



THE COLONIAL
PERFORMING ARTS CENTER





WHO WE ARE

ORIGINS

The Colonial Theatre opened its doors in 1924 as a grand, state-of-the-art performing arts facility. Superbly constructed, beautifully decorated, and with wonderful acoustics The Colonial hosted live performances, film, opera, theatre and vaudeville – exciting large audiences from Keene and beyond.

THE DARK YEARS

The growing popularity of television in the 1940's brought on the rapid decline of vaudeville. By 1945 The Colonial Theatre discontinued live entertainment, and in the 1950's a permanent fixed screen was installed exclusively for film, that prohibited the use of the stage for live performances. In 1984 the Theatre was purchased by Steve Levin and Ira Gavin who brought back live entertainment. But the theatre continued to fall into disrepair.

A NONPROFIT IS BORN

In 1992 a group of community leaders, artists and business people in Keene began discussing the potential restoration of The Colonial and converting it to a non-profit community performing arts center. In late 1993 the non-profit arts organization The Colonial Theatre Group acquired the theatre and began a campaign to renovate the landmark venue. The Keene community rallied around its beloved theatre, raising \$2.5 million for renovations.

TODAY

The Colonial Theatre is the Monadnock Region's preeminent performing arts center and niche film venue, and a key component in the economic engine of downtown Keene and the surrounding area.

- ◇ The Colonial Theatre was named to the New Hampshire State Register of Historic Places in 2004.
- ◇ Annually, more than 50,000 patrons enjoy performances ranging from international touring productions, to The MET: Live in HD, to locally produced performances.
- ◇ Our Student Matinee Series engages more than 8,000 students and their educators from over 70 area schools to experience a variety of programs and workshops.
- ◇ Local arts organizations and other nonprofits use The Colonial's production resources and rely on the theatre as their performance home and fundraising venue, enhancing the cultural and creative spirit of the Monadnock Region.
- ◇ The Colonial's Film Series draws patrons of all ages and from all walks of life encouraging ideas, social commentary and dialogue. It is the community's opportunity to see first-run independent films on the big screen.
- ◇ A thirteen-member board of directors, eight full-time, and twelve part-time employees, and more than 150 volunteer ushers work seamlessly to provide entertainment and enrichment for area residents.

CHALLENGES

Maintaining a 95-year old theatre comes with many challenges.

The needs of our performers, as well as our patrons, have outgrown our facility in its current state. And addressing these needs comes at a substantial cost. Therefore, we are seeking solutions to the following:

- ◇ Production and technological demands in 2019 are *dramatically* different than they were 95 years ago.
- ◇ Accessibility and comfort of our patrons and performers is of increasing concern as The Colonial competes with other regional performing arts and entertainment centers to attract the best artists and expand its audience base.
- ◇ The Colonial Theatre's programming has historically been defined by the physical limitations of a theatre that was originally designed for vaudeville productions and film, leaving the theatre unable to host certain performances.

Completing a multi-year strategic plan in 2017, The Colonial made a commitment to undertake core renovations and enhancements to address the issues listed above. Two key goals:

- ◇ Expand programming to engage a larger, more diverse and evolving patronage.
- ◇ Improve and expand services and amenities available to current and future patrons and performers.

The Colonial Theatre Group started working with Weller and

Faced with numerous facility challenges over the years, theatre leadership has successfully raised funds for individual capital projects, but no comprehensive capital campaign has been undertaken in 25 years. This is a pivotal time for The Colonial to take the bold step of creating the new Performing Arts Center for the Monadnock Region.

**The time is right, the community is ready
and the leadership of the Colonial is dedicated
to making this vision become a reality.**

Michal Architects to bring their conceptual vision to life..

- ◇ This architectural firm has produced a full analysis of the current front of house and back of house issues, as well as challenges for expanding programming beyond the current facility.
- ◇ In the fall of 2018 Weller and Michal presented a full schematic design for the renovations, enhancements and addition to address capacity, infrastructure, accessibility and energy efficiency issues for patrons and performers alike.
- ◇ A plan has been created for the expansion/renovation project that stretches over a 2-year period, beginning in the Spring of 2020.

Current annual operating costs for The Colonial Theatre totaling approximately \$2.2 million are funded in the following ways:

- ◇ Ticket sales and theatre rental, including an historic preservation fee, added to each ticket sold that contributes to a building maintenance fund (70%).
- ◇ Memberships and annual donations from patrons, foundations and local businesses including a small, but growing endowment, the income of which is used for basic theatre maintenance, physical repairs, upgrades, and operations (30%).



VISION

To grow The Colonial into a world-class Performing Arts Center offering expanded opportunities and greater accessibility to performers, audiences and students.

OUR VISION INCLUDES:

- ◇ Renovation of our inner and outer lobbies to create a spacious ticket lobby, patron lounge and dedicated concessions area. Interior renovations to create elevator access to all floors; as well as new and larger restrooms in the main lobby.
- ◇ Crucial enhancements to our stage and backstage area with world-class amenities that performers and students deserve such as: the incorporation of new rigging, lighting and sound; tripling of artist dressing room area; and addition of a contemporary green room.
- ◇ Improvements to our office space, including offices for front of house staff on the first floor, production offices for Colonial staff and visiting tours, and elevator access to the main administrative offices.
- ◇ Increased energy efficiency and reliance on renewable energy with all new high-efficiency heating and air conditioning primary systems, installation of photovoltaic solar panels, replacement of all exterior windows and doors and LED source lighting upgrades.
- ◇ A second intimate, flexible space tailored for emerging performers, local artists, filmmakers, spoken word, educational programming and niche genres – the launchpad for a new generation of artists.

Colonial Theatre	EXPANSION	Colonial Performing Arts Center
1	Theatres	2 (incl. second venue)
888	Seats	888 (+ 175 seated / 225 standing in second venue)
1	Lobby	2 (incl. second venue)
25 sq. feet	Dedicated Concessions	1500 sq.feet (incl. 400 sq.feet / second venue)
6 women's / 5 men's	Restroom Capacity	10 women's / 8 men's (+ 4 in second venue)
23.5 feet	Mainstage Depth	34 feet
42,000 sq feet	Square Footage	55,000 sq feet (incl. second venue)
8	Dressing Room Capacity	24 (+10 in second venue)
NEW FEATURES		
0	Patron Lounge	1 main theatre, 1 second venue
0	Ticket Lobby	1 main theatre, 1 second venue
0	Unisex Bathrooms	2
0	Elevators	2
0	Catering Kitchen	1
0	Artist Laundry	1
0	Artist Green Room	1

THE CAPITAL CAMPAIGN

The Colonial Theatre is embarking upon a capital campaign of \$10.8 million to raise funds that will further update and expand the venue with sustainable and energy-efficient improvements. With the completion of these updates in late-2021, the Theatre will serve an additional 15,000 clients, making total traffic to this historical venue in excess of 65,000 patrons annually.

CAMPAIGN COMPONENTS INCLUDE*:

All front of house renovations and expansion	\$2,040,000
All back of house improvements including stage renovations and expansion of dressing rooms	\$3,540,000
Improvements to overall operational space including overall accessibility	\$1,700,000
Increased energy efficiency throughout project	\$1,620,000
Purchase, renovation of second venue space	\$1,900,000
TOTAL:	\$ 10,800,000

** Breakdowns of costs related to each of these areas are available upon request.*

THE OPPORTUNITY

Individuals, families, businesses, and foundations are encouraged to contribute to The Colonial Theatre campaign in a variety of ways including cash contributions, multi-year pledges and gifts of marketable securities that are readily tradable on a recognized Stock Exchange. The Executive Director and Director of Development will be available to discuss project details as well as naming opportunities and special giving recognition with donors throughout the campaign. An application to the NH Community Development Finance Authority was submitted in March 2019 for \$750,000 in tax credits to encourage business support of this building campaign.

Pledges may be paid over a three-year period. Tributes or memorials are encouraged. All contributions are tax deductible.

LEGACY

In its 95 years, The Colonial Theatre has entertained and inspired millions through world-renowned performances, arts education and outreach. What do we want to be when the theatre turns 100? What story do we want our children to tell when they bring their children to The Colonial? What is The Colonial of tomorrow?

The Colonial Theatre is a world-class Performing Arts Center offering expanded opportunities for performers, audiences and students. It is an economic force for our community. It inspires the best in each of us through performances, presentations and community involvement. Ensuring the vision of The Colonial Performing Arts Center through a successful fundraising campaign is an opportunity to come together for generations to come.

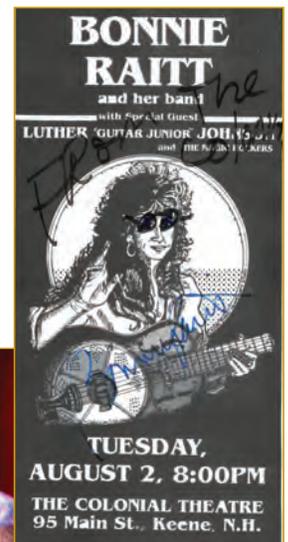
Please join us in supporting this campaign.
Tom Minkler, Campaign Chair & Alec Doyle, Executive Director

TIMELINE HIGHLIGHTS



- 1923** Construction of The Colonial Theatre begins.
- 1924** January 29, The Colonial Theatre opens with the silent film *The Hunchback of Notre Dame*. Owner Charles Baldwin gives away 6,000 free tickets.
- 1929** Thornton Wilder begins spoken-word tradition reading *The Women of Argos*.
- 1932** Amelia Earhart lectures on the possibility of trans-Atlantic air travel; Maude Adams, the highest-paid actor of her day, performs her final role as Maria in Shakespeare's *Twelfth Night*.
- 1944** Iconic neon marquee installed; in continuous use through present day.
- 1945** Live entertainment discontinued.
- 1950's** Permanent Cinemascope screen installed.
- 1984 – 1993** The Colonial Theatre purchased and operated by Steve Levin & Ira Gavin. Live entertainment returns with performances by artists such as John Prine, Bonnie Raitt and EmmyLou Harris.
- 1993** The Colonial Theatre Group, Inc. is formed as a nonprofit corporation and purchases The Colonial Theatre.
- 1994-2000** The Colonial undergoes restoration.
- 2007** Aging main doors and clerestory windows replaced with renewably sourced, locally crafted, historically accurate doors and windows.
- 2019** The Colonial Theatre celebrates 95 years of continuous operation and 25 years as a nonprofit organization.

Notable performances have included: B.B. King, Phish, The Beach Boys, Martha Graham Dance Company, The Chieftains, Pat Benatar, Kronos Quartet, David Sedaris and Kris Kristofferson.



B.B. King



Colonial Opera Club students, performing *The Little Sweep*



NAMING OPPORTUNITY	GIFT AMOUNT	STATUS
The Colonial Performing Arts Centre	\$ 3,500,000	
The Colonial Theatre	\$ 2,000,000	
Stage	\$ 1,000,000	
Digitized Marquee	\$ 250,000	
Auditorium	\$ 1,000,000	
FRONT OF HOUSE		
Main Entrance/Facade	\$ 300,000	
Outer Lobby	\$ 250,000	
Box Office	\$ 200,000	
Inner Lobby	\$ 250,000	
Concessions/Lounge	\$ 500,000	
Bar	\$ 250,000	
First Floor Women's Restroom	\$ 75,000	
First Floor Men's Restroom	\$ 50,000	
Inner Lobby Unisex Restrooms (2)	(each of 2) \$ 25,000	
First Floor Offices (2)	(each of 2) \$ 15,000	
Video Displays (4)	(each of 4) \$ 5,000	Committed
Water Fountains (3)	(each of 3) \$ 5,000	Committed
Lobby & Lounge Furniture	\$ 5,000	Committed
IMPROVED ACCESSIBILITY		
Elevator – Front of House	\$ 100,000	
Modifications for ADA compliance (<i>wheelchair access, ramps</i>)	\$ 30,000	
Elevator – Back of House	\$ 50,000	
SEATING UPGRADES		
Orchestra seating – <i>general upgrades</i>	\$ 25,000	
Mezzanine Seating – <i>general upgrades</i>	\$ 15,000	
Balcony seating – <i>general upgrades</i>	\$ 15,000	
BACK OF HOUSE		
	\$ 1,000,000	
Technical space/area (<i>for lighting, etc.</i>)	\$ 100,000	
Rigging System	\$ 100,000	
Lighting System	\$ 100,000	
Sound System	\$ 100,000	
Film Screen	\$ 100,000	

(Note: All Naming Gifts will be in effect for a period of 20 years from date of commitment.)



NAMING OPPORTUNITY	GIFT AMOUNT	STATUS
BACK OF HOUSE (CONT)		
Dressing Room (3 with private lavatories/showers)	(each of 3) \$ 25,000	
Star Dressing Room – furnishings/furniture	\$ 5,000	
Green Room	\$ 15,000	
Catering Kitchen	\$ 25,000	
Rear Tech Area/space	\$ 25,000	
Orchestra Pit	\$ 25,000	
Offices (2)	(each of 2) \$ 15,000	
ADMINISTRATIVE OFFICES		
Executive Director's Office	\$ 25,000	
Development Director's Office	\$ 15,000	
Marketing Director's Office	\$ 15,000	
Conference Room	\$ 25,000	
Reception Area	\$ 15,000	Committed
INCREASE ENERGY EFFICIENCY		
<i>(includes new heating and air conditioning, upgrades of all lights, conversion of steam-based heat system)</i>		
	\$ 500,000	
SECOND VENUE		\$ 1,500,000
Lobby	\$ 200,000	
Canopy Connecting to Main Theatre	\$ 100,000	
Bar	\$ 75,000	
Concessions	\$ 75,000	
Stage	\$ 50,000	
Film Screen	\$ 50,000	
Seats (retractable)	\$ 25,000	
Upstairs Seating	\$ 15,000	
Backstage	\$ 25,000	
Dressing rooms (2)	(each of 2) \$ 10,000	
Restrooms (2)	(each of 2) \$ 10,000	
Video Displays (2)	(each of 2) \$ 5,000	Committed
Lobby & Lounge Furniture	\$ 5,000	Committed
ADDITIONAL RECOGNITION OPPORTUNITIES		
Any donor giving between \$500 - \$4,999 will be recognized on the Master Donor Plaque.		

(Note: All Naming Gifts will be in effect for a period of 20 years from date of commitment.)



PROJECT PLANS AND DRAWINGS



EXPANDED OUTER LOBBY



NEW PATRON LOUNGE



LOBBY MERCHANDISE SALES & WHEELCHAIR ACCESS



NEW PATRON LOUNGE CONCESSIONS AREA



ECONOMIC IMPACT AND COMMUNITY PARTNERSHIPS

In 2016, The Colonial participated in the most recent Arts & Economic Impact Study (AEP5), which found that arts and culture nonprofit institutions contribute over \$18 million to the Monadnock Region's economy. Tourists attending arts events spend between \$34 and \$100 beyond each ticket's price on restaurants, accommodations, and more.

Data from the survey showed that locals spend \$18.12 on average, whereas those coming from out of town spend \$31.64 on average. Of the total number of households who purchased tickets during The Colonial Theatre's 18-19 season, 38% came from outside of the Monadnock Region. With the planned expansion and subsequent ability to bring in both higher profile performances as well as quality niche artists, The Colonial will be able to further increase its draw on the tourism market, profoundly impacting surrounding businesses. We estimate that The Colonial Performing Arts Center renovation and enhancements would serve an additional 15,000 clients each year making the total traffic to our historic theatre exceed 65,000 patrons annually.

Financial Activity 2018-2019 Season:

- ◇ 38,630 in total ticket purchases
- ◇ \$2,053,640 in total organization spending
- ◇ Total Audience Spending: \$823,755
- ◇ Total Economic Impact: \$2,811,395

Financial Activity After Renovation:

- ◇ 54,911 in total ticket purchases
- ◇ \$2,900,000 in total organization spending
- ◇ Total Audience Spending: \$1,291, 940
- ◇ Total Economic Impact: \$4,191,940

COMMUNITY PARTNERSHIPS

The Colonial Performing Arts Center partners with area schools, organizations and social service agencies to provide access to a broad variety of artistic experiences for the entire community. We also collaborate closely with many community nonprofits, serving as a performance home and production resource. Our Partners include:

Apple Hill Center for Chamber Music/ Apple Hill Players
 Arts Alive! Monadnock
 Big Brothers/Big Sisters
 Greater Keene Pops Choir
 Hannah Grimes Center
 Historical Society of Cheshire County

Home Healthcare & Hospice
 Keene Housing
 Keene Public Library
 Keene State College:
 Center for Diversity & Multiculturalism
 Cohen Center for Holocaust Studies
 Mason Library
 Music Department
 Redfern Arts Center

Kids Collaborative
 MAPS Counseling Services
 MoCo Arts
 Saint Joseph's Regional School
 Schools in SAU 1, SAU29 & SAU 92
 Southwestern Community Services

TedX Keene
 The Keene Lion's Club
 The Monadnock International Film Festival (MONIFF)
 The New Hampshire Dance Institute (NHDI)



COLONIAL CAPITAL CAMPAIGN LEADERSHIP

CAMPAIGN LEADERSHIP COMMITTEE

Tom Minkler, Campaign Chair
Mike Christiansen, Campaign Vice-Chair
Sally Hansel
Susan Newcomer
Daniel Henderson
Abigail Abrash Walton
Julie Tewksbury

PROJECT AND CAMPAIGN PLANNING COMMITTEE

Mike Christiansen, Chair
Abigail Abrash Walton
Alec Doyle
Chris Marseilles
Tom Minkler
Christopher Pong
Tad Schrantz
Eric V. Weisenberger

DESIGN AND CONSTRUCTION COMMITTEE

Peter Bonneau
Mike Christiansen
Alec Doyle
Heidi Halford
Greg Moore
Tad Schrantz
Brian Warner

CAMPAIGN COUNSEL

Carolyn Benthien, Carolyn Benthien Associates, LLC
Alan Cantor, Alan Cantor Consulting

ARCHITECTS

Charles Michal, Weller and Michael Architects
Daniel V. Scully, Scully Architects

BOARD OF DIRECTORS

Abigail Abrash Walton, Chair
Dan Belluscio
Lucia Bergeron
Kathleen Burke
Mike Christiansen
Diana Duffy
Andy Dugrenier
Katie Gardella
John Houston
Karen Johnson
Alan Kintisch, Secretary
Tom Minkler, Vice Chair
Susan Newcomer
Christopher Pong, Treasurer
Rich Randall
Tara Sad
Liane Wiley

ADMINISTRATIVE STAFF

Alec Doyle, Executive Director
Ryan Clancy, Audience Services Manager
Katie Folts, Administrative Manager
Martha Haas, Director of Marketing
Heidi Halford, Assistant Executive Director
Barbara Jeffery, House Manager
Greg Moore, Director of Production & Facility
Vicky Pitman, Director of Education & Community Engagement
Brian Warner, Assistant Director of Production & Facility
Eric V. Weisenberger, Director of Development

