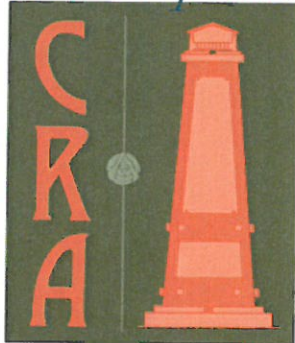


winter park



community
redevelopment
agency

agenda

January 22, 2015

City Commission Chambers
401 S. Park Ave. 2nd Floor

CRA advisory board

1 Administrative items

- A. Approval of the Workshop and Meeting Minutes from 10-23-14
- B. Approval of the Workshop Minutes from 12-18-14

2 Action items

3 Informational items

- A. Winter Park Playhouse
- B. Park Avenue Kiosk refurbishment

4 New business items

5 Adjournment items

appeals & assistance

"If a person decides to appeal any decision made by the Commission with respect to any matter considered at such meeting or hearing, he/she will need a record of the proceedings, and that, for such purpose, he/she may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F. S. 286.0105).

"Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office (407-599-3277) at least 48 hours in advance of the meeting."

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**October 23, 2014
Commission Chamber**

MINUTES

Chairman, Hal George, called the meeting to order at 12:03 pm.

BOARD MEMBERS PRESENT: Hal George, John Dowd, Alan Thompson, Jeff Stephens, Woody Woodall, Daniel Butts, Joe Terranova

BOARD MEMBERS ABSENT: Lance Decuir

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon

INFORMATIONAL ITEMS:

Item A: Bach Festival Society of Winter Park Funding Request:

David Buchheit, CRA Manager, gave a brief overview of the request for \$10,000.00 and how it relates to the CRA. Joe Terranova questioned the relation and stated the FY15 budget was set up to have a percentage put aside for 501(c)3 organizations. Mr. Terranova is a strong supporter of the Bach Festival but has concerns about how the funding would advance the CRA's mission.

Dori Stone, Planning & Community Redevelopment Director, joined discussion stating it is similar to a sponsorship item. Mrs. Stone related the funding to growth of foot traffic in the downtown area. The Board would like to obtain more detailed information from Bach Festival regarding how the funding would benefit the CRA area and how they plan on increasing the marketing outreach. They would also like to see an event held in the CRA area to justify the approval of the funding. Mrs. Stone will reach out to the Bach Festival with questions from the Board and suggested the possibility of scheduling a special meeting to take place prior to the November Community Redevelopment Agency meeting.

Item B: Review of contract deliverables for CRA Strategic Plan:

Mr. Buchheit walked the Board through the Bellomo & Herbert scope of services for Capital Improvements and discussed each item in detail with the Board. Woody Woodall does not like the list and inquired about undergrounding, the funding of quiet zones, and the Fairbanks ROW acquisition.

There being no further business to discuss, meeting adjourned at 1:05 p.m.

Chairperson, Hal George

CRA Coordinator/Board Liaison, Laura Neudorffer

**CITY OF WINTER PARK
COMMUNITY REDEVELOPMENT ADVISORY BOARD**

**Work Session
12:00 pm**

**December 18, 2014
Commission Chamber**

MINUTES

???, called the meeting to order at 12:03 pm.

BOARD MEMBERS PRESENT: John Dowd, Alan Thompson, Woody Woodall

BOARD MEMBERS ABSENT: Hal George, Joe Terranova, Lance Decuir, Jeff Stephens, Daniel Butts

STAFF MEMBERS PRESENT: Dori Stone, David Buchheit, Laura Neudorffer, Kyle Dudgeon

INFORMATIONAL ITEMS:

Item A: CRA Strategic Plan Update:

Dori Stone, Planning & Community Redevelopment Director and David Buchheit, CRA Manager, thanked the Board members for their service.

Mr. Buchheit presented conceptual plans and gave a brief summary to the Board members which included areas such as the Central Park West Meadow, New York Avenue, 17-92, and other nearby intersections. Board members reviewed and discussed each of the areas presented.

Staff received positive feedback from the Board members and will move forward in the planning process. More information will be brought to the Board for review at upcoming meetings.

The Board members brought up general concerns for the area such as the intersection located at Lyman and New York Avenues as being unsafe and also inquired about quiet zones.

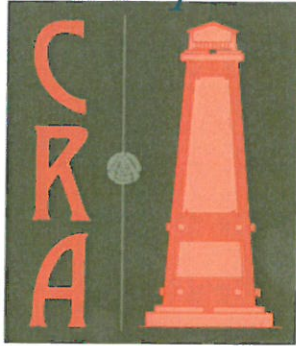
There being no further business to discuss, meeting adjourned at 1:05 p.m.

Chairperson, Hal George

CRA Coordinator/Board Liaison, Laura Neudorffer

winter park

agenda item



community
redevelopment
agency

meeting date January 22, 2015

item type Administrative
 Action
 Information

approved by City Manager
 City Attorney
 N/A

CRA advisory board

Subject: Item 3A

Winter Park Playhouse

motion | recommendation

background

Dr. Judith Marlow will be presenting information regarding the Winter Park Playhouse. She will also be seeking advice regarding a possible request to the CRA Advisory Board to keep the Winter Park Playhouse in Winter Park.

Backup material provided by Dr. Marlow is included in its entirety for CRA Advisory Board review.

alternatives | other considerations

N/A

fiscal impact

N/A

strategic objective

N/A



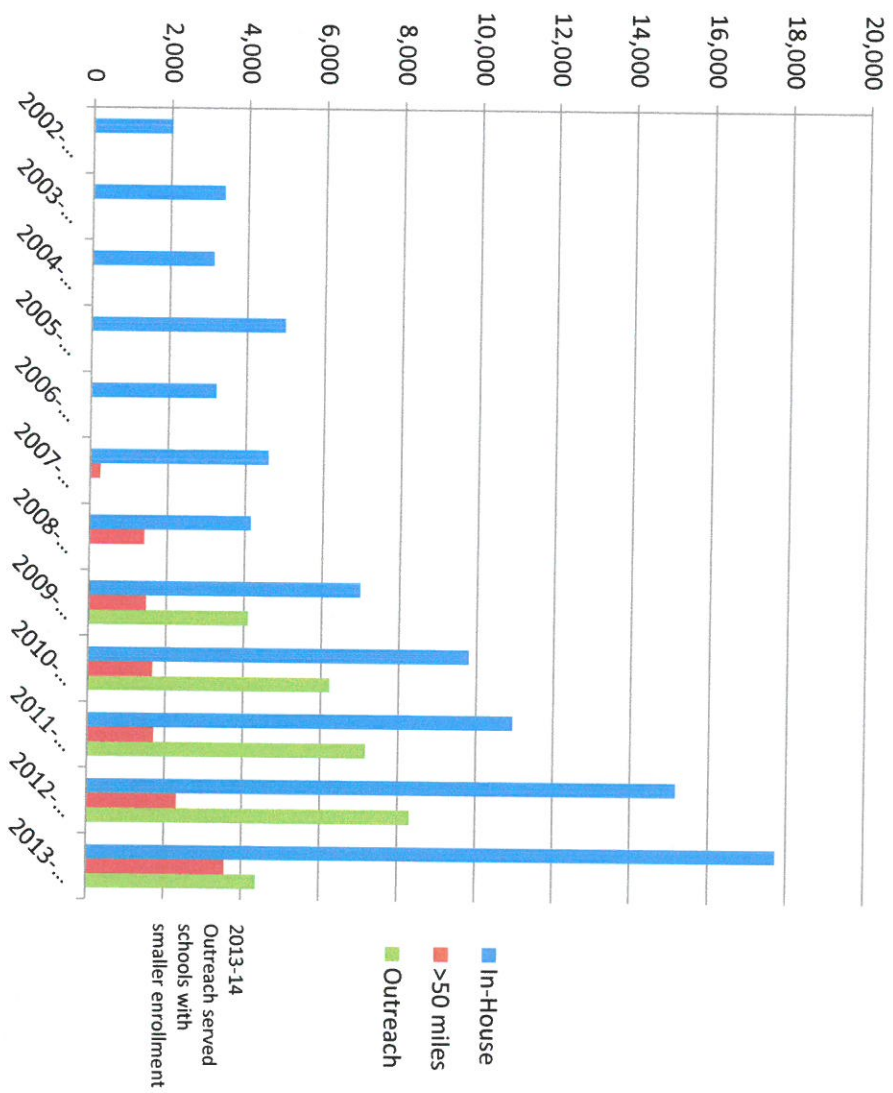
**The Case for Supporting a Permanent Location for
Central Florida's Only Professional Musical Theatre**

The Playhouse is a Unique Asset Representing Winter Park's Core Values: Culture & Heritage

- Founded in 2002, The Winter Park Playhouse is:
 - A 501(c)3 not-for-profit, charitable organization.
 - The **only professional musical theatre** in Central Florida, one of only two in Florida, one of only eight south of Washington, D.C.
 - One of only four theatres in Central Florida affiliated with Actors' Equity Association, the professional union of actors and stage managers.
- The Playhouse preserves the heritage of musical theatre, an original American art form and an integral part of a healthy arts environment.
- The Playhouse has been recognized for its quality work and contributions to the community including:
 - Winter Park Chamber of Commerce Community Organization of the Year in 2012
 - City of Winter Park Business Recognition Award First Quarter 2013
 - 2012 Orlando Sentinel 1st runner up (to Bob Carr) in "Best Culture and Arts" category.

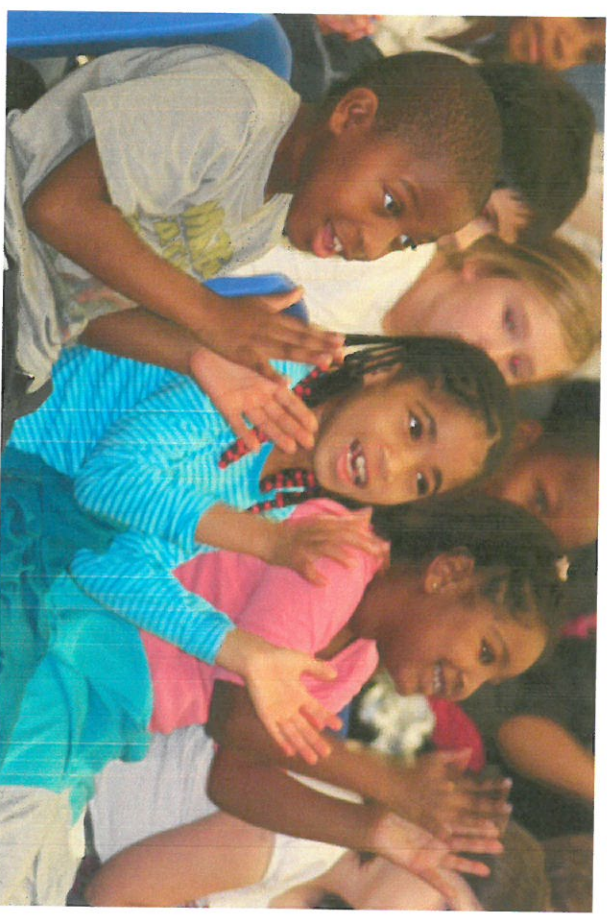
The Playhouse is an Established Economic Driver That is Valued by the Community

- 260% growth in patrons since 2009 with over 17,942 attending in FY 2013-14
- 25% increase in Series subscribers to 802 in FY 2013-14 and over 1,000 this year to date.
- The Playhouse's economic impact was \$1,031,144 in FY 2013-14 and will surpass \$1,200,000 this year per the Americans for the Arts Economic Prosperity Calculator.
- The Playhouse is a job creator and has employed over 600 local actors, musicians and theatre support professionals since its founding.



The Playhouse Serves Community Youth Bringing Them Free Musical Theatre Experiences

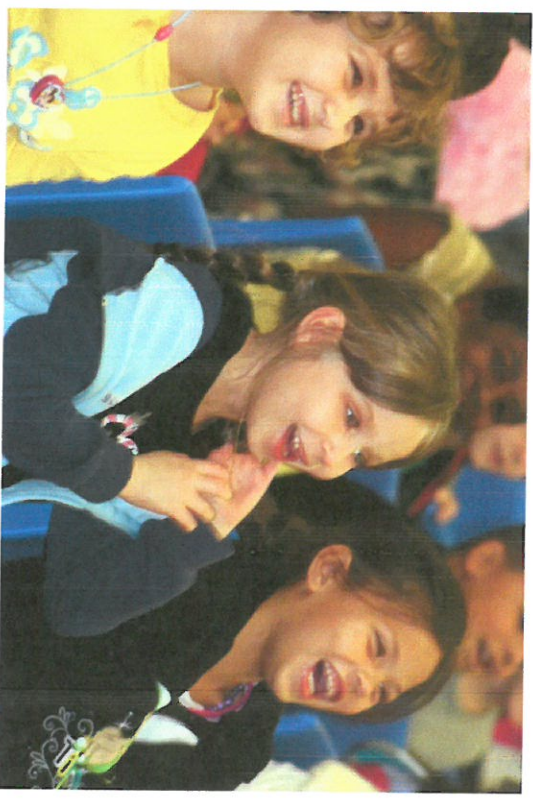
- R.E.A.CH (Relevant Educational Arts for Children) was created by The Playhouse in 2009 in response to drastic cuts in arts programming in public schools.
- The program provides two types of musical theatre experiences to under-served children throughout Central Florida:
 1. Professional live musical theatre performances brought directly into Title I elementary schools.
 2. After school drama club, providing 30-40 hours of musical theatre instruction that teaches critical life skills, builds character and boosts self-confidence.
- The Playhouse has provided free, quality musical theatre programs to over 2,000 children in Winter Park alone and 30,000 children throughout Central Florida.



The Playhouse is an Active Community and CRA Partner

The Winter Park Playhouse is proud to be an integral part of the community and gives back by:

- **Collaborating with Winter Park restaurants, merchants and organizations** to strengthen community offerings for the residents.
- **Supporting the fundraising efforts** of a variety of local organizations by donating hundreds of tickets each year.
- **Participating in WP Chamber events** including hosting Leadership Winter Park.
- **Extending discounts and/or free tickets** to seniors, students and other groups that otherwise can't afford to attend live theatre.
- **Offering a variety of special ticket prices** to make performances accessible including:
 - \$10 student rush, \$18 preview, \$25 "Third Thursday" evenings and \$28 matinees.
- **Providing free public performances** at events like the Winter Park Autumn Art Festival.



Please Help The Community Keep This Unique Cultural Asset

- The Winter Park Playhouse currently has a 3 year lease in place, with no long-term lease option available. The Playhouse's future is at risk due to escalating rent and, more importantly, the uncertainty that every 3 years we may face having to move (likely out of Winter Park) or close.
- The Playhouse has an opportunity to buy the current building and needs city support to do so.
- A permanent Winter Park location is necessary to allow The Playhouse to:
 - Ensure its long-term existence in Winter Park, enhancing the quality of life for residents.
 - Expand programming to better serve the entire community including children, seniors and under-served adults.
 - Qualify for numerous grant applications totaling more than \$1.5 million that otherwise exclude non-profits in leased space; grants that are essential for financial sustainability.

Thank you for your time and thoughtful consideration!!!



July 22, 2014

The Honorable Mayor Kenneth W. Bradley
The Honorable Steven Leary
The Honorable Sarah Sprinkel
The Honorable Carolyn Cooper
The Honorable Tom McMacken
City of Winter Park
401 Park Avenue South
Winter Park, FL 32789

RE: Letter of Support

Dear Mayor and Commissioners,

On behalf of the Winter Park Chamber of Commerce it is my privilege to write a letter of support for the Winter Park Playhouse. As you begin your budget process for fiscal year 2014-2015 I encourage you to include funding for the Winter Park Playhouse.

This organization entertains over 18,000 guests per year with their live "family friendly" musical comedies. It is the only musical theater in Central Florida and it is proud of its high standards of artistic integrity and employment of professional actors, musicians and technicians. Located in the CRA, the Winter Park Playhouse enhances our reputation as the City of Culture and Heritage, serving as the cornerstone of our tourism industry. As a partner with the Winter Park Chamber of Commerce, the theater hosts annually our Leadership Winter Park class participants during our Arts and Culture session day, building awareness of our artistic community and engaging them in the importance of a culturally rich community.

Through its R.E.A.C.H (Relevant Educational Arts for Children) program the Winter Park Playhouse provides impactful musical theater experiences to underserved elementary school children throughout Central Florida, at no cost to them.

I strongly believe in the importance of the Winter Park Playhouse and the value it provides us. I urge you to give your financial support to the Winter Park Playhouse so that they may continue their important and vital role in the enhancement of the arts in our Winter Park community.

Please do not hesitate to contact me at 407-644-8281 should you have any questions.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "Debra Hendrickson".

Debra Hendrickson
Vice President



August 20, 2014

Mrs. Judith Marlow
Chairman of the Board
The Winter Park Playhouse
711 Orange Avenue
Winter Park, FL 32789

Dear Mrs. Marlow:

Please accept this letter of support for the Winter Park Playhouse and your efforts to raise important funds for the operations and future of your amazing organization.

As you know, the Winter Park Playhouse was awarded the "Community Organization of the Year" by the Winter Park Chamber of Commerce in January, 2013. We are so proud of the Playhouse and the important role you play in Winter Park. From a purely economic standpoint, the impact that you have on our community is immense. I've seen the study which calculates that the Winter Park Playhouse's economic impact last year was \$1,031,144 and will surpass \$1.2 million in 2014. The overall economic stimulant that you provide to our community is a ripple effect that supports other local businesses, creates jobs and draws visitors that might not otherwise visit Winter Park.

With that said, I believe the Winter Park Playhouse enhances the quality of life in our community. The professional and artistic performances have enriched the lives of more than 120,000 residents and visitors. The Playhouse reinforces that Winter Park is "The City of Arts and Culture" and complements our other amazing cultural institutions.

I also want to say "thank you" for all that you do with your educational outreach programs. Your R.E.A.CH (Relevant Educational Arts for Children) program, which provides free arts enrichment activities to underserved elementary and middle school children throughout Central Florida, and I might add, to all of the schools in Winter Park, is an immensely powerful and important contribution to our community.

Having a permanent home for the Winter Park Playhouse is paramount to the continued impact that you play in our community. From your role in the arts, economic growth and the development of our youngest residents I hope that Winter Park will come together to make your vision and plan a reality.

I wish you the best in your request for financial support. It is not only important to you and the Playhouse but these dollars are a direct investment in our community and will help support so much more in Winter Park!

Best regards,

A handwritten signature in black ink that reads "Patrick W. Chapin". The signature is written in a cursive style.

Patrick W. Chapin
President/CEO
Winter Park Chamber of Commerce



June 19, 2014

Dear Mayor Bradley,

As the senior program manager at the Rollins College Philanthropy & Nonprofit Leadership Center, I have the privilege of working with nonprofit organizations throughout the state. In the past three years I have come to know and respect the leadership of the Winter Park Playhouse. They are a dedicated and professional group. Although the organization is small, they are able to consistently attract a good audience. This is very difficult to do with the vast number of entertainment choices available today. Yet, the Winter Park Playhouse most often plays to a sold-out house.

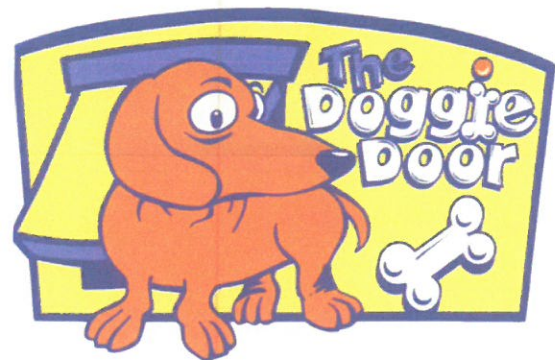
The Winter Park Playhouse is also a good neighbor in our community. Their R.E.A.C.H. (Relevant Educational Arts for Children) Program offers musical theater to Title One Schools in order to offset funding cuts in Arts Education. Since 2009, the Winter Park Playhouse has impacted the lives of over 25,000 children.

The Winter Park Playhouse needs a home. I hope that you will support keeping this jewel in our community. They are a rare and special resource. They are one of the many key businesses that makes Winter Park such a special place. They improve the quality of life for the residents of Winter Park and beyond.

Sincerely,

A handwritten signature in black ink that reads "Emily Furlong". The signature is written in a cursive, flowing style.

Emily Furlong
Senior Program Manager
Rollins College
Philanthropy & Nonprofit Leadership Center



June 24, 2014

Dear Mayor and City Commissioners,

What sets our wonderful City of Culture and Heritage apart? The quality of cultural venues and the intimacy & accessibility to those that live here.

The Winter Park Playhouse is an unbelievable cultural asset to this community. With more than a decade of successful seasons under its belt, we need to continue to provide support on every level possible to ensure it stays in this community. Thank you for your consideration of grant money to keep the Winter Park Playhouse in Winter Park.

In my former life, I performed in dinner theaters, regional theatres, local theme parks and cruise ships based out of Florida. Three of those theaters have closed in the past 10 years. Only two professional musical theaters remain in this state. One graces this fine city. It is our job to keep them viable and here!

My partner and I have been season ticket holders for many years now and thoroughly enjoy both the choice of programming as well as the level of talent showcased in our community. Many of the fine performers have regional and national professional experience. The theater also does a tremendous job with outreach in our public school systems – allowing youth in our community to be exposed to musical theater for FREE!

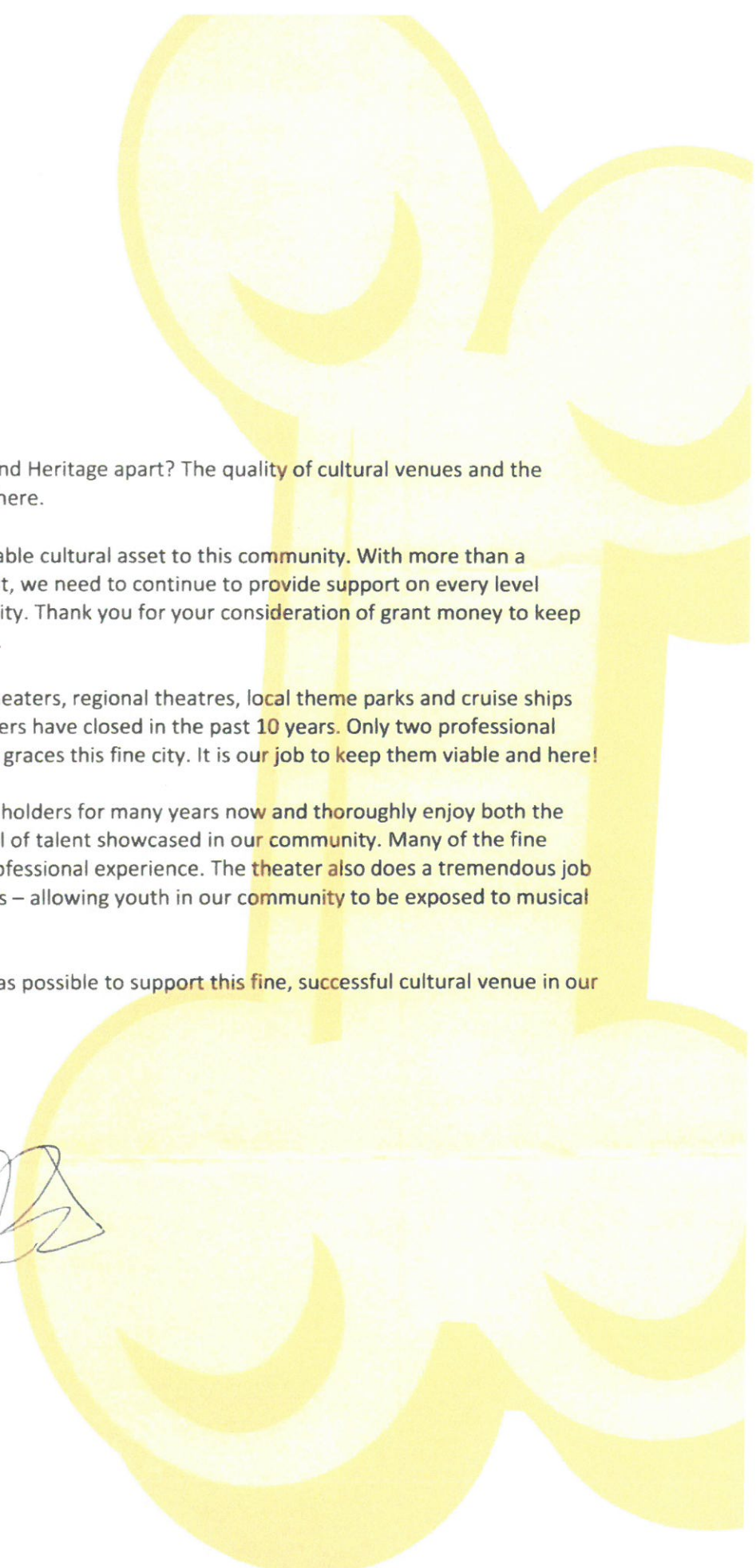
Thank you for providing as much funding as possible to support this fine, successful cultural venue in our extraordinary community.

Respectfully,

Brian Wettstein
Jeff Brow

Two handwritten signatures in black ink are placed over the typed names. The first signature is for Brian Wettstein and the second is for Jeff Brow.

Co-owners
The Doggie Door/Unleashed
329 Park Avenue North
Winter Park, FL 32789
407 644 2969



From: MsEllenMG@aol.com [mailto:MsEllenMG@aol.com]

Sent: Friday, June 15, 2012 11:12 AM

To: mail@winterparkplayhouse.org

Cc: MsEllenMG@aol.com

Subject: You're GREAT!

Dear Heather and Roy,

I want to thank you for the wonderful things that you are doing at the Winter Park Playhouse.

This has been a tough year physically for both Ellen and I. Ellen had to have a hip replacement and I've been fighting cancer, heart trouble and a serious bone problem. Needless to say that this was a very sedentary year and we have been able to do very little. One of the things we did do was to attend all of your shows and cabarets. Each one was the "best I have ever seen". The fact that the events are performed LIVE miraculously made me feel more alive. I was part of the performance, I could feel it. Going to the playhouse on a regular basis was the best therapy that I could have had. All of the shows were uplifting and when I left each performance, I felt elevated and in a positive frame of mind.

You provide a wonderful service to the greater Orlando community. Keep up the good work!

Irwin and Ellen Guenette

From: Marc Masterson [mailto:marc@scr.org]
Sent: Thursday, July 10, 2014 4:44 PM
To: Roy Alan
Subject: Re: Testimonial Request
Importance: High

I am writing in support of The Winter Park Playhouse. As Central Florida's only professional musical theatre and building on 12 years of excellence, I applaud them in their fight to keep musical theatre alive for the betterment of the community. I hope that you will support their request.

Marc

Marc Masterson
Artistic Director
South Coast Repertory
PO Box 2197
Costa Mesa, CA 92628

(714) 708-5515

South Coast Repertory
Orange County's Tony Award-winning Theatre
Celebrating Our 50th Season: 2013-14

Segerstrom Stage

Death of a Salesman ~ 4000 Miles ~ The Light in the Piazza ~ Rest ~ Tartuffe

Julianne Argyros Stage

Fast Company ~ Trudy and Max in Love ~ Reunion ~ TBA/World Premiere
<http://www.scr.org>

From: Tim Flavin [mailto:tapstertim@mac.com]

Sent: Sunday, July 13, 2014 11:40 AM

To: Roy Alan

Subject: Re: Testimonial Request

Importance: High

Musical Theatre is the heartbeat of our theatrical culture reflecting our diversity, musical heritage and humanity as does no other art form. This live, personally experienced art form continues to entertain and enlighten us in an age of pervasive, impersonal technology. Having a vibrant professional musical theatre venue at the center of the community is vital to our cultural health, enriching our lives in ways no other social activity can compare with.

I have known Roy Alan for forty years (yes, forty years!), and for many of these we have shared not only a close friendship but also a diverse professional association. From our work together at Theatre Under The Stars in Houston, Texas to sharing the Broadway stage in our association with Joe Papp and the Public Theatre I have always observed a professional standard of the highest merit and integrity. Roy's work as song and dance man extraordinaire, legitimate actor, director and choreographer over the years has always reflected the highest artistic values. I can think of no one with a more comprehensive resume, more love and passion for his profession, more unique talent and valuable people skills better qualified as an Artistic Director of Musical Theatre.

Maintaining and supporting the theatre Roy co-founded is of the utmost importance, to the art form, to the community and to those who come after us!

Sincerely,

Tim Flavin

Laurence Olivier Award winning Actor/Director/Choreographer

July 13, 2014



10319 Orangewood Boulevard • Orlando, FL 32821
Phone: (407) 345-8600 • Fax: (407) 345-1522

June 28, 2014

Heather Alexander
Winter Park Playhouse
711 Orange Ave, Suite C
Winter Park, FL 32789

Dear Heather,

I wish to take this opportunity to thank you, your staff and members of your Board for your continued support of professional Equity actors by casting them under the Orlando Area Theatre contract in many of your productions

When the Winter Park Playhouse hires members of Actors' Equity Association, the union of professional Actors and Stage Managers in the United States, you provide your audiences, subscribers, and the community access to the finest performers available. Additionally, by working side by side with professional actors, your non-union and student actors are afforded the opportunity to learn and grow as performers.

We thank the Winter Park Playhouse for recognizing and respecting the talent of our members. You show this respect, in part, by making contributions to our members' Health and Pension plans, and through the working conditions you provide our members.

Actors' Equity fully endorses continued support of the Winter Park Playhouse from every available resource, as such support is essential in order to enrich and enhance the quality of life for present and future generations.

Please continue your good work. We look forward to a long and beneficial relationship with Winter Park Playhouse.

Sincerely,

ACTORS' EQUITY ASSOCIATION

Doug Truelsen
Business Representative



BOYS & GIRLS CLUBS
OF CENTRAL FLORIDA

Syd & Marianne Levy Service Center

101 E. Colonial Drive
Orlando, Florida 32801

Phone: 407.841.6855
Fax: 407.872.7796
www.bgccf.org

Mail: P.O. Box 2987
Orlando, Florida 32802

Gary W. Cain, President/CPO
Boys & Girls Clubs of Central Florida

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Dr. David Parker
Larisa Perry
Susan Postans
Steve Ruoff
Michael Ryan
Russell Salerno
Phil Smart
Robert Utsey
Marshall Vermillion
Sharon Wamble-King
Kay Wolf

July 22, 2013

To Whom It May Concern:

It is my pleasure to write a letter in support of the Winter Park Playhouse Outreach Programs. We had the pleasure to work with the Winter Park Playhouse this summer. Our members at our Hunters Creek MS Summer Zone program received quality theatrical instruction at no cost. Additionally, the Winter Park Playhouse provided 20 of our Lockhart MS Arts Academy members with discounted tickets to view "8 Track: The Sound of the 70's".

These outreach efforts have provided our members with great exposure to theatre, and we look forward to continuing to collaborate with the Winter Park Playhouse throughout the upcoming school year.

Sincerely,

Tim Ryan
Chief Operating Officer

GREAT FUTURES START HERE.

Join The Heritage Club and leave a lasting legacy
Contact us to arrange your planned gift





PRESS RELEASE

For Immediate Release:

Media Contact: Craig M. O'Neil 407-599-3506 or cell 321-303-2653

THE WINTER PARK PLAYHOUSE TO RECEIVE BUSINESS RECOGNITION AWARD

WINTER PARK, Fla., an internationally recognized ICMA Excellence Award winner with accredited fire, police and parks & recreation agencies

(April 4, 2013) – The City of Winter Park Economic Development Advisory Board (EDAB) has chosen The Winter Park Playhouse as the recipient of the **2013 First Quarter Business Recognition Award**. The award will be presented to representatives of The Winter Park Playhouse at the City Commission meeting Monday, April 8, at 3:30 p.m., in City Hall Commission Chambers located at 401 S. Park Avenue.

The purpose of this award program is to formally recognize Winter Park businesses and commercial property owners who demonstrate a commitment to the vitality of the city's business climate by volunteering to expend both human and financial resources to insure the continuation of a vibrant local business setting.

The Playhouse has proven to be an integral part of the community providing seven main-stage theatre productions per year and monthly cabarets with consistently sold-out attendance. Opening in 2002 as a small theatre in the back of a performing arts school, The Playhouse has broadened their audience base by 15 percent and expanded their programming to increase total revenue by 20 percent.

The theater employs an estimated 68 actors, musicians and technicians along with an average of 50 to 75 volunteers which includes their board of directors. They are the only professional musical theatre in central Florida and one of a few left in the state. They are members of the Winter Park Chamber of Commerce and the Park Avenue Merchant's Association.

In addition, The Winter Park Playhouse has taken professional, educational musical theatre into Title 1 elementary schools reaching 17,000 children throughout the four-county area with their Relevant Educational Arts for Children (R.E.A.C.H.) Program. They also perform at public events such as the Winter Park Sidewalk Art Festival, donate tickets to hundreds of local charities each year to assist in fundraising efforts, and host Leadership Winter Park at The Playhouse each year.

For more information regarding the Business Recognition Program or to download a nomination form, please visit the city's official website at cityofwinterpark.org/BRP. You may also call 407-643-1657 or email Ineudorffer@cityofwinterpark.org.

###

CITY OF WINTER PARK

401 Park Avenue South

Winter Park, Florida

32789-4386



2012 - 2013

3/6/13

Thank you for "lighting up my life" with your delightful productions- you are all truly talented and thoughtful of your patrons. Many thanks,

Anne Hamilton

2/19/13

Dear Cast, Crew, Musicians, Choreographer and Director of My Way,

We were fortunate enough to see you all last Sunday afternoon (thanks Todd), and I really can't express how beautifully performed, sung, acted and danced this show was.

We've seen many and admired many of your productions but this one hung together so superbly that it was a mesmerizing experience.

All the voices were perfect for the songs chosen for each individual and everyone was at the top of his or her game. Even if they weren't having fun, they certainly looked like it. I've never seen Kevin sing so perfectly and we've seen him a lot. These were songs meant for him to sing.

That's not to say Laura, Melissa and Chris weren't amazing in all ways, it's just that Kevin really channeled ole blue eyes himself.

Many thanks for hiring such fine performers and musicians and then letting them do what they do best: entertain their hearts out.

Trisha Margeson

2/24/13

Diane and I were really amazed by this grand production. The voice of Laura and the acting by Heather was out of sight. Roy's singing was heartfelt and full of great quality. What a voice. The bartender was a gas. The effort and time given to this entire piece was outstanding. The audience never wanted to leave. We enjoyed every minute of it. We never expected this show to be so outstanding.

I've been watching the Oscars on TV. The attire that Laura and Heather wore beats any dress during the Oscar event. Also, their comedic get up stole the show. Heather did a balancing bit that would make any dancer or golfer very proud.

If I had a couple of Oscars they would go to Laura and Heather for an outstanding performance. Bravo!!!

We thank Lisa for making everyone comfortable when entering the Playhouse.
TO ALL...HIP HIP HOORAY.
YES, GARY AND DIANE

Thank you very much for inviting Phil and I to an excellent experience at the Winter Park Playhouse. We really enjoyed the show, in-your-face proximity to the live performances, the quality of the music and voices and staging all exceeded my expectations. And of course the exuberant welcome and introduction! ... We'll be back.

Trudy Wild

Vice President, External Grants & Research

UNITED ARTS OF CENTRAL FLORIDA

From: Tony Dietterick [mailto:tdactor@aol.com]

Sent: Tuesday, August 14, 2012 5:24 PM

To: roy@winterparkplayhouse.org

Subject: Callbacks

Roy and Heather,

I just wanted to thank you for the lovely callback experience. I've literally been all over town in the past week hitting different auditions/callbacks, and I can say yours was by far the most relaxed, well-organized and efficient. It was a pleasant surprise.

I've heard that you know how to treat your actors, and if today was an example, it is true. Keep up the good work!

Thanks,
Tony Dietterick
tdactor@aol.com

Thank you Heather and Roy - as always full of vim and vigor - keeping theatre alive! JKV residents do support you - hope to see you soon.

Pat, John Knox Village

Elizabeth Maupin
April 21, 2012

Beautiful voices in the opening-night performance of Baby, the surprisingly moving little musical at [Winter Park Playhouse](#). And hearing [Heather Alexander](#) sing the gorgeous "Patterns" reminded me of hearing [Erika Fiebich Jaskiewicz](#) sing it here 20-plus years ago. Thanks to both of them and to everybody involved with Baby.

We all really enjoyed SUDS and are so thankful to have such an amazing group of talented performers right here in our own back yard. You guys really are such a cultural staple to this community. Here's to packed houses and more grants in the future!!

Best regards,

Tricia, Owner Park Press Newspaper

You (WPP) never disappoint. We enjoy everything you do!

Ken Adams, patron

Barbara Dyce Keehbauch posted on [Winter Park Playhouse's Wall](#)

"This is a great little theater. Professional and wonderfully entertaining. Gives me a piece of New York."

From: Linda Bosse [mailto:lindambosse@gmail.com]

Sent: Thursday, July 12, 2012 5:56 PM

To: mail@winterparkplayhouse.org

Subject: Suds

Hello,

When I read about the Winter Park Playhouse in the calendar section of the Orlando Sentinel, I was intrigued enough to bring my parents to the matinee today. The article did not do justice to the venue and what you offer. We were so impressed with the staff and volunteers, the entire venue and the show. We are looking forward to attending as many of the upcoming series as possible. I'm also going to spread the word about this hidden diamond in our local area to my circle of friends.

Thank you for a wonderful afternoon.

Linda Bosse

From: BNicholas3@aol.com [mailto:BNicholas3@aol.com]

Sent: Monday, December 10, 2012 1:24 PM

To: mail@winterparkplayhouse.org

Subject: Last Friday night's show

Friday was the first time I've attended an event at the Winter Park Playhouse - but it won't be my last.

I LOVED the show. Besides all the obvious reasons to love it I must compliment the singers on their enunciation. Because of that, as well as the great acoustics in the little theater, I UNDERSTOOD EVERY WORD OF THEIR LYRICS. (And, yes, I intended to shout!)

So many, many times I have no idea what performers are saying when they sing but to my delight their words came through sparkling clear. ALL of them. It's enough to make me want to go back!!

Thanks for a great production.

Barbara Nicholas

Hi, Heather –

I was just getting back with you about the show – I really do have the paper cutout sitting right in front of me to remind me-- to send you a note of thanks, and tell you how wonderful it was. We like a wide variety of arts, but we LOVE musicals, and our experiences at Winter Park Playhouse productions have been excellent. Highlights of Steppin' Out with Irving Berlin:

- Inviting lobby, looks like a Christmas gathering of family around the piano
- Piano guy is everywhere: lobby pre-show, during show, and post show – the music was great
- Your introduction – wall-to-wall energy, info and genuine excitement for what you do, gets the audience right there with you.
- It's good that you ask for "first-timers" to be recognized. Makes them welcome; gives you a clue how many new. I overheard row behind me saying they'd seen the show advertised in the paper that morning, and decided to go, and they thoroughly enjoyed the place, the show, the experience!
- The place & set – you maxed out that little stage. A homey, personal, intimate setting, minimalist set with maximum charm. Snowflakes, so New York & reminiscent of holidays in Rockefeller Center.
- The performances, costumes, sound, lighting, staging – again, really packed a lot into the show. High marks.
- Thank you so much!

All best, at holidays and always,

Trudy

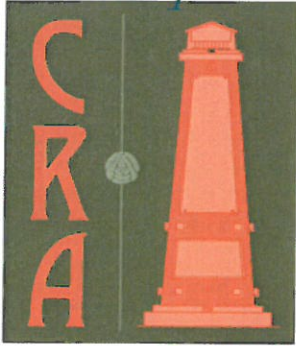
Trudy Wild | United Arts

Phone: 407.628.0333 x223 | Cell: 321.663.3669

Commissioner Ted B. Edwards (Orange County Government) - "Thank you for everything you do for Winter Park by giving your time, dedication and tremendous effort to make our community better and a great place to live."

Representative Scott Plakon (Florida House of Representatives) - "Thank you for your contribution to making our community a better place to live and work."

Dori Debord (Director Economic Development, City of Winter Park) – "...the unique presence of a professional live theatre in our community continues to support our area as a cultural destination... This offering of fun and inspiring, quality productions, are crowd pleasing shows that encourage visitors from out-of-town to visit our local community time and time again."



community
redevelopment
agency

meeting date January 22, 2015		approved by <input type="checkbox"/> City Manager <input type="checkbox"/> City Attorney <input checked="" type="checkbox"/> N/A
item type	<input type="checkbox"/> Administrative <input type="checkbox"/> Action <input checked="" type="checkbox"/> Information	

CRA advisory board

Subject: Item 3B

Park Avenue Kiosk Refurbishment

motion | recommendation

background

Sam Rogers, owner of Alive Promo, will be presenting an alternative design concept for the Park Avenue Kiosks. This alternative design would reduce the cost to do the project to nearly half of what was presented before. This cost reduction is a result of integrating the technology into the existing kiosks.

Backup material provided by Mr. Rogers is included in its entirety for CRA Advisory Board review.

alternatives | other considerations

N/A

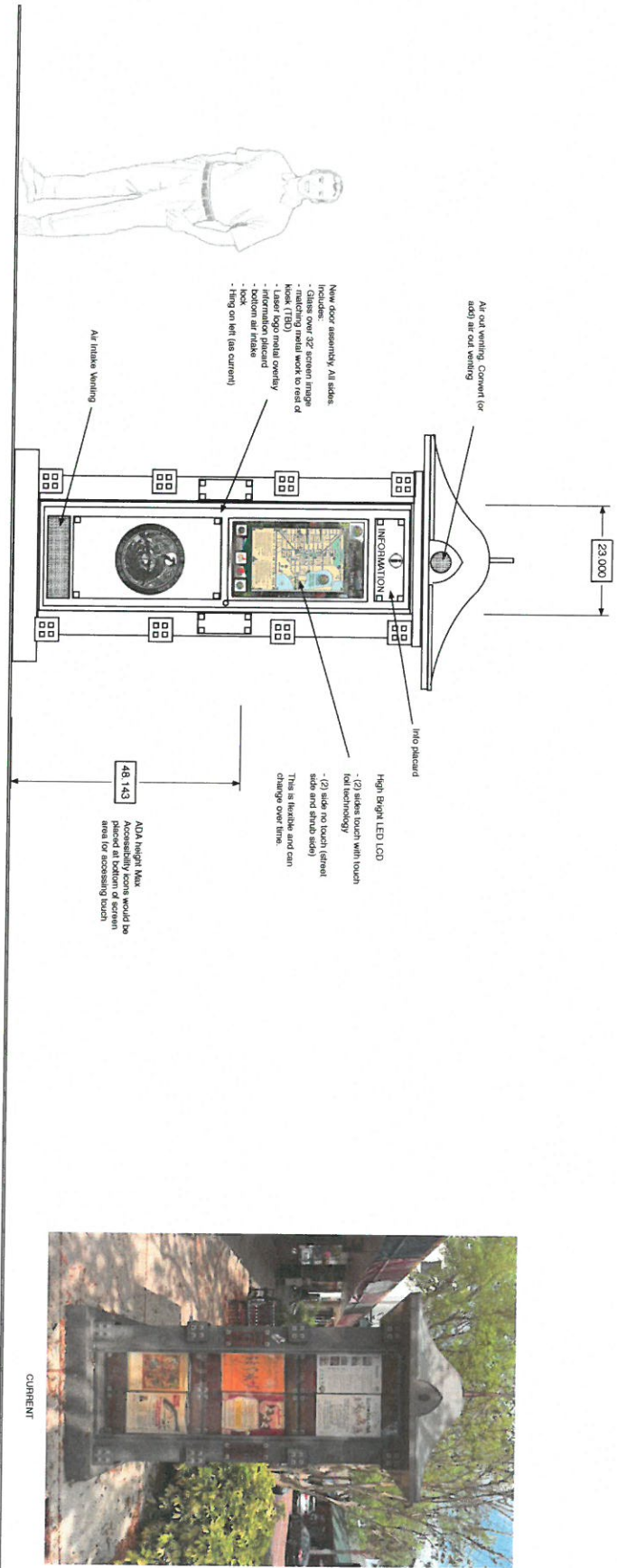
fiscal impact

N/A

strategic objective

N/A

Winter Park Outdoor City Kiosk & Directory - Integration Kiosk 1 - Park and Lyman



AlivePromo

13705 28th Ave N, STE 114
Plymouth, MN 55441

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Project Number: COWPEL-14
Ex Date: 9/12/14

City of Winter Park, FL

Ai.1.1

AlivePromo®



Digital Kiosk Proposal A.1.1 - Integrate into existing kiosks

Prepared for: David Buchheit
Manager/Economic Development/CRA
City of Winter Park
401 Park Ave. South
Winter Park, FL. 32789
cityofwinterpark.org
p: 407.599.3695
f: 407.691.6594

Prepared by: Sam Rogers

September 12, 2014

Budget - Outdoor Kiosk Integration

The following is a proposal to execute the design, integration, fabrication of parts, technology and content. Scope and discovery of new project details may impact eventual cost. **Existing kiosk rehab (paint, etc), Pad work and ELECTRICAL/DATA CABLE RUNS ARE TO BE COMPLETED BY CLIENT.**

32" LCD with high-bright integration with touch foil technology on external fixture glass.

Technology and Software Configuration	QTY	Unit Price	Cost
All sides (two sides interactive, 2 sides non-interactive) — System includes (4) 32" High-bright screens to be outdoors. Includes (2) touch foil interactive technology that will apply to the glass in new door assembly. (4) AP 550-processor, AlivePromo AlivePulse™ software configuration - Installed into integrated fixture. Interactive sides to face pedestrian sidewalk area(s) and non-interactive side to face street or other space(s) or to be determined. Three year mfg. warranty on equipment. AC and DH equipment (exact specs to be determined).	2	\$29,800.00	\$59,600.00
Fixture C.1	QTY	Unit Price	Cost
Design - One time final CADs for Winter Park door fab design (assumes both fixtures)	1	\$1,250.00	\$1,250.00
Fabrication and Materials for integration (new doors and internal mounting) - Final design is to be limited to stay within the budget noted at right. Includes tempered glass specifications.	2	\$7,150.00	\$14,300.00
Content and Programming	QTY	Unit Price	Cost
One time Programming and Creative - Templates, content integration, tenant programming, and more. Includes way-finding navigation to up to 10 major areas. Creative will be monitored to be sure we stay within the budget noted at right. Includes on-screen survey capability.	1	\$4,000.00	\$4,000.00
Optional Data Collection Module - tracks touches & provides reporting to allow for Cit of Winter Park to be able to see how often someone touches the directory and how deep they go into the program. Actual design will determine final cost. Add \$3,500			
Delivery, Placement and Support	QTY	Unit Price	Cost
Shipping, Delivery of tech and fabrication parts. LTL Ground to Winter Park, FL.	1	\$800.00	\$800.00
Monthly SLA Subscription and warranty maintenance agreement, remote control and monitoring by AlivePromo, Inc. \$125.00 per month per kiosk. Weather and news modules are \$10 per kiosk per month per module.			
	TTL		\$79,950.00

PAYMENT TERMS FOR EQUIPMENT: At the time of signing of this Agreement, Buyer shall make a down payment of 50% of the total cost for the hardware and services purchased hereunder, with the balance of the full purchase price to be paid in full to AlivePromo prior to initial shipment by AlivePromo based upon the pricing then applicable for the configuration and nature of equipment and services described in the order as then existing. Charges for additions or changes to equipment and or services ordered shall be invoiced as made, with all invoices due upon receipt. To all pricing to the Buyer shall be added all shipping and transportation costs and applicable taxes. All invoices not paid within ten (21) days of receipt shall bear interest at 1.5% per month or such lower rate as is the highest permissible rate under applicable law.

INSTALLATION: AlivePromo offers equipment installation services with the base allowance included in the purchase price as indicated above. All actual installation expenses in excess of this allowance shall be Buyer's obligation to pay immediately upon invoice. Installation shall be coordinated by Buyer with AlivePromo upon reasonable advance notice to AlivePromo of the desired installation date and following delivery to Buyer of the necessary equipment and completion by Buyer of the initial promotional content to be displayed.

TERM AND PAYMENT TERMS FOR ALIVEPROMO SERVICES: Unless otherwise expressly agreed to in writing, the initial term of the service portion of this contract shall be 36 months, commencing on the date of installation of the hardware. The service contract shall continue thereafter for additional 6 month terms (each an "Extended Term"), unless terminated by either AlivePromo or the Buyer by written notice received by the other at least 90 days prior to the end of the initial term or an extended term. A separate service fee shall be due and payable for each DDP System processor serviced by AlivePromo. Payment for the service fees shall be made in monthly installments beginning with the first monthly installment at or prior to delivery of the related DDP System equipment. Payment of each monthly installment shall be due at least 10 days prior to commencement of the next month of the term of this Agreement. All service fees not paid within 10 days of the due date shall bear interest at 1.5% per month or such lower rate as the highest permissible rate under applicable law.

APPLICABLE SALES TAX: All federal, state and local taxes are for Buyer's account and are due in addition to the prices quoted in this Agreement. Buyer shall establish exemption from any taxes and indemnify AlivePromo if such information is incorrect. AlivePromo is not currently registered to collect sales tax except in the State of Minnesota, and believes it is not required to do so under existing law. Buyer acknowledges that it will pay any "Use Tax" associated with said purchase. Should a state other than Minnesota determine that a sales tax should have been collected from Buyer and remitted by AlivePromo for products sold to or delivered or used by Buyer, Buyer agrees to reimburse Seller for said sales tax within 30 days of invoice by AlivePromo.

RISK OF LOSS: The equipment sold hereunder is provided F.O.B. point of shipment and risk of loss shall pass to Buyer upon tender of delivery to the carrier.

WARRANTY: AlivePromo will pass on to Buyer the warranty of the equipment manufacturer, which shall be subject to that manufacturer's terms. AlivePromo makes no warranty of any nature, express or implied, whether statutory or otherwise, including any implied warranty of merchantability or fitness for a particular purpose.

CONFIDENTIAL INFORMATION; NO LICENSE: Buyer agrees that it will maintain as confidential, the proprietary information provided to it by AlivePromo and not permit disclosure to others without AlivePromo's prior written consent. Proprietary information of AlivePromo includes, but is not limited to, the elements of design of equipment supplied by AlivePromo and all software supplied by AlivePromo. The sale of equipment and/or delivery of services by AlivePromo does not constitute a license, implied or otherwise, for the use of any patents or know-how of others or of AlivePromo.

INDEMNIFICATION: AlivePromo makes no representation and has no responsibility for the content or effectiveness of any displays on the equipment sold hereunder to Buyer and Buyer hereby indemnifies and holds harmless AlivePromo and its agents, representatives and employees against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorney's fees, costs and expenses arising from or in any way associated with Buyer's use of the equipment or services furnished hereunder including, but not limited to, the content of any displays on such equipment.

FORCE MAJEURE: AlivePromo shall not be liable for any delays in the delivery of goods or services, due in whole to in part, directly or indirectly, to fire, act of God, strike, shortage of materials, suppliers of components, upgrading of technology, delays of carriers, embargo, government order or directive, or any other circumstance beyond AlivePromo's reasonable control.

NONWAIVER OF DEFAULT: Each shipment and service made under this contract shall be treated as a specific transaction, but in the event of any default or breach by Buyer, AlivePromo may decline to make further shipments or perform services without in any way affecting its rights under this contract. If, despite any default or breach by Buyer, AlivePromo elects to continue to make shipments or perform services, its actions shall not constitute a waiver of any default or breach by Buyer or in any way affect AlivePromo's legal remedies for such default or breach.

LIMITATION OF LIABILITY: In no event shall AlivePromo be liable for consequential, incidental, special or indirect damages of any kind, including, but not limited to, lost profits, increased costs of operation, financing costs, costs of rental equipment or delay. Said limitation shall apply regardless of whether a claim is asserted under a theory of negligence, strict liability, breach of contract or indemnity.

ATTORNEY'S FEES: In addition to any other remedies provided by law, Buyer shall be liable for attorney's fees and litigation expenses, which AlivePromo reasonably incurs to enforce, interpret or collect damages due to Buyer's default or breach of this Agreement, or otherwise under any of the terms of this Agreement.

Continued on next page.

APPLICABLE LAW; DISPUTES: This Agreement shall be governed by and construed in accordance with the internal laws (and not the laws of conflicts) of the State of Minnesota. Any disputes arising under this Agreement shall be resolved, if not sooner settled, by a court of competent jurisdiction located in Hennepin County, Minnesota, U.S.A. and Buyer hereby irrevocable submits to the jurisdiction of such court.

Acceptance

Name (signature) _____ Title _____

Print name _____ Date _____

Winter Park Outdoor Kiosk Integration

