



dr.phillips  
center

VISION & PURPOSE

arts for every life®

OUR MISSION

an inspirational  
place where  
people love to be







3.5 million

people through  
our doors to date

3,400+

performances to date

1,800+

events to date

50%

ticket buyers outside  
orange county



325 days

performance,  
event, education &  
activity days per year

\$19.1 million

contributed to  
purpose & community

4.5 billion

media impressions

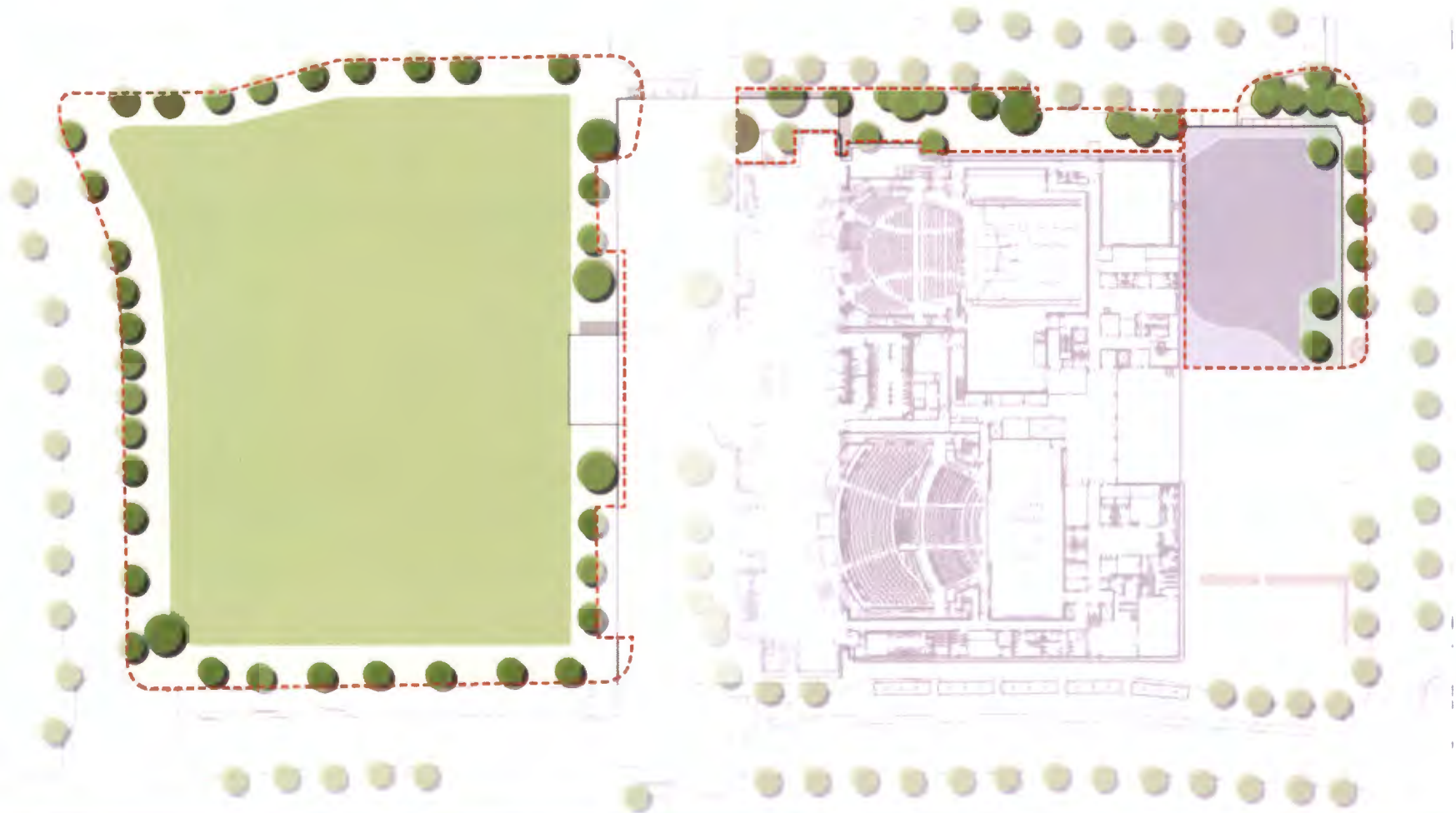
\$157 million

media value



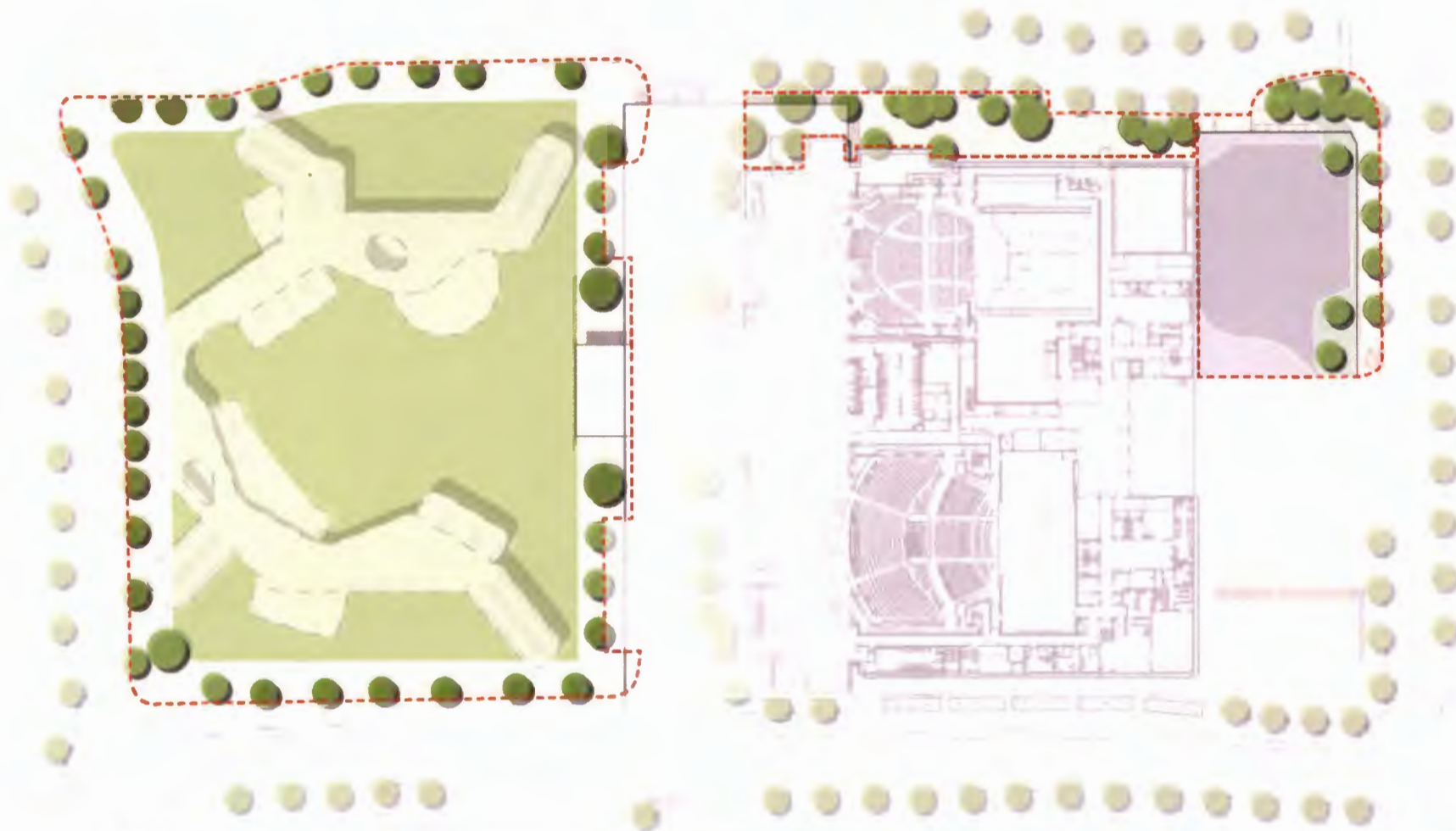
project description

2023 | master plan





2023 | master plan



# master plan components

- 750-seat theater
- outdoor auditorium
- flexible auditorium
- steinmetz & judson's exterior expansion  
music & listening venue
- event & exhibit space
- café/fast casual food service  
(concessions)
- roof garden event space







## phased project timeline



overall project cost



# overall project cost

## OVERALL COST

- **\$175 million total cost**

## ANNUAL COSTS | DR. PHILLIPS CENTER

- **\$10 million** maintenance of 9-acres
- **\$1.5 million** free programming on the 9 acres

*\*2023 cost estimates*



TDT phased funding request



# TDT phased funding request

## CAPITAL CONTRIBUTION

- **\$54 million for phase 1**
- \$5 million request to city of orlando/CRA – pending CRA/city approvals
- \$5 million dr. phillips center – pending which phase is chosen by DPC board of directors on sept. 28



# TDT funding components



# components by phased approaches

TO BE VOTED ON BY DR. PHILLIPS CENTER BOARD OF DIRECTORS ON SEPT. 28  
WILL UPDATE PRESENTATION BY OCT. 3

## OPTION 1

- outdoor auditorium
- steinmetz & judson's exterior expansion venue
- concessions
- restroom buildings (2)
- back of house infrastructure

## OPTION 2

- 750 seat theater
- steinmetz & judson's exterior expansion venue
- infrastructure for front parcel development
- schematic design for complete master plan

# economic impact/ feasibility studies

OXFORD ECONOMICS, COMPSRING, OJB, CUMMINS



# economic impact of the 9-acre project

## TOTAL IMPACT

**\$360,000,000** total economic impact

**\$24,000,000** additional state & local tax revenue

**3,600** total jobs generated in orange county

**186,000** room nights

*\*information provided by  
oxford economics*

# economic impact

## EXISTING VENUE IMPACT

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

## MASTER PLAN IMPACT

- \$170,000,000**  
additional economic impact
- \$11,000,000** additional state  
& local tax revenue
- 1,500** additional jobs  
generated

## CONSTRUCTION IMPACT

- \$289,000,000**  
economic impact
- \$6,900,000** total state  
& local tax revenue
- 1,570** one-time jobs  
generated

*\*information provided by  
oxford economics*



# return on investment

OXFORD GROUP, COMPSRING, OJB

# return on investment

## COMMITMENT TO EXPANSION OF TOURISM IN ORANGE COUNTY

attraction of tourists

- **50%** of guests outside of orange county
- **26%** of guests outside of the region

advertising/marketing reach

- **45.5 billion** impressions across media—locally, nationally & internationally

## ECONOMIC BENEFITS:

- **186,000** room nights
- **3,600** total jobs generated in orange county
- increased indirect spending daily
- increased real estate investment & values

*\*information provided by oxford economics,  
OJB, compspring*



# return on investment

## ADDITIONAL RETURN:

- new tourism & community amenity
- **360 days** of consistent activity
- employment all year long
- increased accessibility through free events, scholarships & community givebacks
- happy visitors, artists & students

## ECONOMIC IMPACT RETURN

- **\$360,000,000** entire 9-acre campus
- **\$170,000,000** new master plan

*\*information provided by oxford economics,  
OJB, compspring*

# return on investment: master plan programming

## BREAKDOWN

- **1,000** free events annually: music, fitness, story time, arts & wellness, dance, etc.
- **200** flexible theater use (4 sit-downs)
- **120** performances/750 seat theater
- **40** ticketed events/outdoor auditorium
- **4** multi-day festivals/outdoor auditorium
- **116** non ticketed events/exhibit space

## TOTAL

- **1,500** total programming presentations
- **325** total activity days





# return on investment: benefits realized from comparable destinations

## **ECONOMIC:**

- increased tourism, job creation, urban development, new residents

## **SAFETY:**

- influences safer communities due to activity and event structure

## **ENVIRONMENT & RESILIENT INFRASTRUCTURE:**

- created eco-system with native planting, trees, and swales for water; captures and stores rainwater onsite for reuse

## **HEALTH & WELLNESS:**

- encourages people to spend more time outdoors with entertainment

## **ADAPTIVE & INNOVATIVE:**

- created new opportunities for technology and education initiatives

## **COMMUNITY CULTURE:**

- creates connection among diverse communities

*\*information provided by oxford economics,  
OJB, compspring*

## return on investment: additional benefits realized

- 7% - 10% increase in visitation to the area
- 12% increased visitor spending
- significant new development of adjacent commercial and residential properties
- increase in nearby property values
- increases in office rents

### **BASED ON COMPARABLE DESTINATIONS:**

- klyde warren park – dallas, texas
- bryant park – new york city, new york
- gene leahy mall – omaha, nebraska
- myriad gardens – oklahoma city, oklahoma

*\*information provided by oxford economics,  
OJB, compspring*





thank you