



# Orange County Board of County Commissioners

January 13, 2015



dr. phillips  
center

# THE REVIEWS

Travel + Leisure Best Places to Travel & Coolest New Tourist Attractions 2015

“In 2015, however, some of the coolest new attractions will lure visitors downtown [Orlando].”

New York Times 52 Places to Go in 2015

“The city is growing up thanks to a string of civic developments, including the Dr. Phillips Center for the Performing Arts.”



# THE REVIEWS

Joyce Davidson, Production Stage Manager of *The Book of Mormon*

"The acoustics here are fantastic."

Chris Mann, *The Phantom of the Opera*

"This performing arts center and the Walt Disney Theater is one of the nicest theaters I have ever seen."


# THE REVIEWS

Trip Advisor Guest

"Our city should be so proud. Great location. Plenty of staff for valet parking, taking tickets, showing you where you needed to go, bar staff, etc."

Trip Advisor Guest

"Great venue. Excellent sound quality. Nice bathrooms. Nice outdoor seating area. Friendly staff. We will definitely be back."






# GRAND OPENING

VIDEO

# GRAND OPENING EVENTS

- 3 week Celebration
  - 12 Free Ticketed Events
  - 13 Performances
  - 25,760 Guests
  - 18 Sponsors
  - 500 Local Artists
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# 500 LOCAL ARTISTS SHOWCASED

Orlando Philharmonic Orchestra

Orlando Ballet

Bach Festival Society of Winter Park

Rhythm Trail

Live Hart

Sisaundra Lewis

Dr. Otto

Jones High School Drum Line

Orlando Concert Band

Legacy

Rico Monaco

Power C Entertainment

Far Young

Face Painter

Mime

Magicians

Balancing Act

Balloon Artist

Caricature Artist

6 local Broadway and Beyond Artists

Violectric / Fretless Rock

Michael Andrews and the Atomic Big Band



# INTERNATIONAL BRAND EXPOSURE

## **National Press**

About.com  
Architect Magazine  
Auditoria  
Broadway.com  
Broadway World.com  
Canadian.com  
Facilities and Event Management  
Forbes

Huffington Post  
National Venues Guide  
Playbill.com  
Sports Business Journal  
USA Today  
Venues Today  
Yahoo! News - Travel

## **Travel & Leisure**

Cooldest New Tourist Attractions 2015  
Best Places to Travel 2015

## **New York Times**

Places to Go in 2015

## **Press Tours**


Brazil  
Canada  
Mexico  
National Luxury Magazines  
UK

# OPERATIONS TO DATE

# SHOWS & EVENTS

- Record-setting number of Broadway Subscribers  
43% increase in new Subscribers  
25% increase from 2013/2014 Season
- 739 JAZZ ROOTS Subscribers
- Assumed operations of Bob Carr Theater
- 71 performances/events in 2 months
- 107,982 performance guests
- 200,000+ tickets sold for current shows on sale

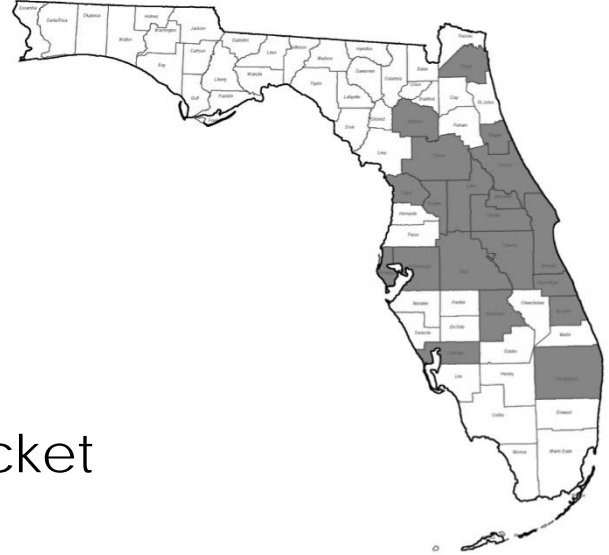
# SHOWS & EVENTS

- 11,000+ calls to the Box Office
  - 70 titles/artists currently booked
  - Concession sales tracking 2x projections
  - 21 special events to date
  - 60 special events currently booked/184 in process
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# MEMBERSHIP

- 1,194 Members to date
- 21 Florida counties
- 16 out-of-state
- 3 international
- 74% have purchased at least one ticket




# PHILANTHROPY & SUPPORT

**\$129M** to Date

**\$17M** Fiscal Year to Date (July 1, 2014)

# ARTS EDUCATION

- **PNC Grant** in partnership with Orlando Science Center, Nap Ford Charter and Washington Shores at the Hope Head Start Program
  - 32 **Teen Ambassadors** from 6 counties and 20 schools
  - 20+ high schools and 1,400 students and educators part of the **Applause Awards**
  - 25 School of Arts **Spring Semester Classes** for ages 3-103
  - **Summer Camp** registration begins soon
  - Arts For Every Life **Scholarship Fund**
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# COLLABORATION

- **UCF Celebrates the Arts:** Festival Partnership
- ***Carmina Burana*** dress rehearsal: 350 guests, ages 4 to 94 attended
- **Creative City Project:** Sponsor and Participant
- **Jazz Roots:** 96 West Orange High School Education Initiative
- **Georgia on My Mind:** 43 singers from 12 local churches performed
- ***Spread The Dream:*** Partnership with OCPS, African American Council of Christian Clergy, FAMU

# COLLABORATION


- City of Orlando **Martin Luther King Parade**: Float featuring local vocalists
- Senator Geraldine Thompson's **A Voice: A Vote**: Host theatrical adaptation
- **Documentary**: Releases early 2015 interviewing 100 artists and arts leaders
- **Sensory Friendly Social Story**: Partnership with Access Charter School and OCA to aide children on the autism spectrum in attending a performance

# ECONOMIC ACTIVITY


- Hotel and restaurant partners are seeing significant increase in reservations and dining activity
  - Citrus Club retained 72 new members from partnership with Dr. Phillips Center
  - Increased interest in bidding process for Hotel Parcel 3
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# PHASE 2

# DETERMINING PROJECT COSTS OF PHASE 2

- Finalized drawings Spring 2014
  - Conducted pre-construction estimates by Balfour Beatty Construction with multiple subcontractors in each discipline
  - Included estimated costs of financing philanthropic contributions
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# VARIABLES OF PHASE 2 PROJECT COSTS

- Apply Phase 1 knowledge gained
  - Evaluate and determine construction management process
  - Financing philanthropy alternatives
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# PHASE 2 COSTS

## SOURCES

## FINAL COMPLETION PHASE

|   |           |            |
|---|-----------|------------|
| Dr. Phillips Center - Available Funds from Philanthropy | \$        | 26         |
| Orange County - Tourist Development Tax                 |           | 74         |
| Orange County - Additional TDT                          |           | 25         |
| City of Orlando   |           | -          |
| State of Florida  |           | -          |
| City of Winter Park                                     |           | 1          |
| Interest Earnings                                       |           | 3          |
| Additional Philanthropy Needed                          |           | 55 *       |
| <b>TOTAL</b>  | <b>\$</b> | <b>184</b> |

## USES

|                                       |           |            |
|---------------------------------------|-----------|------------|
| Architectural and Engineering Costs   |           | 12         |
| Construction and Related Costs        |           | 143        |
| Construction Contingency              |           | 14         |
| Project Management                    |           | 5          |
| Construction Financing - Philanthropy |           | 10         |
| <b>TOTAL</b>                          | <b>\$</b> | <b>184</b> |

Amounts in millions

\*Excludes Endowment Fundraising

# PROJECTED PHASE 2 ACTIVITY

Q4 2016 Complete Capital Campaign

Q2/3 2016 Pre-Construction Bidding

Q1 2016 Final Drawings


Q4 2016 Contract Approvals

Q1 2017 Commence Phase 2

Q4 2019 Grand Opening



# REQUEST TO EXTEND PHASE 2 TIMETABLE

- Complete capital campaign
  - Gain exposure to new donors
  - Maximize knowledge learned during construction
  - Maximize knowledge learned during current operations
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THANK YOU FOR YOUR CONSIDERATION