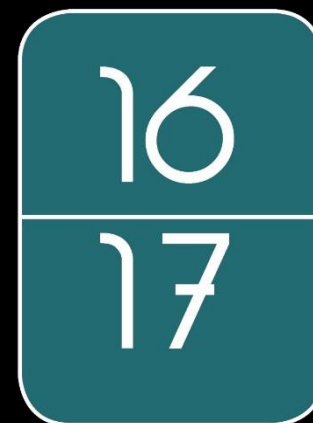




**THE FLORIDA
ORCHESTRA**

Michael Francis, Music Director



“We Play Tampa Bay!”

Concerts in Tampa, St. Petersburg & Clearwater

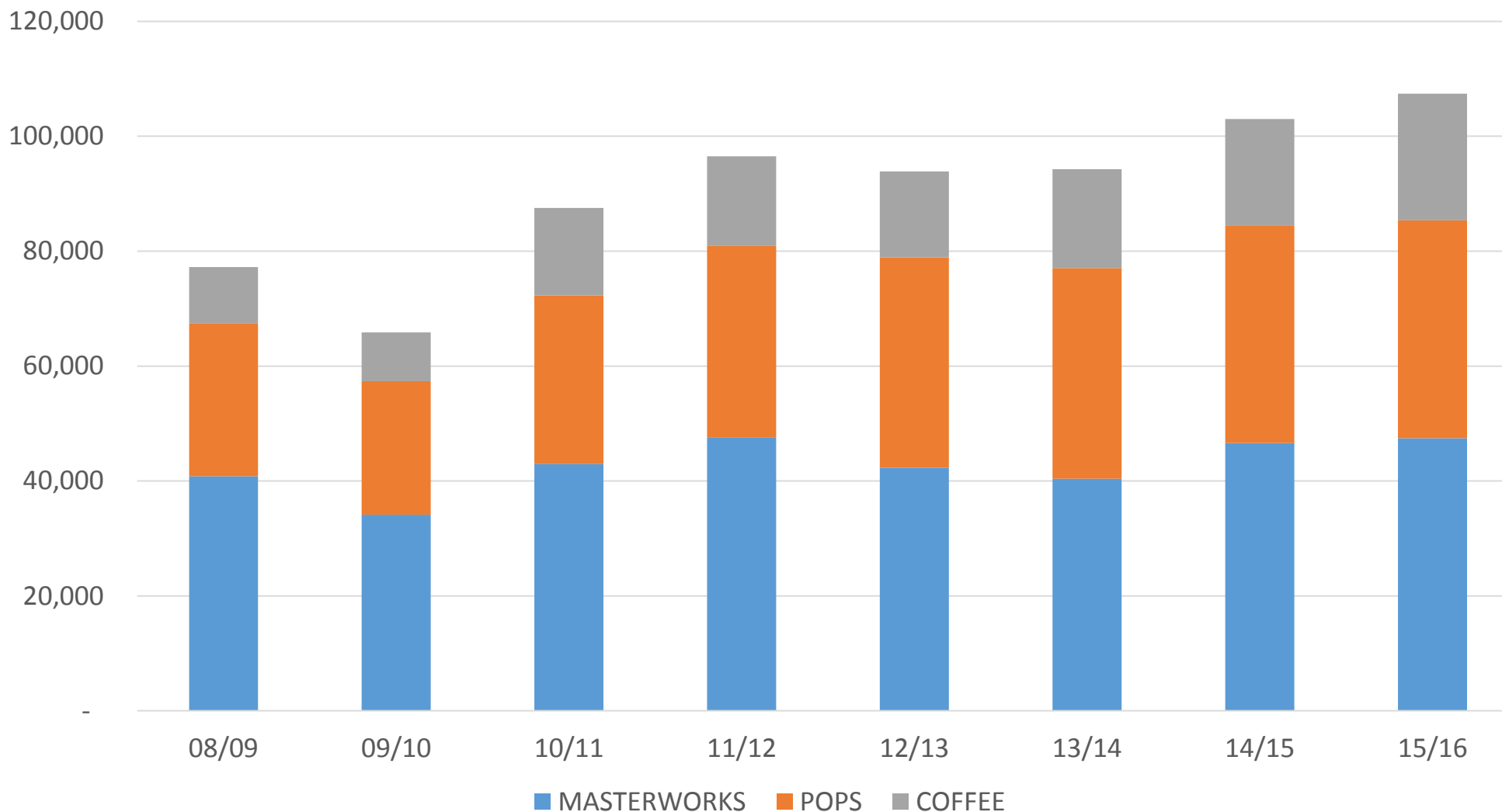


Growing Audiences Since 2011 Accessibility Initiative

- Lower ticket prices
- Simplified concert packages
- Diversified programming



THE FLORIDA ORCHESTRA
All Attendance
63% increase since 2010



Diversified Programming

Dedication to Masterworks



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series

Rock Concerts



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series
Rock Concerts
Video Game Music



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series
Rock Concerts
Video Game Music
Family Concerts



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series
Rock Concerts
Video Game Music
Family Concerts
Gala



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series
Rock Concerts
Video Game Music
Family Concerts
Gala
Happy Hour Concerts



Diversified Programming

Dedication to Masterworks
Expanded Pops & Coffee Series

Rock Concerts

Video Game Music

Family Concerts

Gala

Happy Hour Concerts

Weekend Matinee Series



MORE
CONCERTS
FOR
MORE
PEOPLE!



Exceptional Community Service

Link Up Carnegie Hall

Youth Concert Partnership



Exceptional Community Service

Link Up Carnegie Hall

Youth Concert Partnership

Side-by-Side



Exceptional Community Service

Link Up Carnegie Hall

Youth Concert Partnership

Side-by-Side

Classical Kids



Exceptional Community Service

Link Up Carnegie Hall

Youth Concert Partnership

Side-by-Side

Classical Kids

Sing Out! Tampa Bay



Exceptional Community Service

Link Up Carnegie Hall

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Classical Kids

Sing Out! Tampa Bay

“Pops in the Park”



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Youth Concert Partnership

Side-by-Side

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Sing Out! Tampa Bay

“Pops in the Park”

TFO on the Go



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Link Up Carnegie Hall

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“Pops in the Park”

TFO on the Go

Dr. Carter G. Woodson African
American History Museum
Concert Series



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“Pops in the Park”

TFO on the Go

Dr. Carter G. Woodson African
American History Museum
Concert Series

TFO Teaching Artist



MUSIC FOR ALL!



Statewide Reach

TFO is dedicated to bolstering the Tampa Bay area as the State's cultural leader

All three communities will be provided youth, side-by-side, and free concerts as well as Masterworks performances

Expected reach: 15,000



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Alachua County



Highlands County



Volusia County

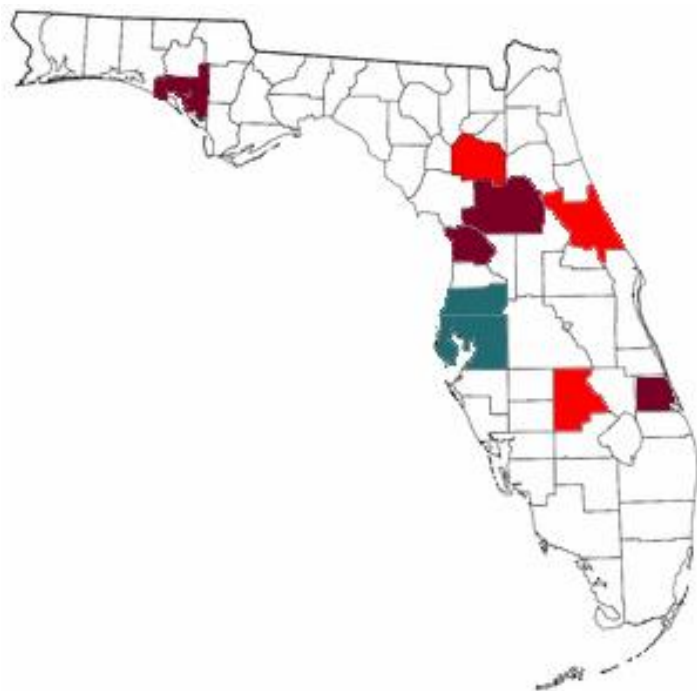


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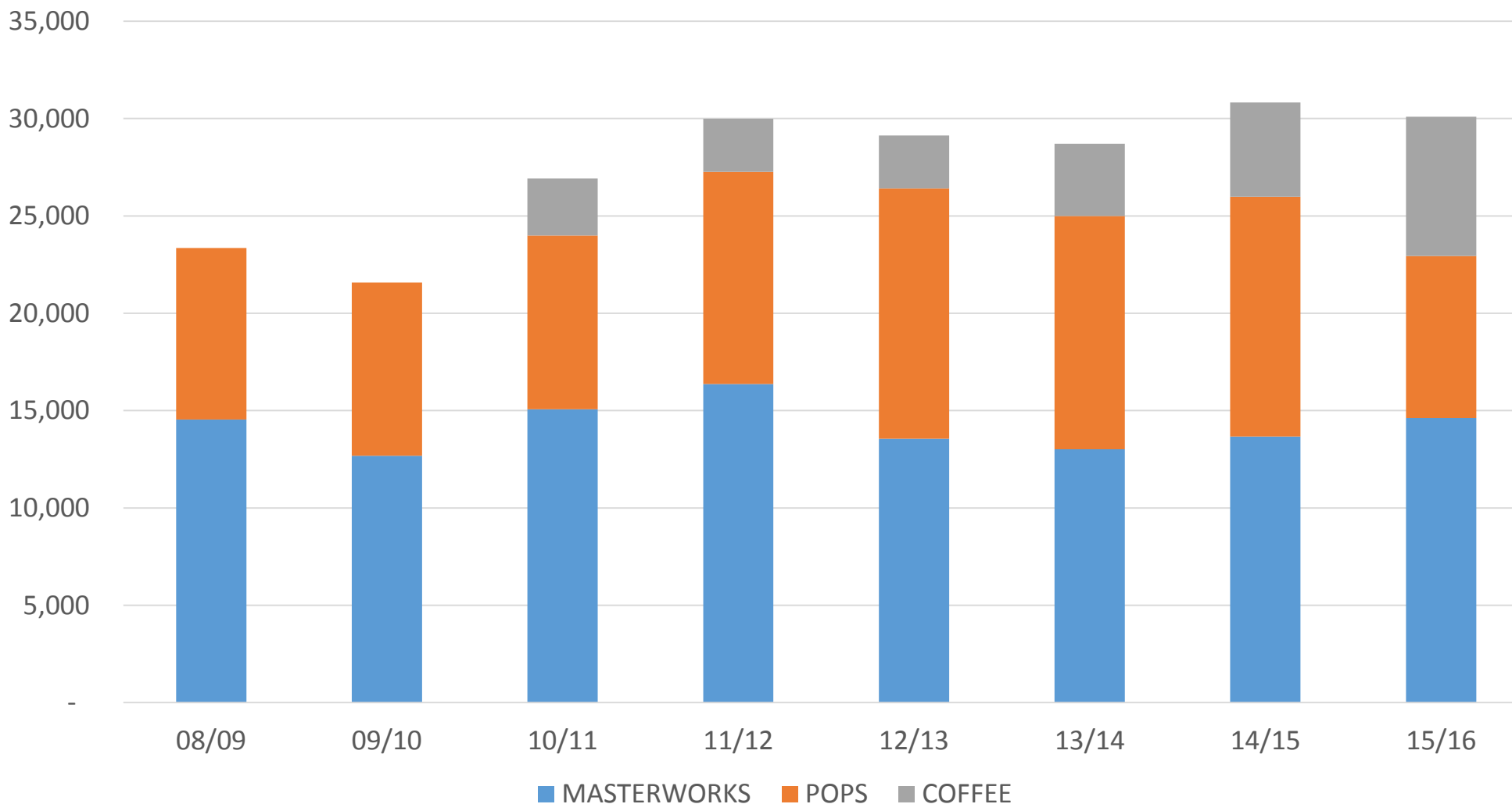
Volusia County



ONGOING COMMITMENT TO SERVE OUR PINELLAS COUNTY PATRONS AT RUTH ECKERD HALL



THE FLORIDA ORCHESTRA
Ruth Eckerd Hall Attendance
42% increase since 2010



Current Commitment

TFO'S 2017/18 SEASON at Ruth Eckerd Hall includes:

- 9 Sunday evening Masterworks concerts
- 5 Sunday evening Pops concerts
- 5 Wednesday morning Coffee concerts



Future Opportunities

- Continue to expand series
- Work cooperatively on new acoustic shell
- Look for co-promotional ventures
- Expand Capitol Theatre & outdoor concerts

