



1



2

# 1 in Florida  
# 15 in **the** World

- 140 Events
- 59 Sell-outs
- 65,000 Guests
- 43 States
- 26 Countries
- Fiscally sound
- \$90,000 invested in capital assets
- Hosted Community Groups & City Events
- DCMA Commitment




3

 **MURRAY  
THEATRE**  
© RUTH ECKERD HALL

- 66 Events
- Over 6,000 guests
- Student Presentations
- Singer/Songwriter Series
- Comedy Shows
- Pinellas Youth Symphony
- Hat Trick Theatre
- Class Field Trips
- Rehearsals
- Community Events




4



**MARCIA P. HOFFMAN**  
*School of the Arts*  
AT RUTH ECKERD HALL

Served 41,000 students of all ages

- 81,000 Art Experience Hours
- 27 Sites including 23 Schools
- 275 Teachers Served
- 100 Artists Employed
- \$90,000 Financial Aid Awarded
- Grammy Museum Affiliate
- Invited into The John F. Kennedy Center's "Partners in Education" program with Pinellas County Schools
- VP of Education Reid-Kane Named Florida Arts Education Professional of the Year



5



**RUTH ECKERD HALL** **ON THE ROAD**

40,000 Came to Play in the Downtown District



6





**Miracle**  
on  
**CLEVELAND ST**  
Downtown Clearwater's  
**PREMIERE**  
★ Free ★  
Family Holiday Festival  
★★★

7,000 enjoyed  
Santa & his Elves  
The Atlanta Rhythm Section  
Skating & Hockey  
Carriage Rides  
A Treasure Hunt  
Cookies & Cocoa  
Snow  
The Miracle Magic!

7



**Blast Friday**

Five Nights  
15,000 Had a Blast!

8



9

## Coachman Park Concerts

Over 10,000 Enjoyed the Sunset

John Fogarty  
ZZ Top  
Sammy Hagar  
Clearwater Jazz Festival

\*excluding Clearwater Jazz Festival

10





11



12

Murray Theatre Renovation  
and HVAC System Replacement



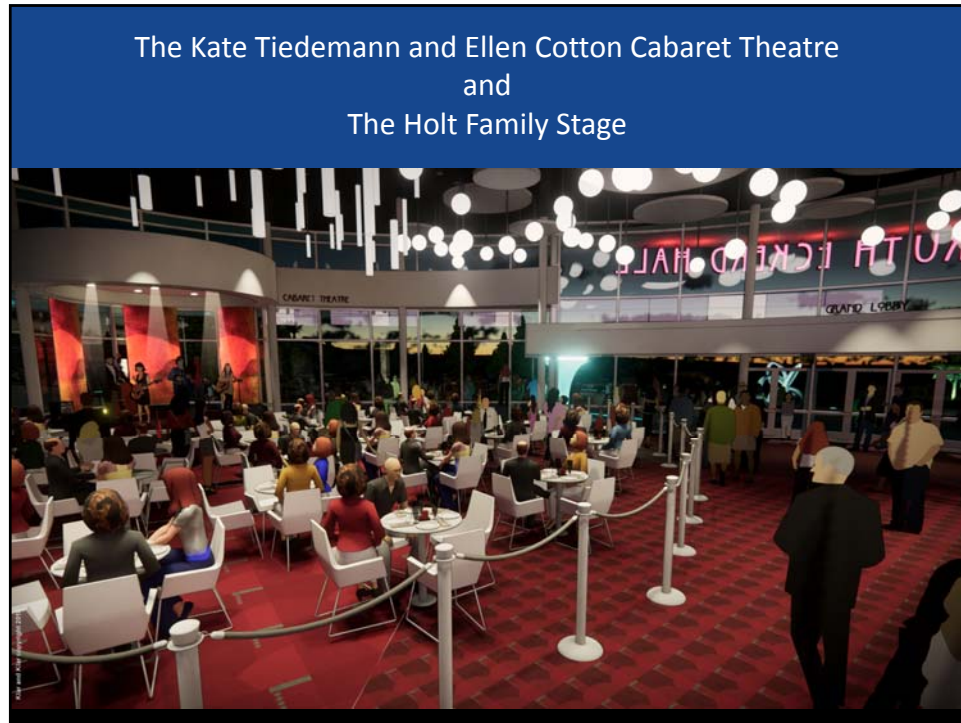
13

Six Lane Entry with  
Reengineered Traffic Flow



14





15

**State-of-the-Art Final Phase**

- Experience Enhancements Campus Wide
- Technology Upgrades in the Classroom and on Stage
- Education Program Expansion
- Education Endowment for Sustainability

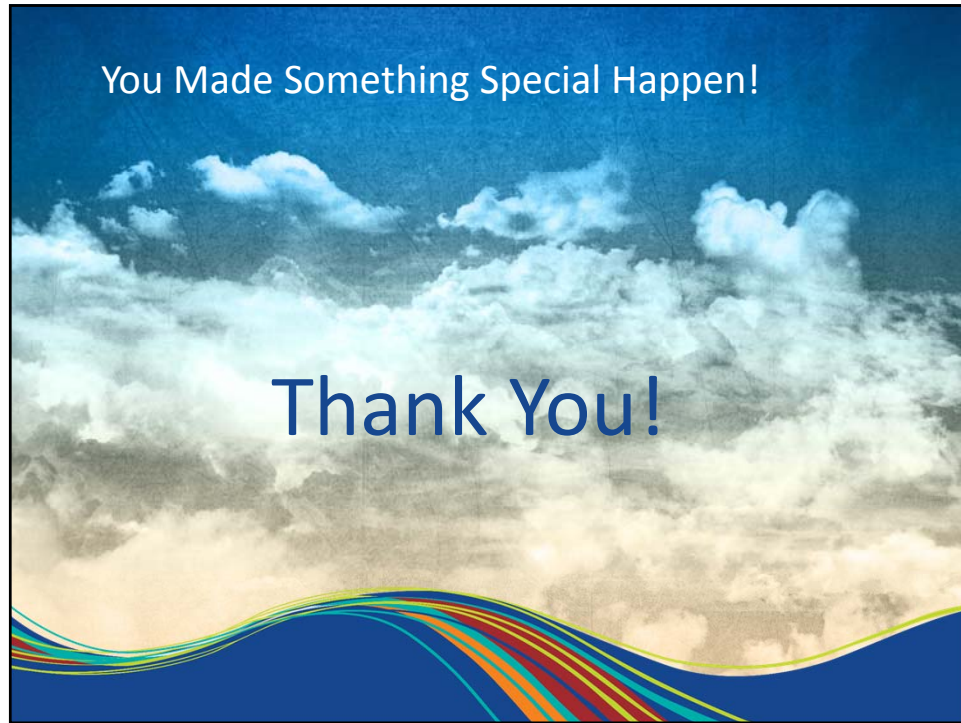
**\$34M**

**\$15M TO GO**

STATE OF THE ART  
MURRAY THEATRE  
HVAC  
HEYE GREAT ROOM  
TRAFFIC FLOW  
SHOVEL IN THE GROUND

16





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