

PERFORMING ARTS CENTER

Connecting Jonesboro

VISION

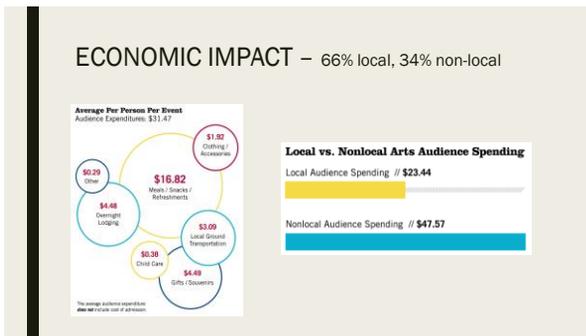
- Our vision is two-fold
 - create Jonesboro and Northeast Arkansas's first professional theatre company that is celebrated locally, integrated regionally, and respected nationally
 - support the construction of a premier performing arts facility that is not only home to this professional theatre company, but it also services Jonesboro's multiple arts organizations that are in need of adequate facilities in order to grow and prosper
- This state of the art facility and the first rate productions it will showcase will raise Northeast Arkansas to national distinction as a vibrant arts community and a cultural destination.

MISSION

- Our mission as a professional theatre company is to create compelling musicals, plays, concerts and other cultural experiences through innovative design elements and imaginative storytelling. We would draw on Broadway, University, local and regional talent.
- The mission of the various stakeholders in this premier performing arts center is to use this asset to drive economic, educational, cultural and community development here in Jonesboro.

BENEFITS

- Economic and Community Development
 - There are examples all over the country where professional arts centers have had a positive economic impact on their cities.
 - Increase tourism
 - Attract patrons from inside and outside their communities
 - Drive spending in downtowns
 - Create jobs through their business activities and patron expenditures
 - Generate tax revenue
 - Connect various socioeconomic groups through shared experiences



BENEFITS

- Educational and Professional Development
 - Provide educational opportunities for area youth
 - Master classes with visiting Guest Artists
 - Young Artist Training
 - Internships
 - Formal collaboration with ASU
 - Students would collaborate with professional actors, designers, and directors
 - Earn Equity points toward becoming a professional actor
 - Earn credit toward their college degree
 - Increase talent acquisition and retention

Utah Shakespeare Festival

- Collaboration of Professional, University, and Local talent



EXAMPLES – Utah Shakespeare Festival

- Grown from a budget of under \$1,000 in 1961 to over \$7 million today.
 - 74 percent of the Festival's budget is funded from ticket sales, concessions, merchandise, and education classes
 - Remaining support from memberships, grants, and foundations.
 - A 2012 study estimated the total economic impact at more than \$35 million annually.
- In 1962, the Festival attracted 3,276 visitors.
 - Today, the audience is nearly 120,000.
 - Approximately 60 percent of the audience comes from Utah
 - 24 percent from Nevada, 6 percent from Arizona, 6 percent from California, and 4 percent from other areas.

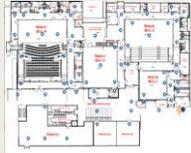
BENEFITS

- Mixed Use Building with Flexible Performance Spaces
 - Theatre(s) would be malleable providing a unique canvas to create
 - Rehearsal and classroom spaces that multiple arts organizations can utilize
 - Scene shop and costume shop that multiple arts organizations can utilize
 - Administrative space that multiple arts organizations can utilize
 - Loft apartments or office space that provide alternative revenue streams
 - Retail or café space in the lobby that doubles as an art gallery
 - Anchor for the downtown to drive commerce, connectivity and investment

PEACE CENTER – Greenville, SC (\$42 MM)



MATCH – Houston, TX (\$25 MM)



DALLAS THEATRE CENTER – (\$20 MM)



THEATRE SQUARED – Fayetteville, AR (\$36 MM)



CONCLUSION

- Cultural activity is critical to a city's economic viability and quality of life.
- A state of the art Performing Arts Center achieves our city's goals
 - *strengthen the economy*
 - *enhance educational opportunities for our youth and college students*
 - *acquire and retain talent*
 - *encourage a more connected population*