



AT SENEFF ARTS PLAZA AT DR. PHILLIPS CENTER

Project Description for 6-Month Extension (June – December 2021)

Dr. Phillips Center's Frontyard Festival at Seneff Arts Plaza has been transformational for the broader live entertainment industry and for the city of Orlando. With support from the city, along with 30 other partners and sponsors, the six-month festival will meet and/or exceed all established goals to serve and benefit the community. Together, we were able to do something that no one else in the country has done on this scale. Key goals for the festival included:

- putting people back to work – including our own team members; artists and crews that halted touring; and workers to build the infrastructure. The center was also focused on helping to boost patronage and sales to local businesses, such as restaurants and hotels;
- uplifting the community to instill hope and connection and to re-engage guests and artists in a safe way;
- focusing on the spirit of the project with empathy, appreciation and celebration during the pandemic;
- sustaining our vision of Arts For Every Life® -- ensuring all people, from every walk of life had the opportunity to participate and engage;
- partnering with the community and ensuring our commitment to give back was central to the initiative;
- raising awareness about the long road ahead for our industry; and
- establishing a self-sustaining financial model specifically for the festival (realizing it would yield a break-even for the center).

The center kicked off the festival on December 5, 2020 ... after only 14 short weeks to: generate the total financial support needed and comprehensive health and safety protocols; build the hurricane-proof infrastructure and finalize food & beverage vendors; and secure the programming with 7-days-a-week activation with local and national artists. During the 6-month period of the festival (which will end on May 31, 2021), Dr. Phillips Center will have created, produced, presented and/or hosted a total of 349 diverse events and performances (more than 100 of which will be free to the

community); welcomed approximately 100,000 attendees and provided 1,500 complimentary tickets to underserved, in-need, at-risk youth, seniors, veterans and families.

Based on the success and positive response to the festival and the opportunity to continue offering a safe and already established outdoor venue for individuals and artists to come together, Dr. Phillips Center would like to extend the festival for another six months (June-December 2021). While the center plans for an expected Fall ramp-up of in-theater activity, the stability and state of our business remains fragile with many levels of unknowns. Extending the Frontyard Festival would help the center stay open, relevant and connected to audiences.

The extension would include maintaining all of the current infrastructure (boxes, staging, restrooms, etc.) and health and safety protocols. The center would manage similar diverse programming – concerts, music, theater, comedy, movies, health & wellness, and more. And the center's goals for the extension period include up to 225 events/performance over 120-140 days, with an anticipated attendance of 100,000. At least 100 events would be free to the community, and the center would maintain its commitment to give back to the community by providing at least 1,500 complimentary tickets to the in-need, at-risk population.

Dr. Phillips Center is actively working to renew funding commitments from existing (and new) partners and sponsors to extend the festival.