

ORLANDO BALLET

ROBERT HILL | ARTISTIC DIRECTOR

**PRESENTATION TO THE
ORANGE COUNTY
COMMISSIONERS**

**AUDITORIUM
IN HARRIETT'S ORLANDO BALLET
CENTRE**

October 2018

2018-10-30 Discussion B1 Exhibit 1 - Sibille Pritchard



ORLANDO BALLET MISSION STATEMENT

Orlando Ballet entertains,
educates, and enriches
through the highest quality of
dance.



HARRIETT LAKE

- Significant contributor to Orlando Ballet's programs for many years
- Major contributions to the building project: \$2.5 million in 2014 and \$5 million in 2018
- Strongly believed that project is not just about building a building, but building a community
- Believed that exposure to dance promotes a healthy lifestyle and teaches discipline, both of which are carried on throughout life



COMMUNITY SUPPORT

- **CITY OF ORLANDO**

Lease of former Loch Haven Neighborhood Center as interim space and land lease for future development

- **ORANGE COUNTY**

2018 Arts & Cultural Affairs Cultural Facilities Grant recipient, invited to apply for Tourist Development Tax Grant

- **CORPORATE SUPPORT**

Corporate support during transitional time for temporary space, transportation for artists, other support from Walt Disney World, OUC, Mears Transportation, Florida Hospital, Upshot Capital Investors, Lamm & Company Partners, Pece of Mind Demolition

PROJECT TEAM

BUILDING COMMITTEE

Sibille Pritchard, Chair of Building Committee

Jonathan Ledden, President of Orlando Ballet Board

Alan Ginsburg

Marc Hagle

ARCHITECT

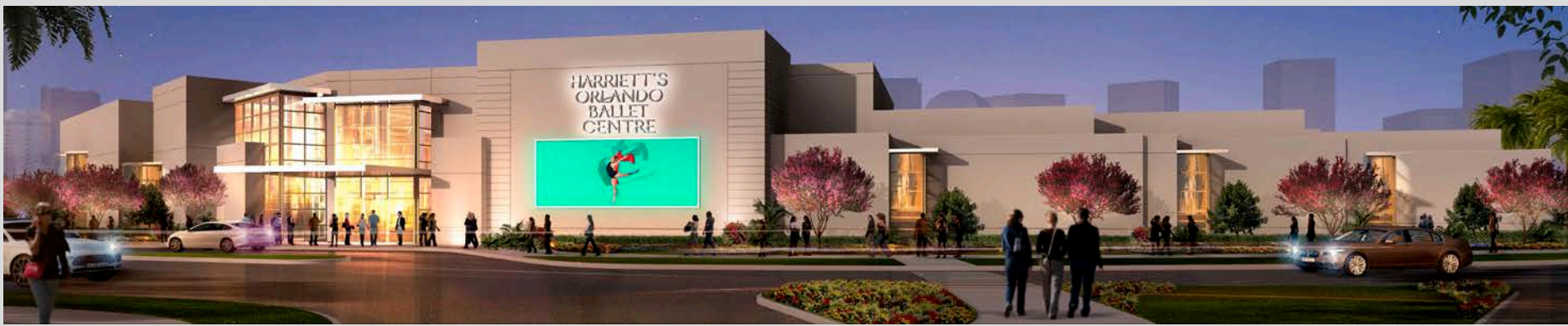
Rob Schaffer, RSVP Design Studio

CONTRACTOR

Lamm & Company Partners

PROJECT DETAILS

- **17,630-square-foot** multi-purpose Auditorium, and adjacent public and support spaces
 - Dance-specific Auditorium with ability to seat up to 250 for performances
 - Multi-purpose space can also accommodate 450 for banquet-style seated dinner
 - Divisible into two professional sized studios for rehearsals, workshops, and smaller events
 - Adjacent lobby, box office, concessions, green room, restrooms, catering kitchen and other support areas
 - Exterior terrace on Lake Formosa can also host events
- This project is part of a larger facility totaling **37,083 sq. feet** that includes 4 professional sized dance studios, offices, conference, storage and costume shop



Harriett's Orlando Ballet Centre / Exterior

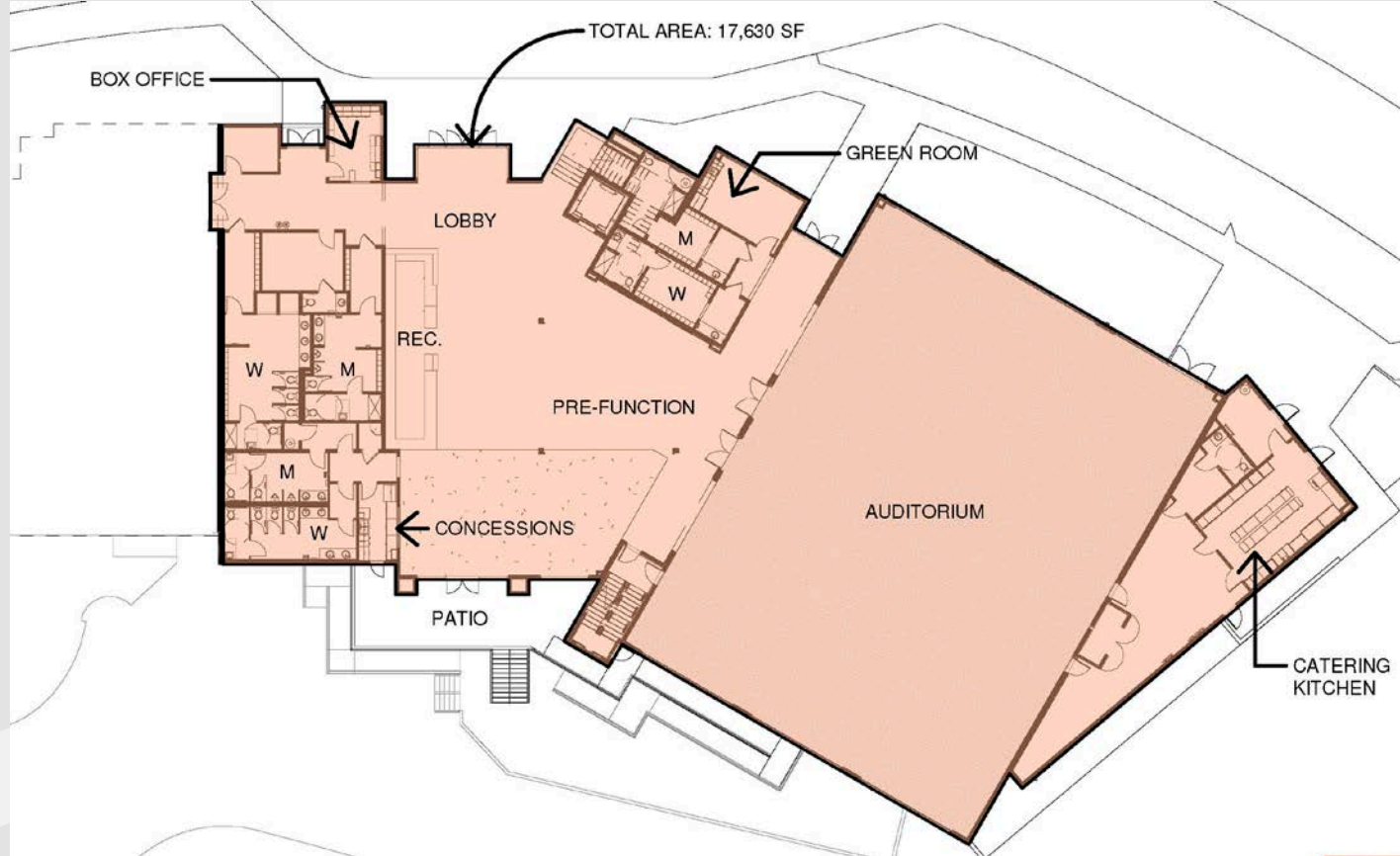


Harriett's Orlando Ballet Centre / Interior



Harriett's Orlando Ballet Centre / Ballroom

PROJECT PLAN



PROJECT USES

- Expanded season of Orlando Ballet performances
 - Supplemental to OB's annual season at Dr. Phillips Center
 - Experimental works and technology projects
- Major benefit events, performances, concerts and conferences hosted by local event sponsors, corporates and arts organizations
- National and international choreography workshops and competitions
- Dance master classes by visiting artists
- Lecture-demonstrations to community students by the OB company and School
- Expansion of Orlando Ballet School offerings, including summer programs attended by over 200 local, national and international students
- Company rehearsals of expanded Dr. Phillips Center performance series
- Performances by other community theater and dance companies

PROJECT TIMELINE

OBJECTIVE	TARGET DATE
Construction documents 80% complete	August 20
Interior Environmental Remediation begins	August 27
Demolition begins	September 24
Groundbreaking Ceremony	October 18
Grading and Foundation Work begins	October 22
Construction Period	October 2018 – August 2019
Complete Construction / Temporary CO	August 23, 2019
Building Opening	September 3, 2019
Grand Opening Celebration	October 4-6, 2019

PROJECT BUDGET

EXPENDITURES	TOTAL AMOUNT	ALLOCATION OF TDT GRANT FUNDS	BALANCE FUNDED BY OTHER SOURCES
Professional Services	\$ 283,752	\$ 250,000	\$ 33,752
Construction	\$ 3,963,723	\$ 3,400,000	\$ 563,723
Specialties (bleachers, projection, theatrical lighting)	\$ 400,000	\$ 350,000	\$ 50,000
Equipment	\$ 325,000		\$ 325,000
Furnishings	\$ 100,000		\$ 100,000
Soft Costs (permitting, insurance, legal, etc.)	\$ 380,382		\$ 380,382
SUBTOTAL OF EXPENDITURES	\$ 5,452,857	\$ 4,000,000	\$ 1,452,857
Contingency	\$ 369,535		\$ 369,535
TOTAL	\$ 5,822,392	\$ 4,000,000	\$ 1,822,392
FUNDING SOURCES	TOTAL AMOUNT	REQUESTED TDT GRANT	OTHER SOURCES
TDT Grant Request Amount	\$ 4,000,000	\$ 4,000,000	
Government Support (Orange County)	\$ 500,000		\$ 500,000
Private Support (Harriett Lake)	\$ 1,322,392		\$ 1,322,392
TOTAL	\$ 5,822,392	\$ 4,000,000	\$ 1,822,392 ¹³



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TOURISM IMPACT AND RETURN ON INVESTMENT

September 2018



TOURISM & MARKETING EFFORTS

- Tourism Industry Partnerships
 - Meetings with CFHLA and I-Drive District
 - Visit Orlando
 - Orlando International Airport
 - Mall at Millenia
 - Booking.com
 - Graft
 - Hotel, restaurant, and theme park partnerships
- Tactics
 - Digital marketing
 - Traditional advertising (print, television, radio)
 - National broadcast exposure
 - National & International advertising with Dance Media: reach of 184,000
 - Attendance tracking for better reporting

TOURISM IMPACT: ATTENDANCE

METRIC	AMOUNT
2017-18 season annual programs attendance	>58,000
Expected 2018-19 season annual programs attendance	>61,000
Estimated attendance from outside 7-county area	~6,750
Incremental attendance in New Auditorium	~8,900
Additional events including performances, art festivals, fundraising events, meetings, conferences, weddings	20 to 100 events per year
Anticipated hotel nights for activities in New Auditorium	~600

ANTICIPATED RETURN ON INVESTMENT

- Visitor spending for cultural event attendees is often higher than other types of events
- Annual economic impact of Orlando Ballet and its audiences: \$8.9 million
- Economic impact expected to increase to \$13.5 million within 5 years
- A thriving arts community significantly impacts quality of life
- Orlando Ballet's commitment to highest quality of dance and community impact

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**THANK YOU FOR YOUR
CONSIDERATION**

QUESTIONS?

September 2018

