

Orpheum Theatre Group
c/o Dacquiri Baptiste
203 S. Main Street
Memphis, TN, 38103

4/2/2024

Center City Development Corporation
114 North Main Street
Memphis, TN, 38103

To Whom It May Concern:

I am writing to submit project details for proposed funding to install exterior lighting upgrades to historic Orpheum Theatre building along the Main Street and Beale Street corner in downtown Memphis.

The goal of the project is to install string lighting between the new Mobility Center and the Orpheum Theatre.

Newly installed lighting will contribute to the following objectives:

- 1) enhance the safety of patrons, staff, and pedestrians
- 2) increased sense of security, which will
- 3) support the Orpheum's efforts to create a more welcoming environment to not just the Orpheum Theatre Group campus but the downtown area, and
- 4) continue our partnership with the City of Memphis by supporting its stated goals to connect the Beale Street entertainment district to Front Street and the newly renovated Tom Lee Park

Installing lighting to illuminate the north side of the Orpheum Theatre is the first step in a multi-year plan to establish a more cohesive campus (currently consisting of the historic Orpheum Theatre and the Halloran Centre for Performing Arts and Education). Campus planning includes lighting the entire perimeter of the campus as well as the spaces in between the two buildings, adding signage that establishes campus cohesion and increases public awareness of the connection between the Orpheum Theatre and the Halloran Centre for Performing Arts and Education, and adding outdoor entertainment and performance spaces.

The Orpheum Theatre Group's budget structure includes both earned revenue (via ticketed presented performances and rental spaces) as well as contributed income (from individual donors, corporate partnership, institutional investment, events, and other fundraising activity). While a full-time development team of six implements a diverse fundraising plan to support the delivery of Orpheum programs, the organization dually depends on its earned revenue to sustain its overarching mission to entertain, educate, and enlighten through the performing arts while preserving our campus spaces.

The CCDC'S investment in enhancing the Orpheum Theatre Group campus, both as a safety measure and a means to beautify one of downtown's premiere entertainment destinations, will empower our organization to increase its most dependable revenue source: Broadway season subscribers and ticket purchasers to individual Broadway and non-Broadway performances. Increased ticket revenue means more dollars can be invested back into the organization, sustaining our current program models and creating new opportunities for growth.

In 2021, the Orpheum Theatre Group's economic impact across the city of Memphis was over 33 million dollars. Investment in the success of the Orpheum translates to economic gains for area businesses, unprecedented arts opportunities across the region, and a better Mid-South.

Please see a brief summary of the project outlined below:

- a. Address for Upgrades: 203 S. Main Street, Memphis, TN, 38103
- b. Brief project description: Requested funds will be combined with a previously received City of Memphis investment and confirmed Assisi Foundation investment to install dynamic lighting along the north side of the Orpheum Theatre. Illuminating this stretch of Beale Street will contribute to a safer campus and empower the Orpheum to increase community impact and grow its earned revenue by expanding engagement to a patron base that feels secure traveling to the downtown area.
- c. Please see included design plans and renderings.
- d. Please see included photos of the site as it is today.

Thank you for your consideration.

Sincerely,

Dacquiri Baptiste

Dacquiri Baptiste

COO, Orpheum Theatre Group

<p>Disclaimer:</p>	<p>The CCDC, DMC, and its affiliates are not responsible for business consulting, planning, design, or construction of improvements to property that is owned by the applicant or any other entity. No warranties or guarantees are expressed or implied by the description of, application for, or participation in the Exterior Improvement Grant. The applicant is advised to consult with licensed architects, engineers, and/or building contractors before proceeding with final plans or construction.</p>
<p>Legal Disclosure:</p>	<p><i>Disclose in writing whether any applicant, guarantor, or any other person involved with the project is currently engaged in any civil or criminal proceeding or ever filed for bankruptcy. Also, disclose whether any individual involved with the project has ever been charged or convicted of any felony or currently is under indictment:</i></p>
<p>Board Relationship Disclosure:</p>	<p><i>Disclose in writing whether the applicant or any guarantor has any previous or ongoing relationship with any Board member or legal counsel of the Board.</i></p>
<p>Applicant's Certification:</p>	<p>This application is made in order to induce the CCDC to grant financial incentives to the applicant. The applicant hereby represents that all statements contained herein are true and correct. All information materially significant to the CCDC in its consideration of the application is included. The applicant acknowledges that it has reviewed the descriptions of the CCDC financial program for which it is applying and agrees to comply with those policies. The applicant shall also be required to show best faith efforts with regard to the employment of minority and/or women contractors and subcontractors in the project development. The applicant specifically</p>

	agrees to pay all reasonable costs, fees and expenses incurred by the CCDC whether or not the incentive is granted or project completed. _____ Signature: Date:
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Application Attachments

In addition to this completed and signed application, include the following attachments when you submit your grant request:

- **Required Drawings and Exhibits**
Work with CCDC staff to determine which of the following application materials are necessary for your specific project:
 - Architectural drawings, including dimensions and materials listed
 - Rendering or sketch of proposed improvements
 - Current photo(s) of the subject property
 - Color and material samples for paint, awning, signs, etc.
 - Sign plans, including dimensions/measurements and materials listed
 - Other information and drawings as deemed necessary by staff
- **Estimated Costs & Bids**
 - Complete Sources and Uses Statement (Attachment B)
 - If requested by DMC staff, provide copies of vendor bids / estimates
- **Project Timeline**
List estimated dates to begin and finish construction

Sources and Uses Statement

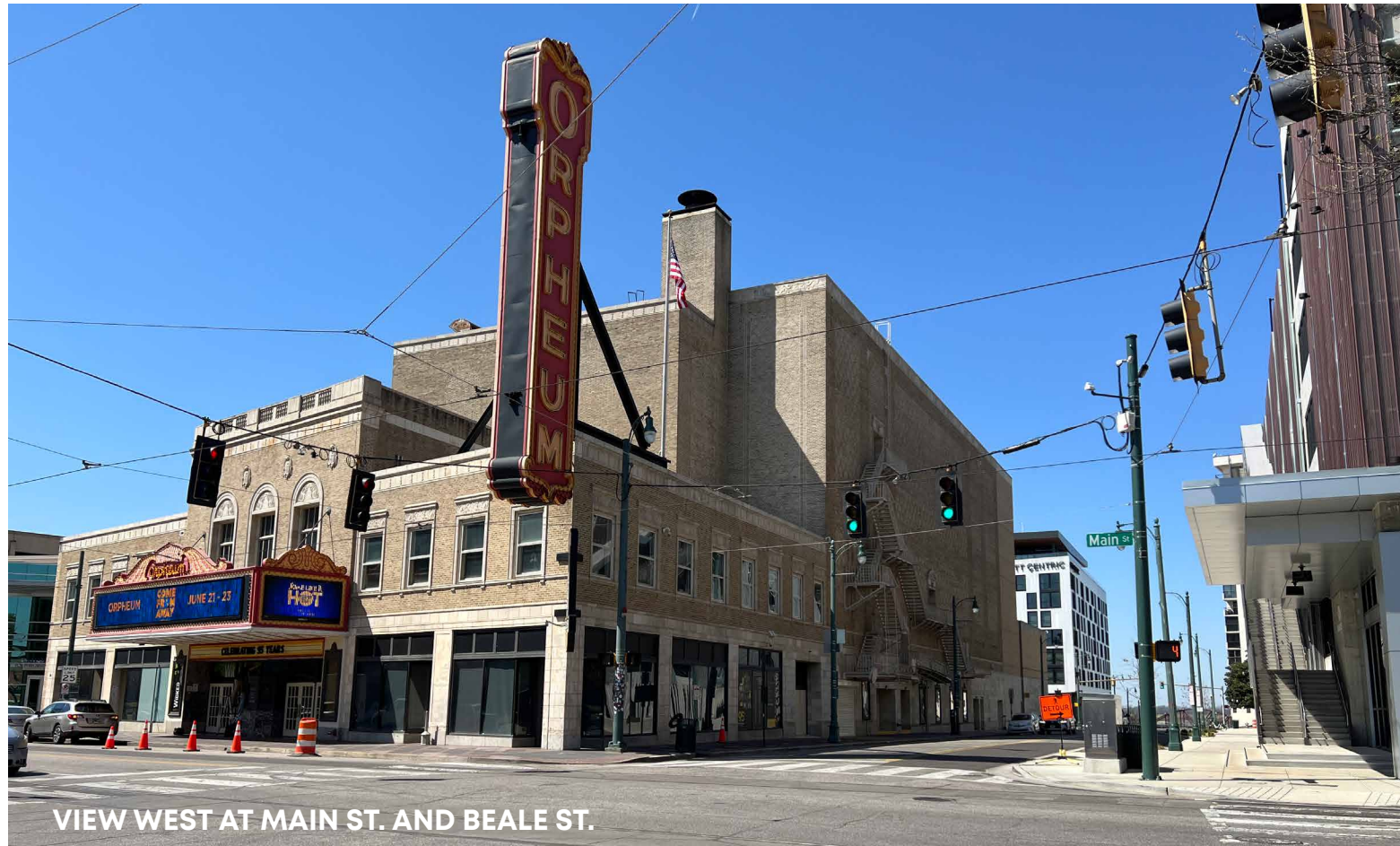
Project: Orpheum Theatre Group Beale St. Catenary

4/2/2024

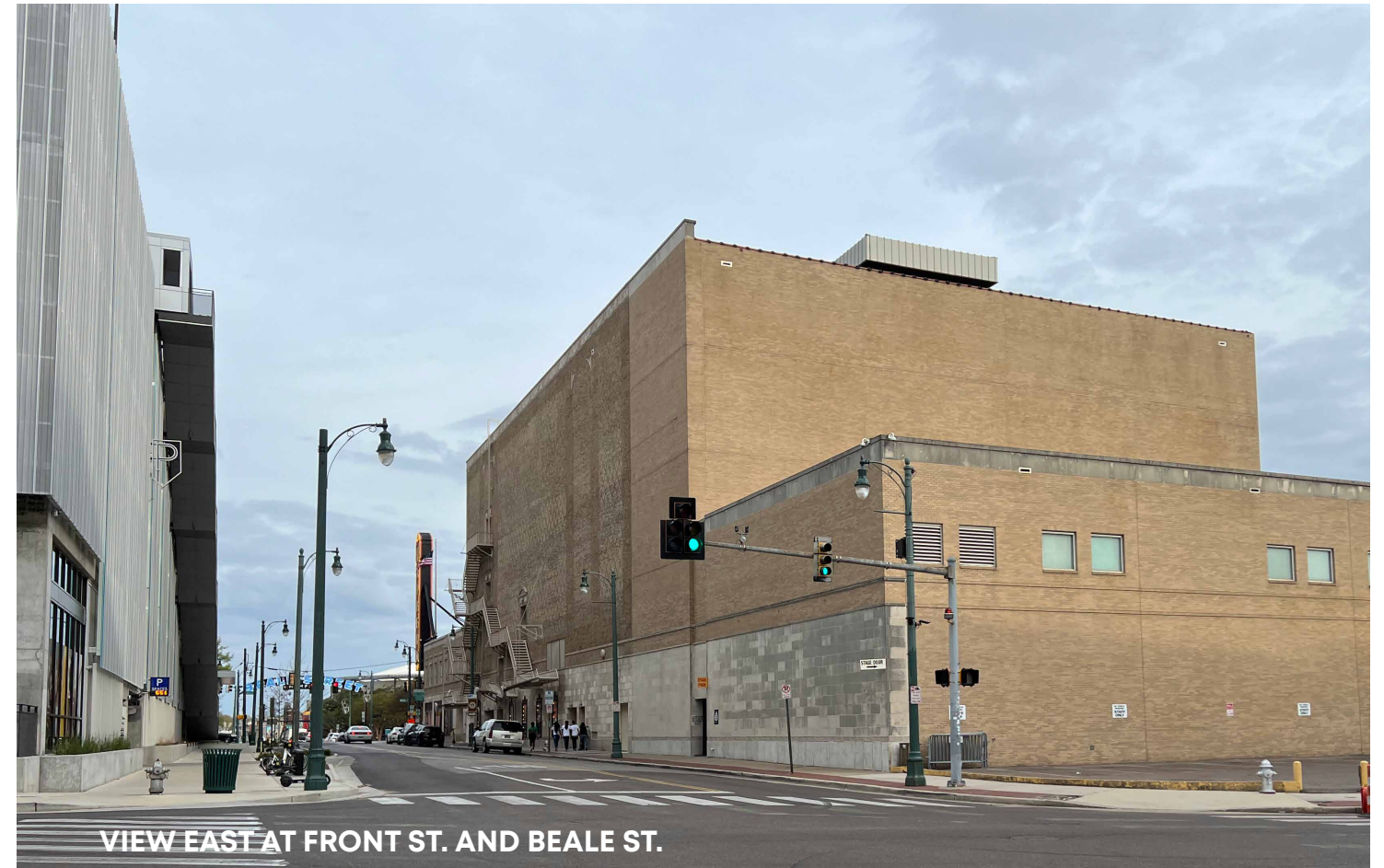
Sources	Amount
CCDC grant funding requested	\$80,000
Orpheum Theatre Group Funding Secured through Assisi Foundation	\$78,287
Orpheum Theatre Group Funding Secured through City of Memphis	\$42,425
Total Sources	\$200,712
Uses	Cost
New Catenary Lighting and Cable System	\$87,000
Electrical Work	\$65,460
Exterior Building Repair and Structural Allowance	\$7,000
Interior Building Repair Allowance	\$5,250
Traffic Control	\$6,594
Contractor Estimate for General Conditions	\$13,908
Architecture/Structural Engineering/Electrical Engineering Fees	\$ 15,500
Total Uses*	\$200,712

*Uses Estimate Subject to Change after Bidding Process
 Estimate 2 months Construction

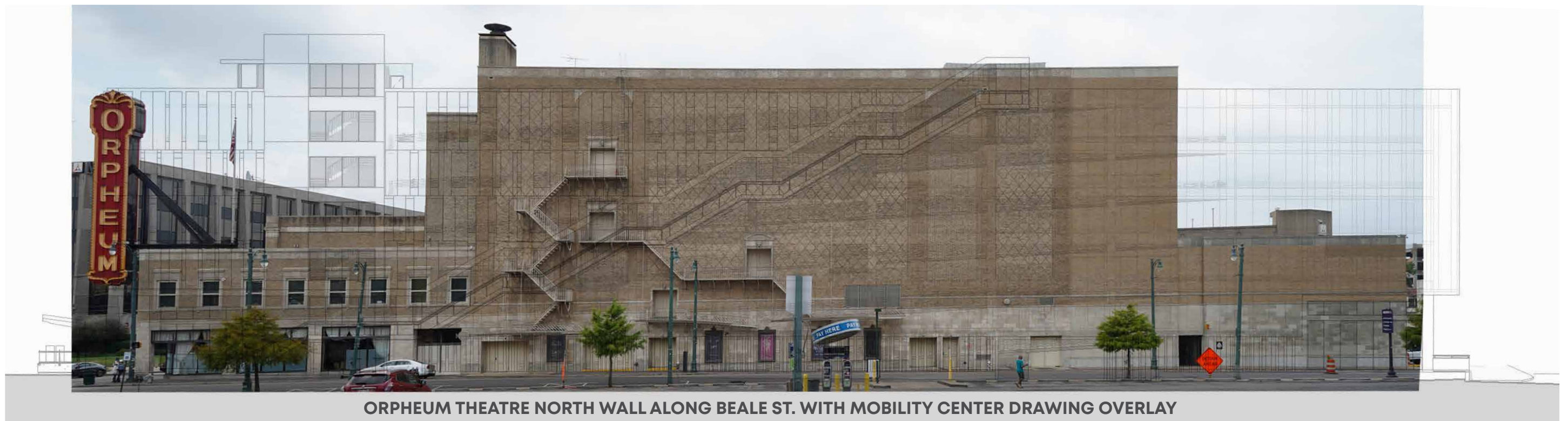
CONTEXT SITE PHOTOS



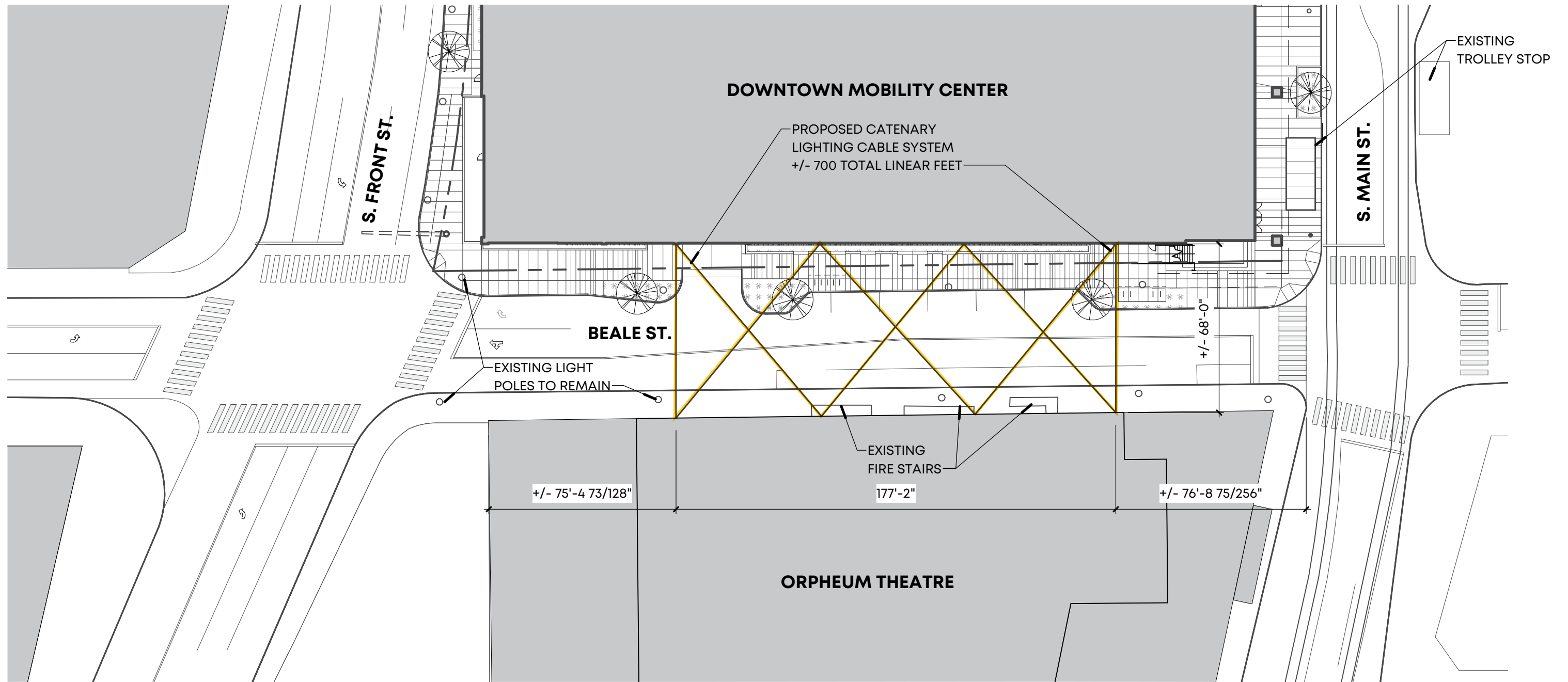
VIEW WEST AT MAIN ST. AND BEALE ST.



VIEW EAST AT FRONT ST. AND BEALE ST.



ORPHEUM THEATRE NORTH WALL ALONG BEALE ST. WITH MOBILITY CENTER DRAWING OVERLAY

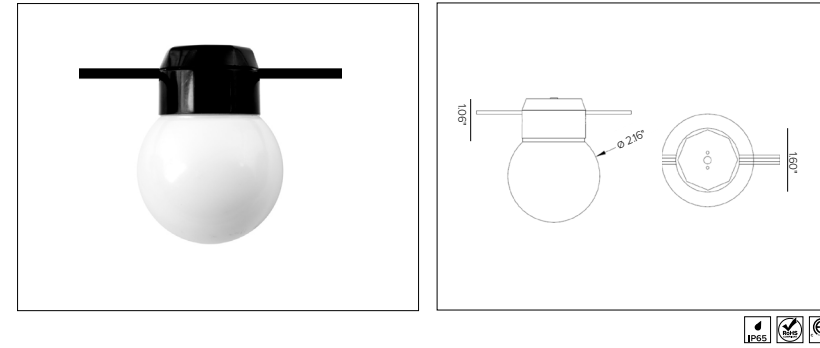


SITE PLAN

SCALE: 1:40

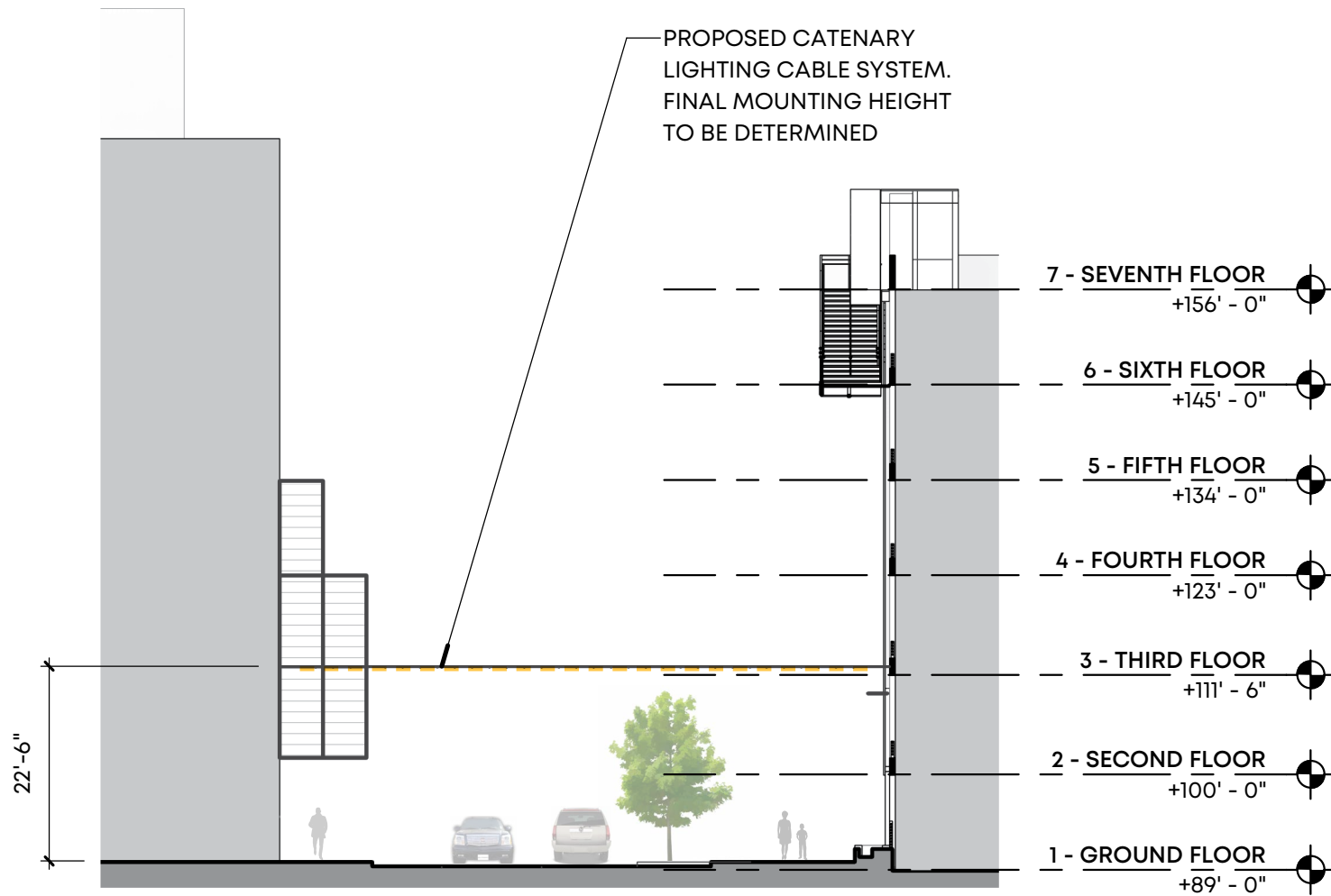
INTELLISTRAND

Low Voltage Strand



Lighting to be LED static warm white (2300K) at 24" on center. Cable will be 1/16" stainless steel aircraft cable. Wet listed and energy efficient. 5 year limited warranty.

LIGHT FIXTURE SPECIFICATION



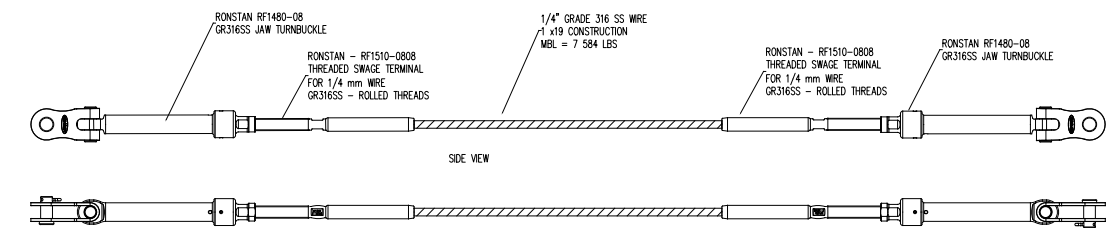
ORPHEUM THEATRE

BEALE STREET

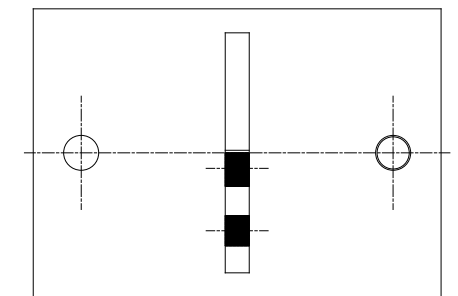
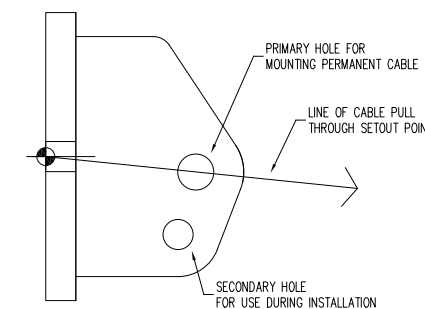
MOBILITY CENTER

STREET SECTION

SCALE: 1:20



TYPICAL CABLE ASSEMBLY



MOUNTING BRACKET - ATTACHMENT TO BUILDING

ATTACHMENT DETAILS

SCALE: NTS



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PROPOSED RENDERING - VIEW WEST AT MAIN ST. AND BEALE ST.



Orpheum Theatre Group (OTG) Exterior Improvement Grant

4/2/2024

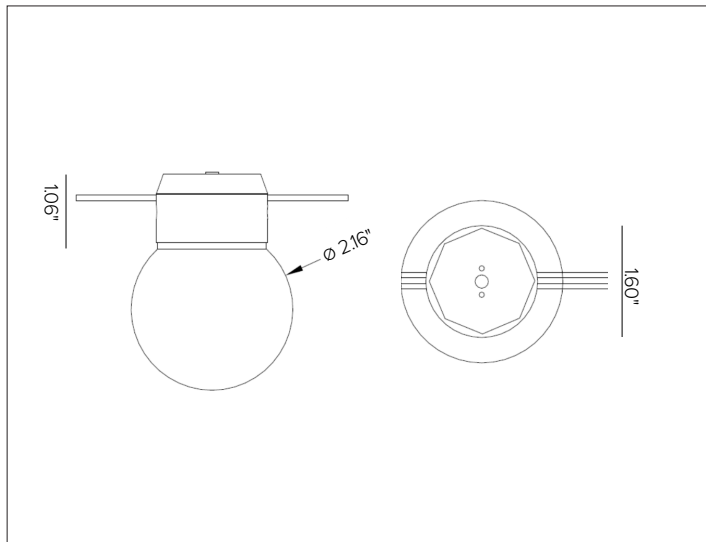
Electricity Use statement: Electrical to the proposed catenary lighting system will be fed from the Downtown Mobility Center and connected to an existing meter. Downtown Memphis Commission plans to have an agreement with the Orpheum Theatre Group for partial reimbursement of electrical utility costs based on an agreed-upon strategy for estimating electrical usage. The Orpheum Theatre Group will partially reimburse electricity expenses via OTG general operating funding.

Life Expectancy/ Maintenance:

The life expectancy is based on lights being on 8-9 hours a day. They will be scheduled to come on at sundown and burn until 3am. Based on this usage the expected life expectancy of the fixtures is 30 years or more. The expected life expectancy of the power supplies are 15 years. Replacement of fixtures should be considered when the fixture is producing 70% of its initial output, estimated at 80,000 hours. Replacement of power supplies is typically around 50,000 hours. The product has a 5-year limited warranty. The system requires little to no maintenance other than the standard repair or cleaning due to environmental factors.

INTELLISTRAND

Low Voltage Strand



CONCEPT

Low voltage cable light strand, perfect for festoon mounting, taught or swayed.

MECHANICAL CHARACTERISTICS

Power Connection	16-3 cable with factory attached sockets.	
Spacing	12" O.C. / 24" O.C.	
Installation	For festoon mounting, fixture can be mounted to aircraft cable or secured with cable ties. Recommended for use with cable wrap option to encase both aircraft cable and Intellistrand cable for a clean, one wire look. For surface mounting, the flat back of the fixtures can be secured with surface mount clip.	
Protection	IP65	
Weight	0.25Lbs per socket	
Max. Length	12" O.C.: 50' max per run	24" O.C.: 100' max per run

CERTIFICATIONS

cETLus Class 2 Wet Listed 4007019
 Energy efficient for California installations
 Tested in accordance RoHS3 EU 215/863

WARRANTY

5 year limited warranty

ELECTRICAL CHARACTERISTICS

Power Supply	Remote Class 2 120V-277V AC power supply required, ordered separately
Wattage	15W/Sphere
Voltage	24V DC

SOURCE

High efficiency LED diodes.

TM30	CCT (Nominal)
	2300K ■

OPTIC

Polycarbonate spherical opal lens.

Beam	 Opal 200°	
Delivered Lumens	2300k	67Lm/Sphere
Efficacy	45Lm/W	
Lifetime	L90 40,000hrs at max TA +25°C	

This is available in both static white and RGBW. Using this product in static white 24" o.c. the overall budget would be close to your \$175K goal. The RGBW option would be a 5-10% premium.

Orpheum is good with static warm white.

INTELLISTRAND

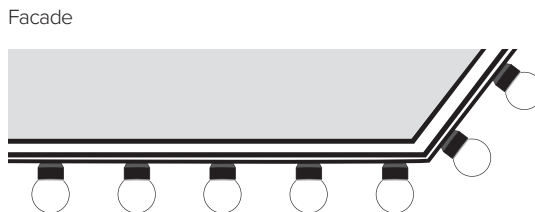
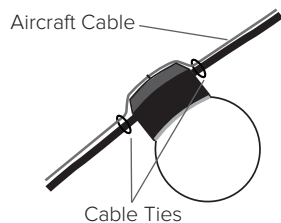
SPECIFICATION INFORMATION

IN	CL									
1	2	3	4	5	6	7	8	9	10	11
						REQUIRED		OPTIONAL	REQUIRED	OPTIONAL

Ex: INCL1WW1224 / INTEL09 / INTEL18 / DMLE301242UD

1 - PRODUCT CODE	2 - TYPE	3 - WATTAGE	4 - COLOR TEMP	5 - SPACING	6 - VOLTAGE
IN — INTELLISTRAND	CL — Cable Light	1 — 1.5W	WW — 2300K	12 — 12" O.C. 24 — 24" O.C.	24 — 24V DC
7 - CONNECTION	8 - END CAP	9 - MOUNTING	10 - POWER SUPPLY	11 - DECORATIVE	
10ft 2 Pole Connector See section for details 20ft 2 Pole Connector See section for details T-Split Cable Connector See section for details	End Cap See section for details	Aircraft Cable See section for details Spiral Cable Wrap See section for details Black PVC Mounting See section for details	Power Supply See section for details	Decorative Shade See section for details	

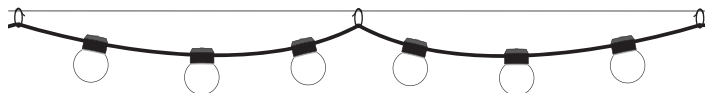
INSTALLATION EXAMPLES



Straight (shown with DLDSLWRAP) Recommended



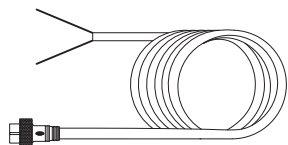
Swayed



INTELLISTRAND

7 - CONNECTION CABLE (REQUIRED)

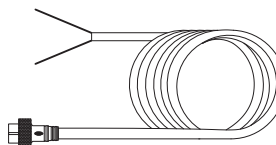
Length of connection cables must be included in max length calculation



Low voltage Lead cable 10ft length with 2-pole female connector.

Finish Black

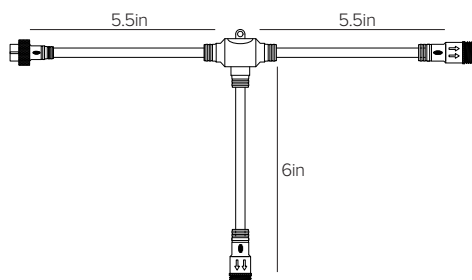
Part No. **INTEL09**



Low voltage Lead cable 20ft length with 2-pole female connector.

Finish Black

Part No. **INTEL19**

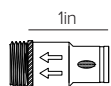


T-split cable with 1ea 2-pole female connector and 2ea 2-pole male connector.

Finish Black

Part No. **INTEL109**

8 - END CAP (REQUIRED)



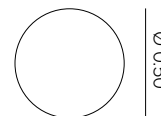
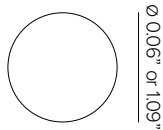
End cap. 2-Pole Male Connector.

Finish Black

Part No. **INTEL18**

INTELLISTRAND

9 - MOUNTING (OPTIONAL)



Stainless steel aircraft cable, available per foot. **Recommended 1/16" aircraft cable for wall to wall installation configurations, 3/32" aircraft cable for pole to pole installation configurations. For straight/taught installations, add an additional 5ft to each run for fixing lead and end connections.**

Spiral cable wrap, available per foot. **To be used with aircraft cable to encase aircraft cable and DURALED LIGHT CABLE for a clean one wire look. 1.5ft of wrap needed to span evenly per 1ft of cable.**

Load	1/16" Dia., up to 70Lbs load	3/32" Dia., up to 150Lbs load
Weight	1/16" SS Cable 0.0085 lbs/ft	3/32" SS Cable 0.02 lbs/ft
Part No.	DLDCCLAC1/16SS	DLDCCLAC3/32SS

Finish	● Black
Part No.	DLDSLWRAP

10 - POWER SUPPLY (REQUIRED)

ENCLOSURE

Part No.	Wattage	Control	Dim Range	Rating	In / Out Voltage	Certification	Dimensions (Enclosure)	Description
DMLE301242UD	30W	MLV / ELV / 0-10V / TRIAC	1%	NEMA3R	120-277V / 24V	UL Class 2	4.47" X 6.79" X 1.38"	EMCOD MLE-UD electronic driver with wiring compartment.
DMLE601242UD	60W	MLV / ELV / 0-10V / TRIAC	1%	NEMA3R	120-277V / 24V	UL Class 2	4.47" X 6.79" X 1.38"	EMCOD MLE-UD electronic driver with wiring compartment.
DMLE961242UD	96W	MLV / ELV / 0-10V / TRIAC	1%	NEMA3R	120-277V / 24V	UL Class 2	5.16" X 7.73" X 1.54"	EMCOD MLE-UD electronic driver with wiring compartment.
DMLE1922242UD	2X96W	MLV / ELV / 0-10V / TRIAC	1%	NEMA3R	120-277V / 24V	UL Class 2	5.04" X 10.94" X 1.81"	EMCOD MLE-UD electronic driver with wiring compartment.
DMLE2882242UD	3X96W	MLV / ELV / 0-10V / TRIAC	1%	NEMA3R	120-277V / 24V	UL Class 2	5.04" X 10.94" X 1.81"	Magnitude SOLIDrive electronic driver with built in junction box.

11 - DECORATIVE (OPTIONAL)



Bottom



Top

Black PVD Shown

Decorative shade accessory.
Weight: 16 oz.

Finish ● Stainless Steel ● Bronze PVD* ● Black PVD*

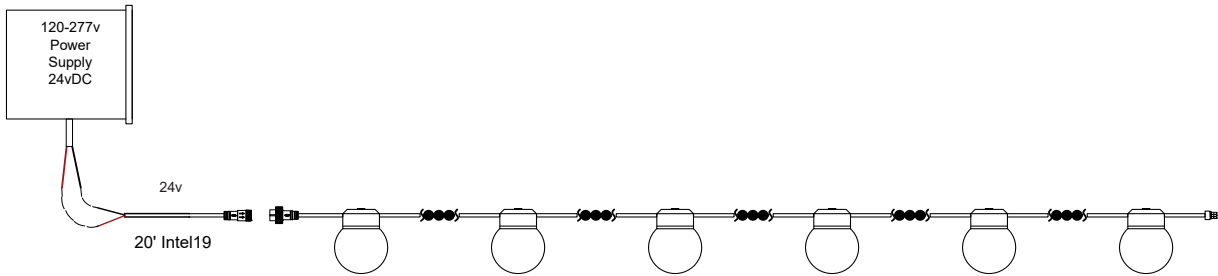
*Physical Vapor Deposition

Part No. **INCLSHADESS** **INCLSHADESSBZ** **INCLSHADESSBL**

INTELLISTRAND

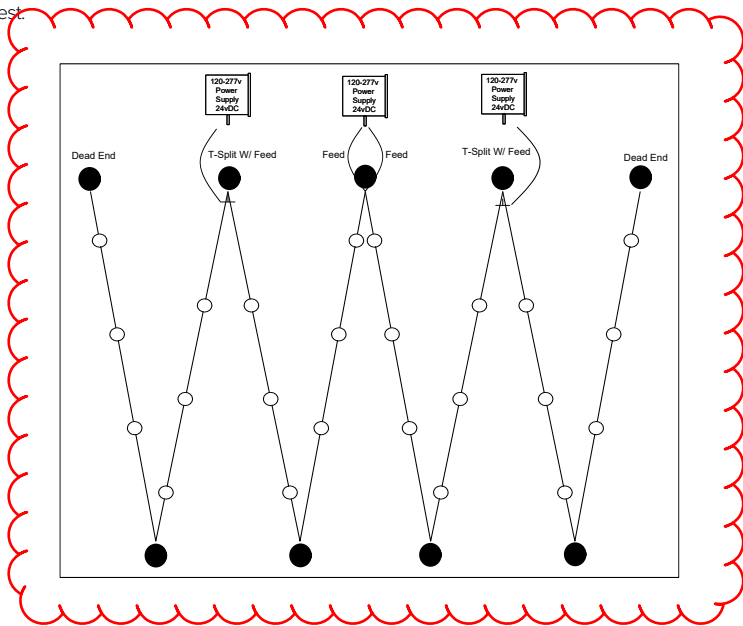
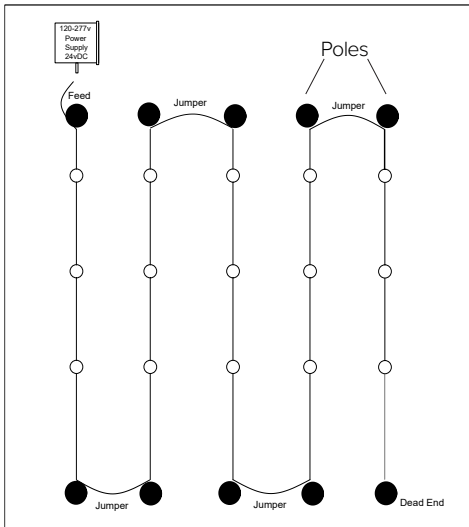
SYSTEM LAYOUT EXAMPLE DIAGRAM

Driver must be installed within 20 feet of start strand.



POSSIBLE CONFIGURATIONS

Targetti USA can supply project specific wiring diagrams upon request.



PHOTOMETRY

IES FILES WATTAGE AND EFFICIENCY CALCULATIONS BASED WITH SUPPLIED DRIVER

