

Agenda

Arts and Cultural Affairs Advisory Council

February 14, 2019, 8:30-10 a.m.

2nd Floor Cypress Conference Room, Orange County Administration Center,
201 S. Rosalind Ave., Orlando, FL 32801



1. Welcome & Public Comment

Chair Rick Schell

2. Changes & New Appointments in Officials, Administration, Council

Rick Schell

- a. New – Patty Cloy, District 6 Comm. Victoria Siplin's nomination, replacing Vicki-Elaine Felder
- b. New – Keith Smith, District 1, Comm. Betsy VanderLey's nomination, replacing Becky Roper
- c. New – Gwen Covington, Mayor Deming's nomination, replacing Melvin Rogers
- d. Thank you for leadership and service – Becky Roper

3. Consent Agenda*

Rick Schell

(The following will be accepted with one motion and no discussion. If any item needs discussion it should be pulled.)

- a. Approve minutes from the November 15, 2018 meeting
- b. Accept for filing:
 - i. Advocacy Committee meetings, December 13, 2018
 - ii. Public Art Review Board meeting, January 10, 2019
 - iii. Blockbuster Committee meeting, January 17, 2019

4. Committee Updates

- a. Advocacy
- b. Blockbuster
- c. Public Art Review Board
- d. United Arts of Central Florida

*Sara Segal
Becky Roper
Shelby Norwich
Trudy Wild for Cecelia Bonifay*

5. Old Business

- a. 20-year Sustainable Cultural Plan*
- b. Facilities funding extension for Town Oakland*

*Terry Olson
Trudy Wild*

6. New Business

- a. Blockbuster Proposal: Immerse 2019 Phase II toward 2020 event*
- b. Approval of Rick Richbourg as chair of Blockbuster Committee and Becky Roper as a community member of the committee*

*Becky Roper
Terry Olson*

7. Report from Office of Arts & Cultural Affairs

Terry Olson

8. Adjournment

Sara Segal

Next meetings of Arts and Cultural Affairs Advisory Council & Committees:

- Advocacy Committee, Feb. 14, 2019, at 10 a.m., in 2nd Floor Cypress Conference Room
- Public Art Review Board, Monday, Feb. 18, 2019 at 4-5 p.m., followed by
- Art in the Chambers Opening, Monday, Feb. 18, 2019 at 5:30 p.m. in Chambers
- Cultural Facilities Site Visits Tour (Review Panelists), Thursday, March 7, 2019, 8:30 a.m.-noon
- Arts & Culture Day in Tallahassee, Wednesday, March 13, 2019 all day

* Official action requested

Minutes

Arts and Cultural Affairs Advisory Council

November 15, 2018

Orange County Administration Center, Room 105



PRESENT: Chair Rick Schell, Cecelia Bonifay (by phone), Julie Coleman, Karen Climer, Hal Kantor, Shelby Norwich, Rick Richbourg, Sara Segal

STAFF: Terry Olson; Lindy Shepherd; Trudy Wild, *United Arts of Central Florida*

GUESTS: Betsy Gwinn, *Bach Festival Society of Winter Park*; Ena Heller, Margery Pabst Steinmetz, Patricia Lancaster, *Cornell Museum of Fine Arts*; Dan Calleja, *Orlando Museum of Art*; Vickie Landon, *Orlando Repertory Theatre*; JoAnn Newman, Catherine Duffy, J.J. Leissing, Nona Tyler, Craig Meyer, Brandon Lynch, Jeff Stanford, *Orlando Science Center*; Lori Weaver and Lisa Hardt, *Orlando Shakes*

ABSENT: Vicki-Elaine Felder, Melvin Rogers, Evelyn Martinez, Becky Roper, Comm. Jennifer Thompson

Welcome & Public Comment

Chair Rick Schell called the meeting to order at 8:40 a.m. and asked for introductions and public comment.

There were no public comments. Chair Rick Schell shared the Council's condolences for Cecelia Bonifay, who participated via telephone due to her mother's passing. Chair Schell then called to delay consent agenda and other vote items until a quorum could be met. Ms. Bonifay asked if staff would inquire with a County attorney about case law or possibility to change quorum requirement, with regard to phone-in participation.

Committee Updates

- A. **Advocacy:** Committee Chair Sara Segal engaged the help of Vicki Landon to report on the Arts Advocacy conference she attended last week in St. Petersburg. Ms. Segal noted the most recent activity and upcoming meeting of the ARC and TDC boards. She also advised all to follow-up with recently elected officials to establish relations with the arts community.
- B. **Blockbuster:** Becky Roper was not able to attend the meeting. Terry Olson reported that the committee had met recently to hear three proposals from the Orlando Science Center, one of which the Council would review in New Business. Olson noted there would be no Blockbuster meeting following the Council meeting on this date.
- C. **Funding & Standards:** Committee Chair Cecelia Bonifay reported that the F&S Committee had met on Nov 1, referring to the minutes in the agenda packet, which summarized the work done in review of the Cultural Tourism Funding program; and its recommendations for updates and changes would come later in the agenda.
- D. **Public Art Review Board:** Chair Shelby Norwich noted the recent opening of the new Arts in the Chambers and Sculpture on the Lawn – both themed Diversitastic!.
- E. **United Arts of Central Florida:** Cecelia Bonifay gave an extensive report including updates on fundraising, NEA, grant programs, advocacy and marketing; details in talking points, attached.

Old Business

No old business

New Business

Without quorum, Dr. Schell continued to review agenda topics and gauge consensus on pending items.

- A. **Cultural Tourism Funding** - Ms. Bonifay presented the Funding & Standards Committee's recommendations for the 2020 Guidelines for Cultural Tourism Funding for the Council's consideration. In addition to minor updates, a few changes were recommended:
 - 1. **Eligibility to apply for CT funding:** As presented by Cornell Fine Arts Museum and discussed by the Funding & Standards Committee, it was recommended to expand application eligibility to

include American Alliance of Museums (AAM)-accredited museums that meet all other requirements the same as a 501©3 organization.

2. **15% increase on caps for Cultural Tourism request levels:** With the addition of more than \$500,000 due to the restoration of the full dollar-per-capita support from Orange County's General Fund, and since caps had remained unchanged while TDT levels increased over the years, the Committee advised allocating more funds toward Cultural Tourism Funding. An equitable 15% cap increase in each CT funding category results in the following changes: Small Request cap increases from \$40,000 to \$46,000, Medium Request cap from \$75,000 to \$86,000, and Large Request cap from \$150,000 to \$172,000, potentially utilizing an additional \$439,372, based on FY19 CT grants awarded.
3. **Set a maximum of 35% of prior year operating budget revenue as a cap for request** from CT: to lessen the reliability on County funding, and help organizations secure more consistent fundraising efforts, it was determined that applicants may request no more than 35% of their revenue from the CT
4. **Strict adherence to application deadlines, including and specifically for financial statements:** Enforcement of existing deadlines for timely submission of application materials will allow reasonable time for staff preparation and review panel's consideration. The deadline for submission of financial materials (including audits, reviews, compilations, self-reported balance sheet and Profit and Loss statements, and Forms 990) is six months after the close of the applicants' fiscal year.

B. Blockbuster Funding – Terry Olson presented the Blockbuster Committee's recent review of three proposals from Orlando Science Center (OSC), and the final chosen exhibition, *Pompeii, The Immortal City*. According to Rick Richbourg of the Blockbuster Committee, the Pompeii event was fully endorsed for the \$780,000 OSC requested from Blockbuster Funding. Representatives from the OSC showed a brief video and spoke to the Council's questions about the event, its exclusivity, attendance draw and collaboration efforts.

2. Sustainable Cultural Plan –

3. Sustainable Cultural Plan – Sara Segal brought up the Advocacy Committee's discussion of the county's need for a new 20-year Sustainable Cultural Plan. The last plan, produced in 2000, was the catalyst for the formation of the Office of Arts & Cultural Affairs and the TDT allocation that has supported the Council's mission to date. Orange County's growing cultural offerings, needs and opportunities warrant an update - to provide a compass for the coming decades and a potential platform to increase funding for arts and culture.

C.

- b. Sara Segal made a motion, seconded by Hal Kantor, to initiate the process to develop a Sustainable Cultural Plan. The motion was approved unanimously.

A.

Report from Office of Arts & Cultural Affairs: Terry Olson shared the most current overview of the FusionFest event for this November 24 & 25, and shared materials. Other Council members and guests were invited to share upcoming event information briefly.

Approvals on official action items: With the arrival of another Council member, the Council's voting quorum was met, and Chair Rick Schell called for a vote on approval of the consent agenda. Upon a motion by Rick Richbourg and a second by Sara Segal, to approve minutes from the Sept. 20, 2018 meeting and accept for filing the following committee meetings, the motion was passed:

1. Advocacy Committee meetings, Sept. 20 and Nov. 7, 2018
2. Blockbuster Committee meeting, Oct. 10, 2018
3. Funding & Standards Committee meeting, Nov. 1, 2018

Dr. Schell then summarized each of the prior discussions and called each item up for vote.

1. After final group discussion, and upon a motion by Karen Climer and second by Rick Richbourg, all changes to the Cultural Tourism Funding Guidelines for 2020 were unanimously accepted by the Advisory Council. It was noted that the key changes would be communicated to the Cultural

Tourism applicants as a follow-up, to be sure they are all aware of the changes that may affect their eligibility and budget considerations for the next funding cycle.

2. Chair Schell then called for a vote on the funding of \$780,000 from the Blockbuster Fund for Orlando Science Center for the *Pompeii, The Immortal City* exhibition. With a motion by Hal Kantor and second by Sara Segal, the motion was unanimously approved by the Advisory Council.
3. Sara Segal brought forth a motion to initiate the process for a Sustainable Cultural Plan, which was seconded by Hal Kantor and the motion was approved unanimously.

Adjournment

After announcements of coming events, the meeting adjourned at 9:50 a.m.

MINUTES

Advocacy Committee

Orange County Arts and Cultural Affairs Advisory Council

Thursday, Dec. 13, 2018

Cypress Room, 2nd Floor, Orange County Administration Center,
201 S. Rosalind Ave., Orlando, FL 32801



Members Present: Sara Segal, Chair*; Cecelia Bonifay (by phone)*; Jan Clanton, Dan Calleja; Betsy Gwinn; Hal Kantor*; R.K. Kelley; Jennifer Quigley; Becky Roper*; Rick Schell

Missing: Vicki Landon; *; Sara Van Arsdel; Rae Ward

Guest: Flora Maria Garcia

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

Welcome and Public Comment: Chair Sara Segal called the meeting to order at 9:08 am and asked for any public comment.

Approval of Minutes: Upon a motion by Hal Kantor and second by Jennifer Quigley, the November 07, 2018 minutes were approved unanimously.

Old Business

- a. State Funding: Flora Maria Garcia reported on contacts with other Arts Councils and local legislators as well as efforts to brief Toni Jennings who is on the Governor's Transition Team. Arts & Culture Day in Tallahassee will be Tuesday, March 13 (NOT the 26th), 2019. The Orange County legislative Delegation meeting will be Monday, January 28, 2019 in the afternoon. We should all wear some identifying thing to show support for the arts.
- b. TDT Funding (TDT/ARC): *Jan Clanton reported on the activities of the ARC.* After the Pulse and Ballet approvals the second ARC grant applications are:
 - i. Orlando Science Center – seeking \$10m,
 - ii. Orlando Philharmonic – seeking \$10m,
 - iii. Winter Park Canopy (Library & Auditorium) – seeking \$6m,
 - iv. Holocaust Center move to Orlando – Seeking \$10m,
 - v. OC Regional History Center – seeking \$5.75m

Adjourn: Meeting adjourned at 10:23 am

*Council members

† Official action required

Minutes
Orange County Arts and Cultural Affairs Advisory Council
Public Art Review Board
January 10, 2019



Present: Chair Shelby Norwich; Kevin Haran, Carolyn Fennell, Shannon Fitzgerald.

Staff: Terry Olson

Absent: Arthur Blumenthal, Coralie Claeysen-Gleyzon, Donna Dowless, Maria Rubin

Chair Shelby Norwich called the meeting to order at 10:10 am

Public Comment

Norwich asked for public comment. There were none.

Consent Agenda

Upon a motion by Kevin Haran and second by Shannon Fitzgerald, the minute of the March 15, 2018 meeting of the Public Art Review Board were unanimously approved.

Old Business

- a. East Orange Regional Park public art: Olson reported that the building has not yet opened due to building and water issues.
- b. I-4 Ultimate Project: Olson reported that there has been no progress and no agreement with the builders.

New Business*

- c. Selections for the next *Art in the Chambers* exhibit: Carolyn Fennell presented images and information on art from the Greater Orlando Aviation Association's collection. Upon a motion by Haran and second by Fitzgerald, the collection was approved for the February Art in the Chambers exhibition.
- d. Sculpture on the Lawn: Olson presented that there is a community-wide celebration of an anniversary of the artists Dorothy Gillespie coming in 2020. Upon a motion by Carolyn Fennell and second by Kevin Haran, the assembled committee unanimously approved one of Gillespie sculptures that were in her Rockefeller exhibition as one of the four sculptures for the 2018-19 Sculpture on the Lawn exhibition.

Adjournment: Meeting adjourned at 11:00 am

MINUTES

Orange County Arts and Cultural Affairs Blockbuster Committee

January 17, 2019

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



Present: Becky Roper, Chair; Evelyn Martinez; Rick Richbourg; Rich Taylor

Absent: Hal Kantor

Staff: Terry Olson, Trudy Wild (United Arts)

Guests: Cole NeSmith, Chris Albanese, Melyssa Rae Marshall, *Creative City Project*; Jeff Prystajko, *Come Out With Pride Orlando*

Welcome and Public Comment

Chair Becky Roper called the meeting to order at 9:40 am, welcomed all present and asked for public comment. There was none.

Consent Agenda

Upon a motion by Rick Richbourg and second by Rich Taylor, the minutes of the October 10, 2018 meeting were unanimously approved.

Old Business

Terry Olson reported that the Orlando Science Center's funding proposal for *Pompeii, The Immortal City* was approved by the Board of County Commissioners and that there is a community-wide brainstorming for artists and arts organizations at 1pm on Monday, January 28 at the Science Center. The session participants will explore possibilities for complementary and collaborative programming and to introduce the process by which arts organizations can apply to the Science Center for funding for such programming. The Science Center will probably ask some of the Blockbuster Committee members to serve as judges for those applications.

New Business

Becky Roper drew attention to the most recent Blockbuster Fund balance statement showing \$1,317,476 in the fund. If the Creative City Project's request is approved today, there will be \$917,476 remaining in the fund, which is close to the \$953,949 where we ended the 2018 budget.

Cole NeSmith reported on the past year funding for 2018 IMMERSE event and presented plans for the 2019 IMMERSE. After considerable conversation and suggestions from the committee, a motion was made by Rick Richbourg, seconded by Evelyn Martinez and passed unanimously to recommend \$400,000 from Blockbuster Fund for the 2019 IMMERSE event. This support moves toward the Creative City Project's goals for building a blockbuster event and 100,000+ attendance in 2020. Next steps for approval will be at Advisory Council, followed by the Board of County Commissioners.

Adjourn

The meeting adjourned at 11:00 am.

Creative City Project's IMMERSE 2019 Budget		
Rev - January 2019		
Site and Operational Cost		
Type	Description	Total
Site Cost Total	Permits, Barricades, Police	\$55,000.00
Constructed Set Cost	Infrastructure, Electrical, Construction	\$177,800.00
Administrative Cost	Storage, Parking	\$22,800.00
Total		\$255,600.00
Stage and Tech		
Total		\$250,000.00
Marketing		
Type	Description	Total
O/E	Design, Ads, App, Site	\$90,000.00
Total		\$90,000.00
Artist Stipend		
Pillar Performances (Cirque, Orlando Ballet, etc.)		\$150,000.00
Local Artist Grants		\$70,000.00
Total		\$220,000.00
Staff		
Full Time Staff		\$143,000.00
Part Time Staff and Event Coordination		\$161,400.00
Total		\$304,400.00
Total		
Type		Cost
Site and Operational Cost		\$255,600.00
Stage and Tech		\$250,000.00
Marketing		\$90,000.00
Artist Stipends		\$220,000.00
Staffing		\$304,400.00
Total		\$1,120,000.00

Site and Operational Cost 2019				
Site Costs				
Description		Amount	Cost	Total
Permits		1	\$1,000.00	\$1,000.00
Meeting Snacks		1	\$500.00	\$500.00
Road Cleaning		1	\$3,000.00	\$3,000.00
OPD		1	\$12,900.00	\$12,900.00
Fire		2	\$552.00	\$1,104.00
Crowd Control Barriers		2	\$2,600.00	\$5,200.00
Parking		2	\$500.00	\$1,000.00
Trucks		2	\$1,000.00	\$2,000.00
Portalets		2	\$1,500.00	\$3,000.00
Garbage Cart		25	\$15.00	\$375.00
Hospitality Tents		2	\$1,400.00	\$2,800.00
Road Closure Signs		2	\$2,500.00	\$5,000.00
2019 additional funding				\$12,121.00
Security				\$5,000.00
Total				\$55,000.00
Constructed Set Cost				
Activation	Detail	QTY	Cost	Total
Photo Installation	Containers	8	\$3,000.00	\$24,000.00
	Transportation	16	\$500.00	\$8,000.00
	Materials per container	8	\$2,500.00	\$20,000.00
	Tents/Walkways	4	\$800.00	\$3,200.00
	Labor	1	\$10,000.00	\$10,000.00
VIP Signs		8	\$500	\$4,000.00
Promotional Inflatable	Check-in	2	\$1,000	\$2,000.00
Lighting Installation		1	\$20,000	\$20,000.00
Immersive Audio		1	\$15,000	\$15,000.00
Event Entrance		2	\$7,500	\$15,000.00
Additional Tents		5	\$1,500	\$7,500.00
Additional 2019		1	\$49,100	\$49,100.00
Total				\$177,800.00
Administrative Cost				
Description		Amount	Cost	Total
Storage Facility		1	\$1,000.00	\$1,000.00
Venue Rentals		1	\$3,500.00	\$3,500.00
Water/Meal/Parking	Event snacks	2	\$500.00	\$1,000.00
VIP		2	\$2,000.00	\$4,000.00
Postage/Copies	street closures, Year End	1	\$800.00	\$800.00
O/E	office/intuit	1	\$1,000.00	\$1,000.00
Insurance		1	\$11,000.00	\$11,000.00
License & Regies		1	\$500.00	\$500.00
Total				\$22,800.00
Total Administrative and Operational Cost				
Site Cost Total				\$55,000.00
Constructed Set Total				\$177,800.00
Administrative Total				\$22,800.00
Total				\$255,600.00

A/V, Power and Staging				
Stage 1			Stage 2	
Audio Total			Audio Total	\$12,000.00
Lighting Total			Lighting Total	\$8,000.00
Labor Total			Labor Total	\$5,000.00
Stage			Stage	\$1,000.00
Generator			Generator	\$2,000.00
Stage 1 Total	\$110,000.00		Stage 2 Total	\$28,000.00
Stage 3			Additional Production Costs	
Audio Total	\$12,000.00		Additional Labor	\$12,000.00
Lighting Total	\$8,000.00		Additional Stages	\$12,000.00
Labor Total	\$5,000.00			
Stage	\$1,000.00		Add. Prod. Cost Total	\$24,000.00
Generator	\$2,000.00			
Stage 3 Total	\$28,000.00		SunBelt Scaffolding	\$19,000.00
Delivery Fee	\$1,000.00		Marley - OB	\$3,000.00
Stage 4				
Audio Total	\$12,000.00			
Lighting Total	\$8,000.00			
Labor Total	\$5,000.00			
Stage	\$1,000.00			
Generator	\$2,000.00			
Stage 3 Total	\$28,000.00			
Total A/V Power and Stage		\$250,000.00		

Staff	
Full Time Employed	Salary
Executive Director/Creative Director	\$60,000.00
COO	\$55,000.00
Payroll Tax	\$28,000.00
Part Time Contracted	
Business Development	\$45,000.00
Bookkeeper/Grants Manager	\$12,000.00
Production/Technical Director	\$15,000.00
Programming Director	\$10,000.00
Installation Project Mgrs.	\$20,000.00
Artist Liaison	\$5,000.00
Volunteer Coordinator	\$5,000.00
Programming Consultant	\$2,500.00
Hospitality Coordinator	\$5,000.00
Designer	\$5,000.00
Stage Manager Allowance	\$10,000.00
Day of Managers	\$1,900.00
Installation Director	\$5,000.00
Installation Labor	\$20,000.00
Social Media Manager	
Total	\$304,400.00

2019 Funding				2018 Comparison
Partner	Proposed	Confirmed		
Blockbuster	\$400,000.00			\$200,000.00
Cultural Tourism		\$150,000.00		\$75,000.00
United Arts		\$5,000.00		\$0.00
DDB	\$25,000.00	\$50,000.00		\$50,000.00
Existing Corporate		\$37,500.00		\$0.00
2018 Ticket Sales		\$52,339.66		\$17,000.00
State	\$46,000.00			\$0.00
Sub Total	\$471,000.00	\$294,839.66	\$765,839.66	
Additional Corporate Partners and Income			\$354,160.34	\$170,500.00
2019 TOTAL			\$1,120,000.00	

2018 Ticket Sales Details	
Total Sales	\$78,086.78
Eventbrite Fees	(5,744.80)
Dinner Party Share	(13,100.00)
IMMERSE 2018 Expenses	(6,902.32)
	\$52,339.66

IMMERSE 2018

GROWTH IN NUMBERS

3.5X TICKET REVENUE

2017 ticket revenue = \$20,267
2018 ticket revenue = \$78,087

As IMMERSE 2020 approaches, ticket revenue is growing exponentially to ensure sustainability.

2X ATTENDANCE

With 20,000 - 25,000 guests in 2017, we doubled our attendance in 2018 exceeding our hopeful goal of 40,000.

We sold out two nights of the The Dinner Party Project Experience.

And more than 3,000 people upgraded from the free IMMERSE experience to one of our paid ticket experiences.

\$49,00 PAID TO ARTISTS

Continuing to accomplish our mission to "cultivate a thriving arts community in Central Florida," \$49,000 was paid directly to local artists and organizations who participated in IMMERSE 2018.

60 DAYS OF IMMERSE

Through various engagements, IMMERSE 2018 had a presence in the community for more than 2 months.

Installations were placed throughout the city for a month leading up to IMMERSE.

The IMMERSE main event was expanded to two days.

The Worlds of Corkcicle and The Giant Ball Pit remained open an additional 3 weekends after the main event!

2X BUDGET

2017 budget total = \$264,584
2018 budget total = \$543,429
(including 2018 BB Funding of \$200k)

We doubled our 2018 budget, allowing us to create a more compelling experience for our audience.

2.1 MILLION / 500K

Our IMMERSE 2018 ad campaign consistently outperformed 90% of ad campaigns on social platforms. This allows us to reach more people with fewer dollars.

Our highly relevant, asset-specific 2018 campaign placed 2.1 million ad impressions in front of 500,000 users.

Most of those campaigns had relevancy scores of 8-10 out of 10.

2019 GROWTH TOWARD 2020

IMMERSIVE EXPERIENCES

In 2018, we continued to develop the IMMERSE brand by the addition of large-scale, interactive experiences like The Worlds of Corkcicle (an immersive photo experience) and The Giant Ball Pit.

We will continue to build momentum through the growth and addition of these types of large-scale interactive installations.

CONTINUED AUDIENCE GROWTH

IMMERSE 2018 doubled attendance over the previous year, estimated between 45,000 and 50,000 guests. Much of that is thanks to our data-driven, highly effective marketing campaign.

We expect to continue to see an increase in attendance in 2019, with an objective of exceeding the 70,000 mark.

ACING THE MULTI-DAY

We experienced great success during the two months of IMMERSE's presence throughout Central Florida. And the two-day main event, was a hit!

Our 2019 objective is to amplify the excellence of the two-day main event experience in preparation for 4 days of excellence in 2020.

PILLAR PERFORMANCES

The next major growth for the IMMERSE experience is the addition of national acts. The expectation is the addition of at least one national recording artist and one nationally recognized performance group in 2019.

These experiences will be presented in the IMMERSE style – in ways audiences have never seen before.

This also expands our reach outside the Central Florida Market and the opportunity for increased ticket revenue.

2019 BUDGET

*2019 budget total = \$1.12 million
(2019 BB Request = \$400k)*

*2019 Income Overview
Total Current Commitments = \$294,500
+ BB Funding Request of \$400k = \$694,500
+ Dept of State Funding of \$46k = \$740,500*

Remaining = \$379,500

TOURISM

The addition of national performing acts in 2019 will give us the opportunity to expand our reach both inside and outside Central Florida.

We believe people will come for the first time because of the names they recognize. And they will come back because of the hundreds of additional compelling experiences at IMMERSE.

In 2018, 19% of our audience was from out of town, totalling 8,600 of our guests.

FY16 Cultural Facilities Funding
Form D - Change Request/Update #3, 19-0214

*If you expect SIGNIFICANT CHANGES in your project, from what was originally proposed/contracted, you must request approval before implementing material changes. Significant or material changes include: **Budget** changes in aggregate of 20% or greater, or changes in **scope** that will affect the project's delivery or outcomes, or **dates** changes that extend beyond contract or program dates.*

Fill out the appropriate section(s) below (see arrows) for your change request. Feel free to add space in each box where needed.

Organization Name	Town of Oakland		
Grant Amount	\$225,000	Paid to Date	\$56,250 (25%)
Start Date	7/1/16	End Date	11/30/18
Project Title	Oakland Art and History Center		
Project Description	<p>2/1/16/from APPLICATION: New Construction: At the cross roads of the West Orange Trail and N. Tubb Street in the Town's historic "downtown" area, a new building structure will soon become the home of the Oakland Art and History Center. Primarily a museum open 5 days a week, the displays will provide visitors with a much better understanding and awareness of the rich history of the Oakland and West Orange area. Additionally, the partnership between the Town and HAPCO Music Foundation will also allow the facility to provide civic spaces for children and adults at differing times of the evening. It is believed that the attached public restrooms and concession area will help draw awareness to the facility from the 295,000 annual users of the West Orange Trail. Those who are interested in the history of central Florida, flora and fauna, and the lifestyle of the Oakland settlers will be enticed to visit the Center. The Town also believes that the new civic space will draw greater attention to HAPCO programming; providing opportunity for new people to get involved, donate to, or participate in a worthy cause.</p> <p>February 8, 2019 - UPDATE The Oakland Town Commission has officially changed the name of the facility to "The Arts and Heritage Center at Oakland"</p>		

☐ **Request for Change in Project Scope**

Which parts of the project are you proposing to change? Why are these change(s) necessary?
<p>February 8, 2019 – UPDATE This request is primarily for schedule changes. During February and March, 2018, minor changes were made to the construction plans and the project was advertised for bid. Although there were 7 plan holders for the project, only two bids were received on the April 17, 2018, due date. Ovation Construction was eventually chosen to construct the new facility at a contracted price of \$1,031,800.00. In July 2018, the Town secured, and set aside, full funding for the construction and entered into contractual agreement with Ovation Construction. About that same time, the Orange County Board of Commissioners included \$182,000.00 in their FY 2019 budget to be contributed to Oakland for purposes of funding the exterior restroom portion of the Arts and Heritage Center. With this action, they clearly recognized the benefit these much needed restrooms, on this portion of the West Orange Trail, would bring to the community. Building and Fire Permits were secured in September and preliminary mobilization, construction water, temporary power and survey work was completed. The Town held a groundbreaking ceremony on November 14, 2018 with more than 100 local officials, business leaders and residents of the community in attendance. The Town has also partnered with the Winter Garden Heritage Foundation in an effort to create historic displays, and to assist with potential fundraising efforts. The contractor began construction of the foundations of the new building just prior to Christmas. We respectfully request an extension to August 15, 2019.</p>

FY16 Cultural Facilities Funding
Form D - Change Request/Update #3, 19-0214

☐ **Update for Change in Leadership, Project Team or Artistic Direction**

Which parts of the leadership /team will change & when? Why are these change(s) necessary? Effect on project?

February 8, 2019 – UPDATE Town Manager, Dennis Foltz, retired September 30, 2018. He is replaced by Stephen Koontz, the new Town Manager.

☐ **Request for Change in Budget Expenses**

Why are these change(s) necessary?

February 8, 2019 – UPDATE The contract for construction of the facility is \$1,031,800.00. The Town has set aside the full funding amount.

☐ **Request for Change of Project Dates, or Reporting Date**

	Current dates	New dates requested	Notes for FY17 CF Program
	Change Request #2 approved extension to complete by 11/30/18 with 1/2/18: Target Grand Opening	PROJECT TIMELINE: Planned completion of building 7/31/2019 (last approved deadline 11/30/18). Target Grand Opening 8/15/19 Request extension for project completion: 8-1/2 months, to 8/15/19	Project Period: 7/1/16 – 11/30/18 Report Due Dates: 45 days after close of project. With Project end date of 7/31/19; Final report due 9/15/19.

Why are these change(s) necessary?

- 1.) We were unable to get to the point of bidding plans and specifications with the first architectural firm we were working with.
- 2.) Original bid solicitation produced unacceptable construction costs.
- 3.) Recovery efforts due to natural disaster (Hurricane Irma)
- 4.) Process for public entity contracting and acquisition of funds is a lengthy process.
- 5.) When the construction industry is booming, like now, materials and labor are in short supply.

Requested by:	Michael Parker, Town of Oakland	Date	2/14/19
Approved by: UA and/ or Office of Arts & Cultural Affairs	Trudy Wild	Date	2/13/19
Approved by: Arts & Cultural Affairs Advisory Council		Date	
Notified OC Contracts (if extension warrants overarching contract management extension)	Extend UA contract to 9/15/19.	Date	



Arts and Heritage Center Groundbreaking Ceremony – November 14, 2018



Arts and Heritage Center Groundbreaking Ceremony – November 14, 2018



A great show of community support!!



The Oakland Avenue Charter School joined in the celebration.



Aerial view of the site on December 20, 2018.



Aerial view of the site on January 20, 2019.



The footers are in place and stem walls begin to take shape. – February 7, 2019.



Site photo – February 12, 2019