

Dr. Phillips Center for the Performing Arts, Inc.

Project Title: Music and Arts Garden


Grant Number: 25.c.cf.300.675

Date Submitted: Wednesday, July 5, 2023

Request Amount: \$500,000.00

A. Applicant Profile Page 1 of 13

Applicant Information

- a. **Organization Name:** Dr. Phillips Center for the Performing Arts, Inc. 
- b. **FEID:** 20-0695917
- c. **Phone number (with extension if applicable):** 407.455.5554
- d. **Principal Address:** 445 S Magnolia Ave Orlando, 32801-3713
- e. **Mailing Address:** 155 East Anderson Street Orlando, 32801-3713
- f. **Website:** www.drphillipscenter.org
- g. **Organization Type:** Nonprofit Organization
- h. **Organization Category:** Other
- i. **County:** Orange
- j. **UEI number:** KKJ1L9MG7WT6
- k. **Fiscal Year End Date:** 06/30

1. Grant Contact *

First Name

Amethyst

Last Name

Rodriguez

Phone 407.342.1682

Email amethyst.rodriquez@drphillipscenter.org

2. Chief Financial Officer for the Applicant *

First Name

Cecilia

Last Name

Kelly

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3. Official with Authority to contract for the Applicant *

First Name

Katherine

Last Name

Ramsberger

Phone 407.948.2444

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4. Official with Authority to contract for the Property Owner *

First Name

Chris

Last Name

McCullion

Phone 407.246.2341

Email christopher.mccullion@orlando.gov

5. National Endowment for the Arts Descriptors

5.1. Applicant Status

Organization - Nonprofit

5.2. Institution Type

Arts Center

5.3. Applicant Discipline

Multidisciplinary

B. Introduction Page 2 of 13

1. What is the legal status of the applicant *

- Public Entity
- Florida Nonprofit, Tax-Exempt
- Other (not an eligible response)

2. Applicant Mission Statement *

The mission of Dr. Phillips Center for the Performing Arts is to be an inspirational place where people love to be. This is realized through Dr. Phillips Center's vision of Arts for Every Life®

3. Describe the facility that you will acquire, renovate or build:

3.1. Is the cultural facility?: *

A purpose-built or single use facility that will solely be used for the programming, production, presentation, exhibition of any of the arts and cultural disciplines (Section 265.283(1), Florida Statutes) at least 85% of the time. These disciplines include music, dance, theatre, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, and programs of museums. You must provide documentation of your organization's mission and arts and cultural programming as an attachment. See Guidelines: Attachments and Support Materials. This type of facility includes theatres, performance centers, museums (including, aquariums, botanical gardens, history centers, zoos, etc.) and art centers. The maximum request amount for this type of facility is \$500,000.

A multi-purpose facility that will be used for the programming, production, presentation, exhibition of any of the arts and cultural disciplines (Section 265.283(1), Florida Statutes) LESS than 85% of the time. These disciplines include music, dance, theatre, creative writing, literature, architecture, painting, sculpture, folk arts, photography, crafts, media arts, visual arts, and programs of museums. You must provide documentation of your organization's mission and arts and cultural programming as an attachment. See Guidelines: Attachments and Support Materials. This type of building includes community centers, recreation centers, civic centers and municipal buildings. The maximum request amount for this type of facility is \$200,000. Project costs must be directly related to the arts and cultural portion of the facility.

3.1.1. If the facility is a multi-purpose building, describe the OTHER activities that take place in the facility.

N/A - This facility is built for arts programming.

3.2. How many days per week/hours per day is this facility open to the public? *

The facility is open to the public up to seven (7) days a week between 5 to 15 hours per day depending on programming and other activities and events.

3.3. How many of the days per week/hours per day that the facility is open are arts and cultural programming, production, and administration taking place?* *

The facility is open for arts and cultural programming, production and administration taking place in the building seven (7) days a week and up to 24 hours per day.

3.4. Describe the types of arts and cultural programming, production, and administration that take place within the facility. *

Dr. Phillips Center is more than a performing arts center - it is a hub for the best international, national and local artists, for community outreach and for arts education. It is one of the top touring Broadway markets. It is a place where people gather for creativity and discovery as well as a vibrant urban destination where artists, audiences and students come to experience, explore and learn. Dr. Phillips Center's programming is the catalyst for educational, cultural and economic transformation in Central Florida. The arts center works with hotel & restaurant partners in the Greater Orlando area to serve our artists & guests. Since we opened in 2014, the arts center has created access for community groups & low-income students & families, providing \$11,000,000 in support of mission-driven initiatives (subsidized rent, professional services, free tickets, etc.) that contribute back to our vision of Arts For

Every Life. The arts center works diligently to help create access to arts and culture. We serve a broad base of community members who might not have financial means to attend performances and other events (quickly growing population of seniors in Central Florida to the children of the vast number of hourly employees at any one of the various theme parks in the area to the growing community of recent migrants and immigrants from the Caribbean).

The Dr. Phillips Center provides free arts education in low-income communities, invites Title I schools to bring students to sound checks for award winning musicians, takes performing artists to pediatric hospital wards, presents youth with special needs the chance to perform with internationally renowned dancers, offers scholarships for camps and classes to families in need, and creates opportunities for seniors to receive arts education. Nearly 76% of scholarship fund applicants have a household income of less than \$35,000. Approximately 49% live below the federal poverty line; 78% are considered low-income; and 15% are considered moderate-income. These scholarship funds make a difference for these youth and their families who are supplementing academic learning with experiential exploration; using the performing arts to work through speech delays and impediments; looking toward a more hopeful life trajectory via a vocational career in the arts; or channeling the active impulses associated with behavior disorders such as ADHD. The education department schedules presentations for visiting artists to go to under-resourced schools to present complimentary master classes to students, who otherwise would not be able to participate in master classes. Students from schools throughout Central Florida (Brevard, Lake, Polk, Orange, Osceola, Seminole and Volusia) participate in arts education and activities at Dr. Phillips Center. Students are additionally served in Hillsborough, Marion, Palm Beach, Pinellas, Putnam and Sarasota counties through various education programs. In schools participating in one of our signature programs, Disney Musicals in Schools, 75% of students fall below the federal poverty level. Approximately, 17% of households served by Dr. Phillips Center identify as having special needs children in the household. Every April, award-winning producer, arts manager, composer/lyricist, and cultural curator, Nolan Williams Jr. serves as the artist-in-residence and provides a jazz production to Orange County 6th and 7th grade students through our 6th & Jazz program. Programming like our community concerts series includes groups from throughout the state, such as Ritz Chamber Players (predominately African American chamber organization in Jacksonville) and the Bethune-Cookman University Concert Chorale (Daytona Beach), among others, at no charge to the public.

3.5. Who is responsible for the programming, production, and administration of the arts and cultural activities of the facility? Is there a qualified professional expert in the subject matter on staff either paid or volunteer? What are their qualifications? *

Kathy Ramsberger is President & CEO of the Dr. Phillips Center for the Performing Arts. She is responsible for leading the effort to create one of the nation's newest performing arts centers of the 21st century, a \$600 million+ project in the heart of downtown Orlando. She has been a part of the project since 2003. Ramsberger has led the development of the business structure and corporate strategic plan for Dr. Phillips Center which includes the design, construction and operation of the building, as well as programming and creative initiatives. She spearheaded the creation of the vision, mission, and brand for the performing arts center. Since opening in 2014, more than 450,000 people have experienced the performing arts through diverse educational programs, performances, camps, classes and more. Leading the industry in innovation, the arts center, under Ramsberger's leadership, has created its own content which includes: The Dr. Phillips Center Jazz Orchestra (made possible through a one-of-a-kind partnership with Jazz at Lincoln Center); 6th & Jazz musical exploration program with sixth graders; and the Annual Applause Awards, celebrating excellence in high school musical theater. Ramsberger is focused on developing programming content with regional, national and international artistic & educational organizations, creating corporate partnerships to advance the vision and mission of the arts center, completing the capital campaign, raising annual earned & contributed income, and ensuring a level of excellence for every guest experience.

Spencer Tong, Executive Vice President, joined Dr. Phillips Center in 2017. Tong oversees and manages core operational areas of the venue including guest services, food and beverage, event rentals, information technology, security, safety, facilities and production. He also oversees the integration of existing operations with the new construction of Dr. Phillips Center's Steinmetz Hall and The Green Room. Tong has an extensive background in corporate operational leadership, including a 27-year career with SeaWorld, of which half was spent in Orlando in park operations leadership roles. He also worked at SeaWorld's corporate headquarters as Corporate Director of Operations and Executive Liaison to the president and chairman of the board where he provided corporate strategy, best practice and standardization initiatives for company-wide operations. Prior to joining the Dr. Phillips Center, Tong was the Vice President of Operations for SeaWorld San Antonio, where he managed core operational areas such as security, loss prevention, health services, safety, risk management, rides, guest arrival, park quality, show operations, landscaping, and information technology. Tong holds a B.A. in Business Management from Saint Leo's University and graduated with honors.

Foster Cronin, Vice President of Programming & Education, joined Dr. Phillips Center in 2015. Cronin is responsible for leading commercial programming, community arts programming and education program initiatives while strategizing the development of new initiatives. Cronin has over 10 years of professional experience in the performing arts industry. He arrived in Orlando from Philadelphia after spending a number of years working at The Mann Center, a 15,000-seat open air amphitheater, where he last served as an Assistant Producer. The Mann maintained a booking partnership with Princeton Entertainment (a national producer of touring product) as well as the national promoter AEG Presents through which Cronin developed hands-on experience in the concert industry. His experience includes booking artists, artist management, touring, marketing, financial planning, and season budgeting. Foster received his Bachelor of Arts in Theater and Psychology from Williams College and his Master of Education in Special Education from Temple University

3.6. Accessibility for all is important to the programming, production, and administration of arts and cultural activities. Briefly describe the actions that your organization has taken to make activities accessible to all audiences. Be sure to include efforts to provide programming welcoming and available for all members of your community.*

The Dr. Phillips Center was purposefully designed to create ease of access for all guests. The exterior was designed so that there are no curbs leading into the main entrance of the building which may create a barrier for people in wheelchairs, in mobility scooters, or using walking implements, among other mobility concerns. Our valet services provide wheelchair assistance & discounted valet options; courtesy wheelchairs are also available in the building. Tickets for wheelchair accessible seating are also available to our guests. Patron elevators take guests to every level of the public spaces, and all public restrooms are wheelchair accessible. The interior was designed so that all seating sections have either wheelchair lifts or have flat-level entry available so that there are no steps or elevated platforms leading to seating sections. Families with autistic family members may access a host of tools including a Social Story Book from our website in advance of their visit. There is a designated Quiet Room in the back of our 2700-seat Walt Disney Theater which is available as a space for a variety of guests who need some private time away from the theater setting (such as nursing mothers or overstimulated youth with autism or emotional disorders who need to de-escalate). Our 1700-seat theater, Steinmetz Hall, is designed with a quiet room attached. In 2020, Dr. Phillips Center earned a Certified Autism Center designation from the International Board of Credentialing and Continuing Education Standards, making us one of only two performing arts centers in the country with this designation. ADA accessibility symbols are on our website & in promotional materials. An Accessibility Concierge is available for each performance at the arts center. These dedicated Guest Service Representatives greet guests with accessibility needs & ensure appropriate accommodations are provided. We provide audio & visual signaling in the lobby before shows & during intermission. Audio chimes play on all four tiers at 10, 5 & 2 minutes prior to the ticketed start time as well as prior to the start of a second act for guests during intermission. For those who are hearing-impaired, we have a lighting system in the lobby where each lighted sconce fades dimly to brightly during the chimes. Our concierge desk offers assistive listening devices at request which have headphone and neck loop options for Telecoil equipped hearing aids & cochlear implants. We also have stereo headsets & are working on a mono headset option. We use an automated multilingual subtitle closed captioning service for our Broadway Series, so guests who are HoH/deaf can enjoy the show. Additionally, scripts & sign language interpreters are available upon advance request (audio description: captioning and interpreting). In the theaters, bariatric chairs were installed with the Florida Division of Cultural Facilities funding received by Dr. Phillips Center for FY14-15. Finally, service animals are welcome in our theaters.

In addition to the accessibility of the Dr. Phillips Center facilities, we provide countless programs that serve every population. From diverse cultural programs to programs that serve neurodivergent populations, we have something for everyone. Highlights from just 3 of our accessible programs include Freedom Week, a week that celebrates underrepresented visual and performing artists, inclusive acting classes where 8- to 12-year-old students on the autism spectrum can explore the arts in a fun, supportive environment, and STROKESTRA, a program that serves stroke survivors through music therapy.

When we say our vision is “Arts for Every Life” we truly mean it - our doors welcome every individual to engage with the arts in our world-class facility.

4. Cultural Facilities Grant Status *

Yes

No**4.1. If yes, list grant numbers for any open Cultural Facilities and Fixed Capital Outlay grants.**

23.c.cf.200.562

5. \$500,000.00

6. Project Type * Acquisition

Acquisition is the purchase of land or building for the purpose of using or building a cultural facility.

 Renovation

Renovation is the act or process of giving a property a state of increased utility or returning a property to a state of utility through repair, addition, or alteration that makes possible a more efficient use.

 New Construction

New Construction is constructing a Cultural Facility on property where no building previously existed.

7. Project Title

Music and Arts Garden

8. Project Synopsis *

Briefly summarize the project. Indicate how you will use grant funds, the major work items involved and the end product.

The Dr. Phillips Center requests \$500,000 to start the development of Phase 3 by building a music and arts garden on the north side of the arts center along South Street. The development of this space will:

- Provide the community with more arts and culture experiences without paying for ticketed events
- Increase green space in Orlando's downtown
- Increase accessibility the arts center
- Provide more opportunities for regional artists to showcase their talent
- Encourage more foot-traffic to the heart of Orlando

Costs will go toward construction.

9. Project Physical Location ***Street Address**

445 S Magnolia Ave

City

Orlando

State

FL

Zip

32801

County

Orange

10. Will the acquisition, renovation, or construction of your project only occur between July 1 of the first year of the grant period and June 1 of the second year of the grant period (23 months)? *

Yes (required for eligibility)

No

11. What was your Total Support and Revenue for the last completed fiscal year? *

Include the amount reported by a review, audit, or detailed operating budget that provides a statement of comprehensive income, revenue and expense. Documentation of this number must be provided as an attachment. See Guidelines: Total Support and Revenue for details.

\$49,747,646

C. Project Documents Page 3 of 13

1. Current Architectural Plans certified by a licensed architect or engineer (or contractor project proposals or working drawings if no architectural plans are required for the completion of the project) are... *

Complete (required for eligibility)

Not complete

2. Construction documents are... *

Complete

Not complete

Project Land and Building

3. Are you leasing the project land or building? *

No (If NO, proceed to question 4.)

Yes, the land and the building

Yes, the building

Yes, the land (If YES, skip question 3.2).

3.1. If leasing: How many years will remain on the land lease as of July 1 of the award year?

85

3.2. If leasing: How many years will remain on the building lease as of July 1 of the award year?

85

4. Who currently owns the land? *

City of Orlando

5. Who currently owns the building? *

City of Orlando

6. How old is the building in years? *

9

D. Scope of Work Page 4 of 13

1. Project Description

Describe what you are going to build, what you are doing to renovate the building, or what are you acquiring. Indicate how grant funds and match will be spent. Provide a timeline of when grant funds and match will be expended. Discuss any grants applied for or received from the Division of Historical Resources for the grant period. The Cultural Facility Program is a bricks and mortar program. State funding is not to be used for the fabrication or design of exhibits, or for commercial projects. State funding may be used for parking facilities, sidewalks, walkways and trails, as long as those items do not comprise the entirety of the scope of work.

1.1. Construction/Renovation/Acquisition *

Only one of these categories may be funded through a single Cultural Facilities application.

What are you constructing, renovating, or acquiring? Be specific. (Example: 500 sq ft Visitor Center)

The Florida Division of Arts and Culture's Cultural Facilities Grant will be used to build the music and arts garden on the north side of the Dr. Phillips Center, which runs along South Street in Downtown Orlando.

The music and arts garden will be located outside Judson's, the art center's jazz space, which has a 170-person capacity; and Steinmetz Hall, a 1,597–1,741 multiform theater. True to our vision of Arts For Every Life®-- this area is specifically created to allow more accessibility for people walking through downtown Orlando who are not paying for a ticketed event. It will have a lush garden landscape with water features and ample space for eating and drinking so that people passing by can sit and have a bite to eat. The music and arts garden will also project live music from inside Judson's and/or Steinmetz Hall. There will also be LED screens for onlookers to hear (and sometimes also see) the performances from outside the venue. Smaller spaces will also be available for local artists to play live music in the music and arts garden. This is specifically for when other performance spaces are not activated.

The music and arts garden is the first part of the development of our larger Phase 3 plan to build out the rest of the art center's 9-acre parcel with entertainment auditoriums and cultural amenities. The finished Phase 3 project will attract an additional 1 million unique visitations per year as well as present and produce 1,000 free performances & events per year.

The music and arts garden will infuse the downtown community with approachable sights and sounds connecting the exterior of the Center with the interior. The green space will not only be activated by internal programming but will be utilized for live performances, wellness programs, and activities for youth. The garden will provide engage approximately 225 additional events annually. Moreover, the music and arts garden will act as a green venue for the local arts organizations to provide their community-driven programs. The music and arts garden transcends boundaries and access to arts and connects deeply with the community, becoming a haven where creativity flourishes.

1.2. Spending Plan *

Indicate how grant funds and match will be spent. (Examples: permitting, site preparation, flooring, windows, HVAC, signage, lighting). Discuss any grants applied for or received from the Division of Historical Resources for the grant period.

Monies from this grant (G) and cash on hand (C) will be used for:

Exterior Metal Fabrication

- 500,000 (G)

Selective demolition, Precast Architectural Concrete, Exterior Stone Masonry

- \$161,600 (C)

Stainless Steel Handrails and Exterior Stone Paving

- \$7,291 (C)

- \$288,093 (C)

Precast Architectural Concrete

- \$43,016 (C)

1.3. Project Timeline *

Provide a timeline. The timeline should include permitting, site preparation, and actual construction. The grant period is 23 months.

2 Design	98 wks	Tue 8/22/23	Mon 7/7/25
3 Schematic Design	8 wks	Tue 8/22/23	Mon 10/16/23
4 Design Development	12 wks	Tue 10/17/23	Mon 1/8/24
5 Construction Documents	16 wks	Tue 1/9/24	Mon 4/29/24
6 Agency Approval	6 wks	Tue 4/30/24	Mon 6/10/24
7 Bidding	6 wks	Tue 6/11/24	Mon 7/22/24
8 Construction Administration	50 wks	Tue 7/23/24	Mon 7/7/25
9 Construction	50 wks	Tue 7/23/24	Mon 7/7/25
10 Mobilization	2 wks	Tue 7/23/24	Mon 8/5/24
11 Demo, Sitework, and Utilities	12 wks	Tue 8/6/24	Mon 10/28/24
12 Foundations	4 wks	Tue 10/29/24	Mon 11/25/24
13 Rough-in Electrical & Devices	4 wks	Tue 11/26/24	Mon 12/23/24
14 Pavement & Specialty	20 wks	Tue 12/24/24	Mon 5/12/25
15 Finishes	6 wks	Tue 5/13/25	Mon 6/23/25
16 Commissioning	2 wks	Tue 6/24/25	Mon 7/7/25

E. Proposal Budget Page 5 of 13

1. Proposal Budget Summary *

Request Amount	\$500,000.00
Confirmed Matching Funds	\$1,000,000.00
Project Cost	\$1,500,000.00
Contingency	

2. Are you requesting REDI match reduction? *

Yes

No

3. Have you requested or received funding from the Division of Historical Resources for this project? *

Yes (not an eligible response)

No

4.

What other state dollars will go into the project? _____

#	Source	Amount

5. Proposal Expense Details*

List your estimated expenses and how they will be paid (from match, grant funds, or both). Only include expenses that are specifically related to the project. Expenses may include an actual amount to be paid or the value of an in-kind contribution. See Help: Proposal Budget Terms for expense category descriptions and columns. Round amounts to the nearest dollar. Rows must have a value in State, or Cash Match, or In-Kind Match. If all three columns are 0 or blank, the row will not be saved.

5.1. Land Acquisition

5.2. Building Acquisition

5.3. Architectural Services

5.4. General Requirements

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Cost of Work	\$500,000	\$0	\$0	\$500,000
2	Cost of Work	\$0	\$500,000	\$0	\$500,000
Totals:		\$500,000	\$500,000	\$0	\$1,000,000

5.5. Site Construction

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Concrete and Steel	\$0	\$500,000	\$0	\$500,000
Totals:		\$0	\$500,000	\$0	\$500,000

5.6. Concrete

5.7. Masonry

5.8. Metals

5.9. Wood And Plastic

5.10. Thermal And Moisture Protection

5.11. Doors And Windows

5.12. Finishes

5.13. Specialties

5.14. Equipment

5.15. Furnishings

5.16. Special Construction

5.17. Conveying Systems

5.18. Mechanical

5.19. Electrical

State Total :

\$500,000

Match Total (Cash + InKind) :

\$1,000,000

6. How were your proposal expenses determined?

Explain how the estimated expenses in the Proposal Expense Details were derived, i.e. from an architect or engineer budget estimate, contractor quote, etc. You must provide documentation of the source of your proposal expenses as an attachment. See Guidelines: Attachments and Support Materials.

Estimated expenses in the Proposal Expense Details were derived from contractor quotes and vendor bids, which are detailed in the attached North Music and Arts Garden preliminary budgetary estimate.

7. Proposal Income (Match) Details*

List your confirmed matching funds (resources presently available or pledged and designated to the project). You must provide documentation for matching funds at time of application. See Guidelines: Matching Funds Documentation. Include cash on hand, irrevocable pledges, and in-kind or donated services and materials. See See Help: Proposal Budget Terms for descriptions of income categories and columns. Round amounts to the nearest dollar.

Rows must have a value in Cash Match or In-Kind Match. If both columns are 0 or blank, the row will not be saved.

7.1. Private Support

Donations by individuals and non-corporate, non-government parties. Includes foundation grants awarded for this project (or a proportionate share of such grants allocated to this project), cash donations and the fair market value of donated goods or services (in-kind).

7.2. Corporate Support

Contributions to this project by businesses, corporations, and corporate foundations, or a proportionate share of such contributions allocated to this project.

7.3. Local Government Support

Contributions for this project by city, county, or other local government agencies, or a proportionate share of such grants or appropriations allocated to this project. Includes in-kind and cash derived from grants and appropriations. Note: If the applicant is a city, county, or other local government agency, then their cash support should be shown under Applicant Cash and explained in the Budget Detail.

7.4. Federal Government

Support for this project by agencies of the federal government, or a proportionate share of such grants or appropriations allocated to this project. Includes in-kind and cash derived from grants and appropriations.

7.5. Applicant Cash

For the proposal budget, these are temporarily restricted funds and irrevocable pledges the applicant will dedicate to the project. Applicant cash must be documented with copies of financial statements from financial institutions, copies of grants and signed irrevocable pledges.

#	Source	Amount
1	Cash	\$1,000,000.00

8. Contingency Details

If your project is not fully funded or incurs cost overruns explain how you will pay for the remainder of the project or any overages.

The Dr. Phillips Center has multiple streams of income, which include ticketing, events, grants, individual donors and corporate sponsorship. In the event that the project incurs extra costs, Dr. Phillips Center will remain responsible for using the organization's revenue and contributions to ensure the project moves forward. Dr. Phillips Center will also be asking the City of Orlando and Orange County for additional support for the Phase 3 project. In addition to these

requests, the philanthropy department at Dr. Phillips Center will also be increasing their pursuit of individual donors interested in supporting this next phase of development for the Center.

F. Matching Funds Page 6 of 13

1.

Match Summary *

#	Match Type	Amount	% of confirmed match
1	Cash	\$500,000.00	100 %

2. Are these matching funds being used to match any other Department of State grants? *

Yes (not an eligible response)

No

Donor Profile

3. How many donors are supporting the project? *

2,100

4. What is the smallest contribution received for the project? *

\$1

5. What is the largest contribution received for the project? *

\$35,000,000

6. What is the population size of the community the project serves? *

4,500,150

7. Donor Profile: Description of Donors *

Describe your donors (individual, local artist guild, parent teacher association, etc.). Additional donor information (including names) may be provided at your discretion. All information provided will become a part of public record. The Division must provide this information to the public on request.

Our donors include individuals from the local community who represent the diverse population of Central Florida. They are business owners, retirees, parents of children involved in the performing arts and others excited about the overall work of the Dr. Phillips Center. Additional donors include corporations in our area, private foundations, and local government.

8. Donor Profile: Percentage of Community Support *

Support Type	Percentage
Corporations	30 %
Foundations	28 %
Individuals	42 %
State	%
Other	%
Total:	100 %

G. Need for Project and Operating Forecast Page 7 of 13

1. Need for Project *

Describe your need for the project (or portion of the project on which grant funds will be spent). Discuss need for additional space (performance, exhibition, office, work, or storage) and your history of organization growth. Discuss increased square footage or increased utility. Reference long term construction or renovation needs documented in a long-range plan.

More than anything else, the music and arts garden is a pocket park. It provides much needed green space within an urban environment. According to the Trust for Public Land's, American cities on average have 15 percent of city land dedicated to park use; in Orlando, it is just 6 percent. This park spans the length of a city block in downtown Orlando and will help provide more green space to residents and visitors in the region. In the midst of the concrete jungle, the general public will find respite among lush foliage, water features, and music piped in from the neighboring Judson's or Steinmetz Hall. Additionally, outdoor recreational spaces in the heart of large and mid-size cities have the ability to increase property values and attract more foot traffic within downtown areas. For example, assessed values increased after the completion of Klyde Warren Park in Dallas, Texas, from \$2.5 billion in 2012 to \$6.2 billion in 2020.

The music and arts garden also coincides with the Center's new initiatives involving art and wellness. Numerous studies show that both green spaces and access to the arts leads to lower stress, reduced risk of psychiatric disorders (depression, mood disorders, substance use disorder, etc), increased cognitive development, and overall improved well-being.

Finally, the music and arts garden will serve individuals from every socio-economic background. The garden will be a space for every member of the community to enjoy world class performances despite financial capacity. This removes barriers to the arts and further fulfills our mission to make Dr. Phillips Center for the Performing Arts an inspirational place where people love to be.

Dr. Phillips Center for the Performing Arts has been serving the local community since 2014 and has attracted 2.75 million guests. Phase 1 of the building was completed in 2014. Phase 2, including Steinmetz Hall, was completed in 2022. We are now heading toward Phase 3 of the master plan that will increase our services and programming within Central Florida. The completion of Phase 3 will add \$170 million to the total economic impact of the Center, support an additional 1,500 total jobs, and generate over \$11 million in state and local taxes.

While the music and arts garden is only one component of the Phase 3 build, we are excited about its direct impact on every visitor who will experience this unique space.

2. Operating Forecast Detail *

Describe how the space will be used and the related costs. Incorporate budgetary figures where appropriate. You may reference a budget spreadsheet (provided as support material) or incorporate the revenue and expense figures into the narrative. Consider both staffing and programming needs. Include:

- New staff that will be needed
- Programs that will be added, expanded or improved
- Additional expenses to the organization
- New revenue sources that will be used to offset the added expense

CURRENT FACILITY

- \$189,600,000 total economic impact
- \$13,200,000 total state and local tax revenue
- 2,100 total direct and indirect jobs generated
- 890 direct jobs
- \$69,000 average full-time salary
- \$24.86 average part-time hourly

FUTURE IMPACT OF PHASE 3 (Note that the Music and Arts Garden is the first part of Phase 3)

- \$170,000,000 additional economic impact

- \$11,000,000 additional state and local tax revenue
- 1,500 additional jobs generated

3. Fiscal Stability *

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposed acquisition/renovation/new construction after the grant period.

Dr. Phillips Center has a reliable fundraising history raising \$215 million to date through our 17,000+ donor base. We also intend to request \$15 million from the City of Orlando/CRA to go toward our larger \$150M+ capital campaign for Phase 3. The Dr. Phillips Center will be responsible for the operational and maintenance costs in partnership with the City of Orlando.

4. Changes in Operating Expenses* *

#	Description	Award Year Expenses	Project Completion Year Expenses	Expenses 1 Year After Completion
1	Personnel	\$6,305,323.00	\$11,442,476.00	\$14,008,300.00
2	Outside Fees	\$4,133,698.00	\$21,498,448.00	\$28,104,860.00
3	Travel	\$8,257.00	\$86,067.00	\$186,303.00
4	Marketing	\$122,841.00	\$1,806,388.00	\$452,845.00
5	Remaining Operating Expenses	\$3,719,712.00	\$6,991,573.00	\$5,677,289.00

5. Changes in Operating Income* *

#	Description	Award Year Income	Project Completion Year Income	Income 1 Year After Completion
1	Revenue	\$4,656,854.00	\$29,574,588.00	\$40,410,931.00
2	Government Support	\$1,051,724.00	\$2,154,456.00	\$802,387.00
3	Private Support	\$4,511,015.00	\$7,518,629.00	\$3,170,328.00

H. Project Impact Page 8 of 13

1. Community Impact of Project *

Discuss how the project will serve the city, county, or region, especially regarding new or improved programming and community services. Include information on:

- organizations and local artists that will use the facility
- educational or research opportunities
- access for underserved groups
- economic, historical, environmental or architectural significance

If the matching funds for the proposed project are from a single source (i.e. County/Municipality Resolution, single donor, etc.), include information on efforts to include the community in the needs assessment and planning stages of the project.

The Dr. Phillips Center for the Performing Arts has a vision of bringing Arts For Every Life® -- a commitment to making the arts accessible to all in Central Florida and beyond. This is achieved through our mission of being an inspirational place where people love to be. In its 9+ years of operation, the Dr. Phillips Center has given \$15.4+ million back to the Central Florida community through its regional programming and community givebacks and welcomes more than 700,000 guests per year. In addition to its outreach, the Dr. Phillips Center continually runs a fiscally sound business that maintains responsibility for all operational costs and maintenance for a growing \$50 million annual budget.

Through the development of the music and arts garden and the buildout of phase three, we expect to more opportunities for regional arts programming with up to 225 additional free events offered to the community, which will include salsa dancing, music and open mics, fitness, storytime and other culturally relevant programming that can be available to anyone in the community. The arts center already collaborates with more than 208 organizations for community outreach initiatives. The development of this space will only increase the capacity to continue expanding our programming and education initiatives.

2. Financial Impact of Project *

Discuss the financial impact the project will have on your operations, maintenance, and programming. Address plans for community development, fundraising campaigns, operational grants, and endowment opportunities.

Outdoor recreational spaces in the heart of large and mid-size cities have the ability to increase property values and attract more foot traffic within downtown areas. For example, assessed values increased after the completion of Klyde Warren Park in Dallas, Texas, from \$2.5 billion in 2012 to 6.2 billion in 2020. Since our inaugural season in 2014, Dr. Phillips Center has attracted 2.75 million guests across 1,600 performances. Today, the arts center remains among the top touring Broadway markets. In addition, the arts center has received international recognition as a venue of excellence worldwide from IAVM, as well as received two Stevie Awards for media & entertainment company of the year and best nonprofit response to the pandemic for the Frontyard Festival. The arts center has also been recognized for our ongoing commitment to DEI and remains the only autism-certified venue in Florida. The arts center also consistently generates significant incremental revenue to nearby hotels and restaurants in downtown Orlando.

Dr. Phillips Center currently provides nearly \$200 million in total annual economic impact to the Central Florida area, supports 2,100 total jobs, and generates over \$13 million in state and local taxes. The proposed project will add \$170 million to the total economic impact, support an additional 1,500 total jobs, and generate over \$11 million in state and local taxes. This is nearly a \$400 million total annual impact. Additionally, the construction of the proposed Phase 3 project will generate a total one-time economic impact of \$289 million, create 1,670 total jobs and generate over \$7 million in state and local taxes. Dr. Phillips Center worked with Oxford Economics to evaluate our impact numbers.

The ROI for arts & wellness is priceless with nearly 500,000 students whose lives have been enriched by access to arts & culture and 2.75 million guests serviced with a 95% guest satisfaction, per our survey data program. These experiences will have a lasting impact and change peoples lives for generations to come.

We believe this will be a destination for visitors coming to Orange County. Phase 3 of Dr. Phillips Center will be active almost every day of the year, providing great experiences and continual employment opportunities and economic impacts.

The completion of Phase 3 is also expected to attract 1,000,000 regional, national and international visitors to downtown Orlando per year. This will nearly double our economic impact to the region.

Dr. Phillips Center is committed to building and producing programming for people from every walk of life. In 2022, our data showed that 50% of all ticket buyers came from outside of Orange County. In addition, the reimagined masterplan is a public and private partnership between the arts center and the local government, which strengthens the community, while providing a space where anyone can enjoy year-round arts & cultural programming, including outdoor concerts, youth programming, integrated arts and wellness studies/classes for people from all of five Central Florida counties and beyond. Other key programs and features we are considering include free events, rotating art installations, exhibiting multiple local and international artists, performances, outdoor auditorium with seating, rentable event spaces, water features, active streetscapes as well as a music and arts pocket park. It also has spaces for billboards and video projections.

3. Environmental Impact of Project *

Discuss the impact your project will have on Florida's environment. Describe any environmentally friendly/sustainable aspects of your facility (existing or planned). Consider:

- **Impact on human health and the environment (light pollution, low emitting materials, etc.)**
- **LEED, Energy Star or green building certifications**
- **Water and energy efficiencies**
- **Site features (building reuse, habitat preservation, etc.)**

The music and arts garden is considered by definition a pocket park. In dense urban areas, pocket parks help to encourage more green space. By having an area with grass, gardens, or trees, this space can help to support the ecology while conserving wildlife. Green space can additionally help to reduce pollution in the area, thereby improving the health of the community. They usually have specific users in mind and do one of the following beneficial things:

- **Revitalize neglected and blighted areas.**
- **Enhance and strengthen the local character.**
- **Make communities safer and more sociable.**
- **Reduce pollution and traffic.**
- **Protect and conserve local wildlife and landscape.**
- **Tell a story of the local history and heritage.**
- **Transform otherwise underused real estate.**
- **Improve fitness and health.**
- **Add to the overall urban tree canopy.**
- **Turn residents into community decision-makers.**
- **Catalyze additional investments in community improvements.**

As with the music and arts garden, often spaces like this are created through a combination of public and private funding. These community collaborations yield a high quality-of-life return on very little investment.

In 2021, our existing facility was awarded two Green Globes by the Green Building Initiative because we demonstrate excellent progress in achieving reduction of environmental impacts and use of environmental efficiency practices. Some of the environmentally friendly programs in place include: recycling, planting Florida native and drought-tolerant flora, installing LED lights, using low-flow plumbing fixtures, and more.

I. Project Team Page 9 of 13

1. Organization Staff - (Maximum characters 1655.) *

List the organization staff dedicated to the completion of the project and their project related responsibilities. How many paid staff will be dedicated to this project?

- Kathy Ramsberger, President & CEO - Overseeing the entire renovation project as well as fundraising activities.
- Cecilia Kelly, Chief Financial Officer - Budget management
- Spencer Tong, Executive VP of Operations - Overseeing the entire project, acting as the liaison with all contractors, keeping the leadership team apprised of project progress, and ensuring contract compliance.
- Jock Williams, Senior Director of Operations - provides support for the capital project, communicates with contractors, engages with day-to-day aspects of the project and ensures contract compliance.
- Brian Bethea, Project Manager, Operations - Oversight of construction-related elements
- Mike Martin, Operations and Facilities - Provides Dr. Phillips Center engineering support
- Amethyst Rodriguez, Institutional Giving Officer - Grant Reporting
- Alexis Sammons, Grants and Research Manager - Grant Reporting

2. Project Team

List the project team including the names of the architect, engineer, design consultants, and general contractor. A licensed contractor or architect must be hired to manage and certify the Scope of Work. A project team must be named to be considered for funding.

2.1. Project Architect/Engineer

Saluation Project Architect/Engineer 0

First Name

Frank

Last Name

Herbolsheimer

2.2. Project Contractor

Saluation Project Contractor 0

First Name

Scott

Last Name

Blons

2.3. Additional Project Team Information - (Maximum characters 1655.)

Scott Blons is a Principal with over 20 years of professional experience in construction management and design. Scott leads and oversees OJB Landscape Architecture's construction administration team members. He also provides extensive technical knowledge with the production of construction documents and project management. Scott excels when confronted with large complex challenging projects.

Some of his notable projects include Klyde Warren Park in Dallas TX, Levy Park in Houston TX, Rockstar Energy Bike Park in Houston TX, Devon Energy World Headquarter Oklahoma City OK, The Riverfront in Omaha NE, Hughes Landing Mixed-Use Development in The Woodlands TX, and the River Point Tower in Chicago IL.

Scott holds a Bachelor of Science degree in Construction Management from Illinois State University.

Frank Herbolsheimer from the University of Nebraska-Lincoln with a bachelors degree in 2019. He joined the Dallas team in the summer of 2021 after working several years for a civil engineering firm outside of Boise, ID. Growing up in a small town in Nebraska, Frank knows the importance of living in a close tight knit community. Frank believes it is critical that design always works with communities to better their sense of happiness, security, health, and provide them with the ability to live in sustainable places. He is drawn to the challenge of implementing projects that respect and integrate both the needs of people and the environment.

J. Attachments and Support Materials Page 10 of 13

1. Required Attachments

Attachments may be of any of the following formats:

- documents (.pdf, .txt, .doc, .docx, etc) up to 10 MB
- images (.jpg, .gif, .png, .tiff etc) up to 5MB
- audio/video files (.mp3, .mp4, .mov, or.wmv) up to 200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save these file types in .pdf format before submission.

1.1. Matching Funds Documentation (include a list or spreadsheet with totals with documentation) *

File Name	File Size	Uploaded On	View (opens in new window)
Matching funds - DPC Campaign Account Statement 5.31.23[73].pdf	459 [KB]	6/20/2023 9:58:47 AM	View file

1.2. Documentation of Unrestricted Use

File Name	File Size	Uploaded On	View (opens in new window)
city-opac signed agreement v20 7MB.PDF	7299 [KB]	5/30/2023 4:27:27 PM	View file

1.3. Documentation of Total Support and Revenue *

File Name	File Size	Uploaded On	View (opens in new window)
DPAC FY22 Financials FINAL.pdf	362 [KB]	5/30/2023 4:33:13 PM	View file

1.4. Current Architectural Plans certified by a licensed architect or engineer (or contractor project proposals or working drawings if no architectural plans are required for the completion of the project)

File Name	File Size	Uploaded On	View (opens in new window)
North Music & Arts Garden Renderings.pdf	716 [KB]	6/20/2023 9:57:44 AM	View file

1.5. Budget Estimates

File Name	File Size	Uploaded On	View (opens in new window)
20230525-North Music & Arts Garden Estimate[64].pdf	4117 [KB]	6/20/2023 9:54:42 AM	View file

1.6. Documentation of Arts and Cultural Programming *

File Name	File Size	Uploaded On	View (opens in new window)
9. DPC-Annual_Report_21_22-11x8.5-WEB_1.pdf	22420 [KB]	6/20/2023 9:59:58 AM	View file

1.7. Documentation of Project Support *

File Name	File Size	Uploaded On	View (opens in new window)
Support Letter_Dr. Phillips Center for the Performing Arts Grant Request.pdf	63 [KB]	5/31/2023 8:14:05 AM	View file

1.8. IRS Determination Letter

File Name	File Size	Uploaded On	View (opens in new window)
IRS 501c3 Determination letter 2014.pdf	50 [KB]	5/30/2023 4:38:24 PM	View file

1.9. Current Substitute W-9 *

File Name	File Size	Uploaded On	View (opens in new window)
Substitute W9 Updated 4.23.21.pdf	33 [KB]	7/5/2023 8:51:40 AM	View file

2. Optional Support Materials

File	Title	Description	Size	Type	View (opens in new window)
FY22_23 Organizational Budget Summary[98].pdf	Organizational Budget		53 [KB]		View file
Dr. Phillips Center - Mayor Dyer Support.pdf			262 [KB]		View file
9. DPC-Annual_Report_21_22-11x8.5-WEB_1.pdf			22420 [KB]		View file

2.1.

K. Notification of International Travel Page 11 of 13

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

1. Notification of International Travel

I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Division of Arts and Culture.

L. Single Audit Act Page 12 of 13

1. Single Audit Act

I hereby acknowledge that I have read and understand the above statement and will comply with: 2 CFR 200, Subpart F - Audit Requirements; Section 215.197, Florida Statutes, Florida Single Audit Act; and the policies and procedures established by the Division of Arts and Culture.

M. Review & Submit Page 13 of 13

1. Guidelines Certification

I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

2. Review and Submit

I hereby certify that I am authorized to submit this application on behalf of Dr. Phillips Center for the Performing Arts, Inc. and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third-degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

2.1. Signature (Enter first and last name)

Amethyst Rodriguez

