

Katherine Ramsberger

President

Dr. Phillips Center for the Performing Arts

Kathy Ramsberger is president of the Dr. Phillips Center for the Performing Arts. She is responsible for leading the effort to create one of the nation's newest performing arts centers of the 21st century, a \$500 million project in the heart of downtown Orlando. She has been at the helm of this project since 2002.

An integral part of the Dr. Phillips Center legacy, Ramsberger was tapped to conduct the original feasibility study for the project. She then developed the organizational structure and corporate strategic plan for the non-profit entity responsible for designing, constructing and operating the Center, successfully raising \$1.8 million in start-up contributions; lobbying and negotiating over \$250 million in public funding from the City of Orlando and Orange County governments; managing the national search for the project architect; managing the procurement process and final selection of a development partner; initiating the project's grassroots community awareness campaign and later, executing a capital campaign which garnered more than \$94 million in private gifts, notably, during one of our country's most challenging economic times.

As two of the project's three theaters are currently under construction - with a targeted 2014 opening date - Ramsberger has assembled a team of internationally regarded experts and is recruiting top industry talent for the Center's internal staff to manage operations, programming, fundraising, education, audience development and other functions, while simultaneously managing an aggressive \$75 million project completion campaign.

Through her active involvement in the Performing Arts Center Consortium, comprised of performing arts center executives throughout the nation, Ramsberger is recognized as a forward-thinking, innovative arts center executive. She has garnered admiration and support among her industry peers and serves as a critical bridge to the national performing arts center industry.

Ramsberger's career is marked by more than 20 years of successful economic development, government relations, entertainment, design and executive leadership experience. While serving as senior vice president and film commissioner of the Metro Orlando Economic Development Commission, she recruited and managed major entertainment projects for HBO, Walt Disney Pictures, Warner Brothers and other major film production companies, delivering an economic impact exceeding \$200 million. She was also responsible for developing film and entertainment incentives and helped facilitate passage of tax exemption and incentive programs for major production companies at the local and state legislative level. Her career also includes producing and managing design projects for domestic and international theme parks and other themed environments for Itec Productions, Inc., where she was also responsible for

international and domestic business development and strategic planning. She further diversified her career as a professor of design at the University of Southern Mississippi. As director of arts and entertainment for the City of Orlando, Ramsberger managed city-wide arts and entertainment operations and initiatives and established the platform for the Dr. Phillips Center.

Ramsberger holds a Bachelor of Science degree in visual arts from Florida State University in Tallahassee, Florida. Armed with tenacity and enthusiasm, she has successfully leveraged her multi-faceted professional background to lead one of Central Florida's most noted arts entertainment and economic development projects. The Center is expected to deliver over 4,000 jobs and over \$400 million in total economic impact upon completion.

A true champion of the Dr. Phillips Center, Ramsberger works tirelessly to ensure the 20-year vision for a world-class performing arts center in Central Florida is realized.