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THE FLORIDA ORCHESTRA SELECTS VENUWORKS AS PARTNER IN MANAGING THE MAHAFFEY THEATER

*A partnership joining local independence and national resources will fuel
new chapter of the arts on the St. Petersburg waterfront.*

ST. PETERSBURG, FL — [The Florida Orchestra](https://www.floridaorchestra.org) today announced that it will partner with the nationally renowned event and facility management firm [VenuWorks](https://www.venuworks.com) to operate the Mahaffey Theater, St. Petersburg's landmark waterfront performance venue. The announcement opens the next chapter in the City of St. Petersburg's agreement with The Florida Orchestra to lead management of the Mahaffey Theater, which has long served as a cornerstone of the city's downtown arts corridor, hosting touring international artists, orchestral performances and education programs.



“As The Florida Orchestra prepares to enter into an agreement with the City of St. Petersburg to manage the Mahaffey Theater, we are thrilled to begin sharing our vision and plans with the community,” said Ignacio Barrón Viela, President & CEO of The Florida Orchestra. “VenuWorks stands as the right partner for this venture, one that understands the needs of the orchestra, the community and the shared commitment to grow St. Petersburg’s strength as a city of the arts.”

The agreement is a vital part of a broader mission to retain St. Petersburg as the orchestra’s home base for administration, events, educational programs and cultural enrichment across the orchestra’s events in St. Petersburg, Clearwater and Tampa.

Under the agreement, The Florida Orchestra will lead artistic direction of its own performances at the Mahaffey and help oversee the venue's overall cultural programming strategy. Meanwhile, VenuWorks will manage day-to-day Mahaffey Theater operations, including programming and booking, marketing, ticketing, food and beverage services, financial reporting, staffing and guest experience.

The agreement allows each organization to focus on its core strengths for the betterment of the overall arts community.

“We are honored to usher in this new chapter for the Mahaffey Theater alongside our partners at The Florida Orchestra,” said VenuWorks Founder and CEO Steve Peters. “As an employee-owned company, our team brings a deeply personal commitment to operational excellence and a passion for serving the communities where we live and work. We look forward to bringing new energy, expanded programming, operational support and strong financial stewardship while ensuring the Mahaffey Theater serves as a vibrant gathering place for St. Petersburg.”

This strategic partnership is designed to maximize the potential of each partner while operating the Mahaffey Theater as a world-class venue and thriving community hub. The collaboration will deliver a broad and diverse array of musical, theatrical, cultural, and educational events for the benefit of the St. Petersburg community.

The orchestra has already begun conversations with local artists and arts organizations to shape how the Mahaffey can serve as an even greater catalyst for creativity across the region, expanding on the musical, theatrical and educational programming the venue is known for.

About The Florida Orchestra

***The Florida Orchestra's mission is to INSPIRE | EDUCATE | UNITE through the power of music.** Now in its 59th season, The Florida Orchestra is the largest professional orchestra in Florida and the only performing arts organization to serve the entire Tampa Bay region. Led by internationally acclaimed Music Director Michael Francis, TFO's 70 professional musicians and conductors perform more than 100 concerts each season, from classical masterworks and Pops to film, family and special performances. Beyond the concert hall, TFO reaches more than 150,000 people annually through concerts, education and community programs – nearly half through free or low-cost initiatives. Learn more, purchase tickets or support the orchestra at **FloridaOrchestra.org**. The Florida Orchestra is a nonprofit 501(c)(3) organization (EIN 59-1223691; CH1830).*

About VenuWorks

VenuWorks is a leading professional venue management and consulting firm serving public and private facilities of all types and sizes across the United States. Founded in 1996, VenuWorks is the nation's only 100 percent employee-owned company in the venue management industry. The company manages arenas, theaters, convention centers, amphitheaters, sports complexes and other civic venues with a focus on transparency, community impact, operational excellence, financial stewardship and long-term partnership. Learn more at venuworks.com.