

FRA AWARDS 2021

Frontyard Festival™

Reigniting Downtown Orlando

Out-of-the Box

May 24, 2021

**City of Orlando, Community
Redevelopment Agency**



SUBMISSION CRITERIA





Innovation

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- Establishment of the now celebrated Frontyard Festival™, is a story about perseverance, hope, innovation, partnership and collaboration
- Pandemic forced Dr. Phillips Center of the Performing Arts to create a unique way for guests to re-connect and re-engage with one another and enjoy live entertainment and culture again
- Situated on the Seneff Plaza, downtown's outdoor living room and green space, the uniquely designed outdoor place, with distinctive architectural features, allowed the public to safely enter a comfortable and healthy space to experience live jazz, swing, Broadway and the blues performances

Community Impact

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- One of Travel + Leisure magazine's "25 New Tourist Attractions Worth Adding to Your Bucket List" and one of Southern Living magazine's "50 Best Places in the South Now", Dr. Phillips Center serves a \$4.48 million population many of whom can still engage in the arts due to the Frontyard Festival™
- With its iconic natural design the Festival transformed the plaza into the region's most distinctive, inclusive and equitable outdoor entertainment venue, delivering live performances up to seven (7) days a week including free concerts as well as health and wellness community events.

Frontyard Festival™



Funding

- **Phase I Frontyard Festival (December 2020 – May 2021)**
 - \$2,035,507 secured through sponsorships and funders for infrastructure and programming
 - \$250k from the City/CRA
 - \$250k from Orange County Government via CARES grant #2
 - In-Kind Information
 - \$1.4 million in-kind media
 - \$340k in-kind for infrastructure
- **Phase II Frontyard Festival (June – December 2021)**
 - \$800k from proposals through sponsors and funders for infrastructure and programming
 - Up to \$500k from the City/CRA
 - \$TBD for in-kind





Problem Solving

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- As early as Spring of 2020, the adverse impacts COVID-19 on the live performance industry and the community were in full force
- Since December 2020, the Frontyard Festival™ has had 35,427 guests who have attended 244 performances of which 169 have been free and 5 have sold out
- As part of the events there have been 2,785 artists and crew and 1,690 local musicians
- Area businesses and services have benefited from the festival

Applicability to Other Communities

- Steven Wolff, CMC, founding principal of AMS Planning & Research and AMS Analytics, states that the Festival will have a huge impact on artists who have been severely limited in their ability to perform, given that the entire live performance industry has been decimated
- Given its success it is expected that the FrontYard Festival™ may be replicated in other markets, because there's nothing like it, anywhere else in the country
- Due to Covid-19 many communities are turning to outside venues and Orlando's festival model is scalable, with comprehensive health guidance



Other Things to Tell the Judges

- The Dr. Phillips Center for Performing Arts developed a 35-page Festival comprehensive health and safety plan
- Incorporated of all federal, state and local guidelines and in cooperation with Festival partner AdventHealth (regional hospital system)
- Used by all Dr. Phillips Center operational staff, the guide has provided clear and detailed direction to supporting entertainment and activities during a pandemic.
- Program is expected to continue throughout the duration of 2021.



Frontyard Festival™



Frontyard Festival™



Frontyard Festival™



PRE-COVID-19 COMMUNITY EVENT



FRONTYARD FESTIVAL™ AT NIGHT

Frontyard Festival™





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