ECONOMIC IMPACT

- Florida's arts and culture nonprofit industry generates over \$4.7 billion in local economic activity: last reported amounts are \$2.3 billion spent by the nonprofit arts and cultural organizations and \$2.4 billion in event-related spending by their audiences (source: Americans for the Arts' *Arts & Economic Prosperity 5* study, 2017)
- 74.9% of visitors to Florida participate in cultural activities (source: *Florida Tax Watch Tourism Research Report*)
- Florida is home to 57,453 arts-related businesses that employ 212,779 people. Florida's nonprofit arts and culture organizations support over 88,326 full-time equivalent jobs that generate over \$2.1 billion in household income to local residents (source: *Dun & Bradstreet*)
 - Central Florida nonprofits and their audiences generate **\$399.9 million in economic impact annually and employ 13,764 people** (source: Americans for the Arts' *Arts & Economic Prosperity 5* study, 2017 – Central Florida Region [7 counties])
 - The Central Florida Creative Industries (both for profit and nonprofit) include **7,424 businesses and employ more than 40,597 people** (source: Dun & Bradstreet)

Florida Counties - Lake, Orange, Osceola & Seminole (United Arts service area)	Grant Ranking	Florida Department of State Division of Cultural Affairs (DCA) Well-vetted and Recommended 2019-2020 Grant Applicants -- funding these qualified grant applicants is totally dependent upon the 2019 Florida Legislature providing the necessary appropriations:	DCA 2019-2020 Qualified & Recommended State-Matching Grant Requests	DCA Grants-Program Funding Categories GPS = General Program Support SCP = Specific Cultural Project
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Do you want more information on each recommended DCA grant applicant?

Click on the names below to access websites.

LAKE 7 Total DCA 2019-2020 Qualified Matching Grant Requests from				
Lake	360	Bay Street Players, Inc.	\$20,000	Cultural and Museum Grant for GPS
Lake	475	City of Clermont / Parks and Recreation	\$25,000	Cultural and Museum Grant for GPS
			\$45,000	2 Cultural and Museum Grants for GPS
Lake	99	Florida Storytelling Association, Inc.	\$17,900	Culture Builds Florida Grant for SCP
Lake	127	Lake Eustis Museum of Art, Inc.	\$25,000	Culture Builds Florida Grant for SCP
Lake	91	Minneola Charter Schools, Inc. / Arts in Education Partnership	\$25,000	Culture Builds Florida Grant for SCP
Lake	20	Mount Dora Center for the Arts, Inc.	\$25,000	Culture Builds Florida Grant for SCP
			\$92,900	4 Culture Builds Florida Grants for SCP
Lake	37	City of Clermont / Meet in the Middle Event Plaza	\$500,000	1 Cultural Facility Grant
LAKE 7 DCA 2019-2020 Matching Grant Requests That Total:			\$637,900	

ORANGE 42 Total DCA 2019-2020 Qualified Matching Grant Requests from				
Orange	118	Albin Polasek Museum and Sculpture Gardens, Inc.	\$90,000	Cultural and Museum Grant for GPS
Orange	247	Association to Preserve the Eatonville Community	\$90,000	Cultural and Museum Grant for GPS
Orange	370	Central Florida Ballet, Inc.	\$90,000	Cultural and Museum Grant for GPS
Orange	67	Central Florida Community Arts, Inc.	\$129,724	Cultural and Museum Grant for GPS
Orange	43	Central Florida Vocal Arts	\$15,000	Cultural and Museum Grant for GPS
Orange	395	City of Orlando / Harry P. Leu Gardens	\$150,000	Cultural and Museum Grant for GPS
Orange	116	Crealde School of Art	\$105,754	Cultural and Museum Grant for GPS
Orange	285	Creative City Project, Inc.	\$46,000	Cultural and Museum Grant for GPS
Orange	157	Downtown Arts District, Inc.	\$102,500	Cultural and Museum Grant for GPS
Orange	93	Dr. Phillips Center for the Performing Arts, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	53	Enzian Theatre, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	433	Florida Alliance for Arts Education, Inc.	\$40,967	Cultural and Museum Grant for GPS
Orange	51	Florida Symphony Youth Orchestra, Inc.	\$46,100	Cultural and Museum Grant for GPS
Orange	76	Friends of the Mennello Museum of American Art, Inc.	\$65,000	Cultural and Museum Grant for GPS
Orange	164	Garden Theatre, Inc.	\$148,964	Cultural and Museum Grant for GPS
Orange	120	Historical Society of Central Florida, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	65	Holocaust Memorial Resource and Education Center of Florida, Inc.	\$100,950	Cultural and Museum Grant for GPS
Orange	128	International Fringe Festival of Central Florida, Inc.	\$137,268	Cultural and Museum Grant for GPS
Orange	143	Mad Cow Theatre, Inc.	\$108,775	Cultural and Museum Grant for GPS
Orange	387	Maitland Art and History Association, Inc.	\$90,407	Cultural and Museum Grant for GPS
Orange	144	MicheLee Puppets, Inc.	\$55,323	Cultural and Museum Grant for GPS
Orange	150	Opera Orlando, Inc.	\$50,000	Cultural and Museum Grant for GPS
Orange	87	Orlando Ballet, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	218	Orlando Museum of Art, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	80	Orlando Repertory Theatre, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	40	Orlando Science Center, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	100	Orlando Shakespeare Theater, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	160	Rollins College / Cornell Fine Arts Museum	\$143,592	Cultural and Museum Grant for GPS
Orange	25	The Bach Festival Society of Winter Park, Inc.	\$132,336	Cultural and Museum Grant for GPS
Orange	131	The Orlando Philharmonic Orchestra, Inc.	\$150,000	Cultural and Museum Grant for GPS
Orange	300	The University of Central Florida Board of Trustees / WUCF	\$150,000	Cultural and Museum Grant for GPS
Orange	134	The Winter Park Playhouse Inc.	\$91,000	Cultural and Museum Grant for GPS
Orange	49	United Arts of Central Florida	\$150,000	Cultural and Museum Grant for GPS
Orange	249	Winter Garden Heritage Foundation, Inc.	\$56,338	Cultural and Museum Grant for GPS

Orange	350	Winter Park Historical Association, Inc.	\$22,159	Cultural and Museum Grant for GPS	
			\$3,758,157	35 Cultural and Museum Grants for GPS	35
Orange	43	Donna Wissinger	\$25,000	Culture Builds Florida Grant for SCP	
Orange	14	Orange County Library Board of Trustees / Sunshine State Author Series	\$25,000	Culture Builds Florida Grant for SCP	
Orange	77	The Farmworker Association of Florida, Inc. / Mural Project	\$15,000	Culture Builds Florida Grant for SCP	
			\$65,000	3 Culture Builds Florida Grants for SCP	3
Orange	17	Dr. Phillips Center for the Performing Arts, Inc.	\$500,000	Cultural Facility Grant	
Orange	26	Historical Society of Central Florida, Inc.	\$59,250	Cultural Facility Grant	
Orange	30	Orlando Ballet, Inc. / Studio and School Renovation	\$500,000	Cultural Facility Grant	
Orange	10	Orlando Science Center, Inc.	\$500,000	Cultural Facility Grant	
			\$1,559,250	4 Cultural Facilities Grants	4
ORANGE 42 DCA 2019-2020 Matching Grant Requests That Total:			\$5,382,407		42

OSCEOLA 4 Total DCA 2019-2020 Qualified Matching Grant Requests from					
Osceola	470	Osceola Arts, Inc.	\$118,500	Cultural and Museum Grant for GPS	
Osceola	373	Osceola County Historical Society	\$90,000	Cultural and Museum Grant for GPS	
			\$208,500	2 Cultural and Museum Grants for GPS	2
Osceola	132	Ozilly Connections, Inc.	\$25,000	1 Culture Builds Florida Grant for SCP	1
Osceola	24	Osceola County Center for the Arts	\$500,000	1 Cultural Facility Grant	1
OSCEOLA 4 DCA 2019-2020 Matching Grant Requests That Total:			\$733,500		4

SEMINOLE 8 Total DCA 2019-2020 Qualified Matching Grant Requests from					
Seminole	129	Central Florida Zoological Society, Inc.	\$150,000	Cultural and Museum Grant for GPS	
Seminole	180	City of Sanford / Sanford Museum	\$25,000	Cultural and Museum Grant for GPS	
Seminole	307	Ritz Community Theater Projects, Inc.	\$25,000	Cultural and Museum Grant for GPS	
			\$200,000	3 Cultural and Museum Grants for GPS	3
Seminole	22	ACA of Central Florida, Inc. / Music and Dance of India	\$25,000	Culture Builds Florida Grant for SCP	
Seminole	84	Goldsboro West Side Community Historical Association Inc.	\$25,000	Culture Builds Florida Grant for SCP	
Seminole	8	Steinway Society of Central Florida, Inc.	\$25,000	Culture Builds Florida Grant for SCP	
Seminole	53	The American Dance Competition, Inc.	\$23,500	Culture Builds Florida Grant for SCP	
			\$98,500	4 Culture Builds Florida Grants for SCP	4
Seminole	33	City of Winter Springs / Magnolia Park Amphitheater	\$330,000	1 Cultural Facility Grant	1
SEMINOLE 8 DCA 2019-2020 Matching Grant Requests That Total:			\$628,500		8

Total UA 4-county area					
		Cultural and Museum Grant for GPS	42	\$4,211,657	10%
		Culture Builds Florida Grant for SCP	12	\$281,400	9%
		Cultural Facility Grant	7	\$2,889,250	23%
		Cultural Endowment Grant	-	\$0	0%
		TOTAL ALL 4 Program Line Items	61	\$ 7,382,307	12%

\$7,382,307 (confirmed -tdw)

478	Well-vetted & recommended Cultural and Museum Matching Grants	\$42,101,119
132	Well-vetted & recommended Culture Builds Florida Matching Grants	\$2,980,028
37	Well-vetted & recommended Cultural Facilities Matching Grants	\$12,499,777
17	Qualified & recommended Cultural Facilities State-Match Share Request	\$4,080,000
664	Total 2019-2020 Florida Department of State Division of Cultural Affairs (DCA) Matching Grant Requests:	\$61,660,924

STATEWIDE



Orange County Legislative Delegation

201 South Rosalind Avenue, 3rd Floor
Orlando, Florida 32801
Phone: (407) 836-5110 Fax (407) 836-2880
LD@ocfl.net
www.ocfl.net/legislativelegation



FOR IMMEDIATE RELEASE

December 10, 2018

Contact: Legislative Delegation

LD@ocfl.net or 407-836-5110

Orange County Legislative Delegation Announces Public Meeting

Orange County, Fla. -- Representative Kamia L. Brown, Chair of the Orange County Legislative Delegation, has announced the following date and information concerning the delegation's public meeting:

Date:	Monday, January 28, 2019
Times:	9:30 a.m. – Noon (Government officials and spokespersons for government-related entities) 2:30 p.m. – 6 p.m. (Individuals and community-related entities.)
Location:	Orange County Administration Center Commission Chambers 201 South Rosalind Avenue Orlando, FL 32801

The delegation will hear testimony from government officials and spokespersons for government-related entities and conduct delegation business from 9:30 a.m. until noon and will reconvene at 2:30 p.m. to hear testimony from individual citizens and community entities.

Persons wishing to address the delegation must request a place on the agenda by submitting the attached appearance record form via email to LD@ocfl.net, by fax to 407-836-2880, or by mail to this address:

Orange County Legislative Delegation
Orange County Administration Center
201 South Rosalind Avenue, Third Floor
Orlando, FL 32801

To appear on the printed agenda, appearance forms must be received no later than 5 p.m. on Friday, January 11, 2019. Speakers signing up after the deadline will be added to the speakers' list but will not appear on the printed agenda.

Speakers will also be able to sign up at the delegation meeting.

To accommodate as many speakers as possible in this meeting's agenda, groups presenting to the delegation are requested to have only one individual speak on behalf of an organization.

Presentations are limited to a maximum of 3 minutes. In the case of higher than expected response, that time limit may be reduced in order to accommodate more speakers.

The meeting will be aired live on Orange TV (Channel 488 on Spectrum (formerly Bright House), Channel 9 on Comcast, 1081 CenturyLink Prism TV, 10.2 Digital Over the Air), and via live streaming at www.orangetvfl.net.



Orange County Legislative Delegation

201 South Rosalind Avenue, 3rd Floor
Orlando, Florida 32801
Phone: 407-836-5110 Fax: 407-836-2880
LD@ocfl.net



APPEARANCE RECORD

Type or Print Clearly

Meeting Date: **Monday, January 28, 2019**

Location: 201 South Rosalind Avenue, Orlando, Florida 32801

Time: (Choose appropriate category)

_____ 9:30 AM – Noon (Government officials and spokespersons for government-related entities)

_____ 2:30 – 6:00 PM (Individual citizens and community entities)

Name: _____

Title: _____ Representing: _____

Address: _____

City: _____ State _____ Zip Code: _____

Phone: _____

E-mail Address: _____

Please note: Remarks are limited to 3 minutes. Time may be reduced depending on number of speakers.

Registered State Lobbyist: Yes No

Speaking: For Against

Subject Matter:

***Please complete this form in its entirety and submit via email to LD@ocfl.net or via Fax to 407-836-2880 ***