



TheatreSquared
PO Box 4188
Fayetteville, AR 72702
ournextstage.org

Molly Rawn, Executive Director
Fayetteville A&P Commission
21 S. Block Ave.
Fayetteville, AR 72701

March 20, 2017

Dear Molly,

"Here on this corner —here in our community—we see a permanent home for remarkable theatre, done well and with passion."

"We see a premier national theatre in Northwest Arkansas."

We believe that Fayetteville has the opportunity to cement its future as our region's theatre district—with year-round, diverse performances fueling our downtown's economic engine and drawing hundreds of thousands of the national arts tourists who are already traveling to visit Crystal Bridges. We hope to help anchor this theatre district by building TheatreSquared's future, permanent home here in Fayetteville.

We ask for the A&P Commission's partnership in making this major new destination in downtown Fayetteville a reality. TheatreSquared has secured a \$9 million, one-to-two challenge grant toward construction from the Walton Family Foundation. We are seeking public funds to provide a second, equal \$9 million commitment toward this three-part challenge. We are delighted that the City of Fayetteville has committed \$3.1 million toward this goal. We ask for your leadership and the support of the Commission in making a significant investment toward enabling this project's construction in downtown Fayetteville.

TheatreSquared is working to raise the third part of remaining funds from generous community supporters. In all, \$9 million in public funding will activate \$22.5 million in private funds, all raised by TheatreSquared, to bring this \$31.5 million facility to Fayetteville—a **publicly owned building, constructed on public land**. The economic impact will be significant and lasting. The benefit to local hotels and restaurants, who will serve tens of thousands of additional cultural consumers each year, will be profound. The quality of life in our city will also rise as TheatreSquared expands programming, educational offerings, and access to community members of every background.

Timing is critical. A significant commitment from the A&P will drive funding past the threshold needed to secure financing and begin work. Our construction pricing depends on breaking ground in a few months' time. With construction picking up region-wide, we've been advised that a delay may result in a cost increase.

With your partnership, we see the emergence of a true theatre district that defines Fayetteville as an arts destination for generations. The A&P's commitment is crucial to making this vision a reality. Thank you for your consideration.

Sincerely,



Handwritten signature of Bob Ford.

Bob Ford
Artistic Director

Handwritten signature of Martin Miller.

Martin Miller
Executive Director

Handwritten signature of Lynn Carver.

Lynn Carver
Board President



COMPANY OVERVIEW

Peter and the Starcatcher, 2015. Photo by Wesley Hitt.

A NATIONALLY RECOGNIZED PROFESSIONAL THEATRE

Founded in 2005, TheatreSquared (T2) is a professional theatre company offering live productions and educational programs for an annual audience of 40,000. The American Theatre Wing, founder of the Tony Awards, has recognized T2 as one of the nation's ten best emerging theatres, highlighting the company's success both on stage and in reaching 18,000 Arkansas students in more than 70 schools.

A UNIQUE CULTURAL ASSET AND DESTINATION

TheatreSquared fills a crucial niche as a contributor to Fayetteville's quality of life. The company's unique combination of professional theatre, locally produced, in an intimate performance space is not replicated by any amenity within 150 miles. The theatre employs paid, career professionals to create each production entirely new in downtown Fayetteville. This singular arts experience is highly valued by T2's audience — a remarkable 96% of attendees surveyed in the 2014/15 Season responded that they were likely to recommend the theatre to a friend. T2 is currently Fayetteville's #1-rated attraction on TripAdvisor, and contributes \$3.1MM in economic activity year-round to the local economy.

A COMMITMENT TO BROAD ACCESS

T2 took a major step to broaden access for community members of diverse incomes and backgrounds by launching Lights Up! for Access in 2016. Lights Up! offers free tickets to clients of regional non-profits including 7Hills Homeless Shelter, NWA Single Parent Scholarship Fund, NWA Women's Shelter, Feed Communities, Lifestyles, and Ozark Literacy Council. The program also provides \$5 tickets to any community member with a SNAP (or food stamps) benefit card, and \$10 tickets for young Arkansans. Lights Up! is already making a measurable impact on the quality of life for thousands of lower-income community members who would be otherwise unable to attend.



4100 Corporate Center Drive
Suite 205
Springdale, Arkansas 72762

The Honorable Lioneld Jordan, Mayor
City of Fayetteville
113 W. Mountain St.
Fayetteville, AR 72701

February 13, 2017

Dear Mayor Jordan,

On behalf of the Northwest Arkansas Council, I write to strongly endorse TheatreSquared's request for an investment of city funding to leverage multiplied private matching dollars and construct a permanent new economic development engine for our region and state — a 50,000 square-foot cultural facility which will be home to our state's second year-round professional theatre, TheatreSquared.

This is a shovel-ready project that soundly delivers on our priorities of economic development, physical infrastructure, and workforce development. Economist Kathy Deck of the University of Arkansas Center for Business and Economic Research projects that, during construction alone, this new building will create \$50.6 million in economic output in Arkansas as well as 350 jobs. And, once the doors are open, our initial investment will continue to pay back and multiply for decades to come, starting at \$5 million in economic output during the theatre's first season and growing each subsequent year.

A top-tier regional theatre will help us attract more jobs and more 21st century businesses to our state, while enhancing quality of life to help us retain the best talent. It will also greatly advance our state's position as a destination for cultural tourism, as visitors book their hotel stays longer to see a show and spend more dollars at local businesses.

The fact that a public investment will activate a major private investment makes timely action crucial. I appreciate your support for this project and welcome any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Michael E. Harvey".

Michael E. Harvey
Chief Operating Officer
Northwest Arkansas Council

ECONOMIC IMPACT AND OUTPUT

I. Construction Impact

The \$31.5 million construction project to build a 50,000 square-foot theatre building in Northwest Arkansas will generate:

\$50.6 million

ECONOMIC OUTPUT IN ARKANSAS

350 jobs

FTE DIRECT, INDIRECT AND INDUCED

II. Annual Economic Impact

ANNUAL IMPACT, 2020

\$4.9 million

2020 ECONOMIC OUTPUT

152 jobs

2020 FTE JOBS

50-YEAR IMPACT, 2020-2070

\$381 million

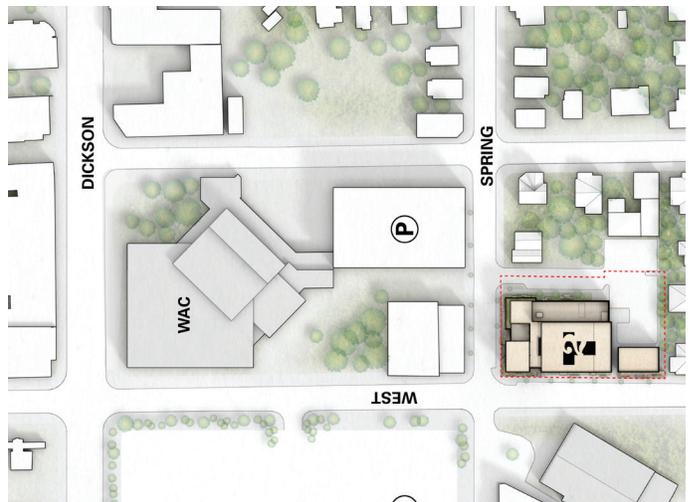
50-YEAR ECONOMIC OUTPUT

SOURCE: Arts & Economic Prosperity IV, based on the rigorous research findings from 182 study regions including Northwest Arkansas.

UA CENTER FOR BUSINESS AND ECONOMIC RESEARCH ANALYSIS

“We estimate that the total economic output from the construction activity would be \$50.6 million. The investment would generate 350.4 jobs for one year—212.6 direct jobs, 70.5 indirect (in the supply chain) jobs, and 67.4 induced (from consumer spending) jobs. Tax revenues would be on the order of \$3.2 million.”

Director Kathy Deck



“**STEVE CLARK**, Fayetteville chamber president, said people from out of town might go to the venue to eat, see a show and experience the city. ‘While they’re sitting there, they say, ‘You know, this might be a good place to live,’ he said. ‘So, from a Chamber of Commerce perspective, we are thrilled...’ ”

“**The new theater will create permanent jobs and will become a major source of revenue, pride and service to the community,**’ Clark said. ‘I’m looking forward to being there on opening night in 2019.’”

NWA Democrat Gazette, Jan. 18, 2016

1/27/17

Dear Mayor Jordan,

I heard the great news last week that TheatreSquared had received \$12.5 million in grants from the Walton Family Foundation to build a 50,000 square-foot home in downtown Fayetteville, just a block from Dickson Street. I understand the grant includes a \$9 million challenge to our community.

I'm writing in strong support of your efforts to help take up this challenge and fund this project. It's vital that we keep this nationally recognized theatre in downtown Fayetteville and seize the chance to create a unique space that will draw hundreds of thousands of people to downtown Fayetteville in the next decade.

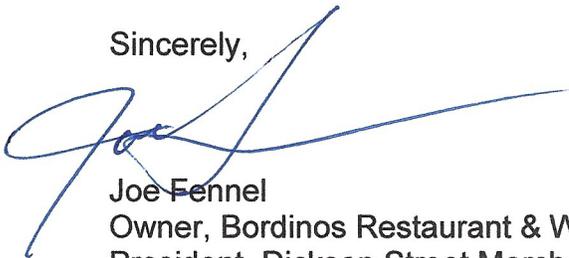
The economic development argument is strong — a \$50 million one-time impact from construction, and then \$5 million a year pumped into our local economy. Dickson Street merchants will feel the impact firsthand, as will businesses across our city.

As you know, I've been on Dickson Street since 1980, and I've seen what a difference the arts make for local businesses. The City, the University, and the Walton family made a commitment that transformed our downtown when we banded together to build the Walton Arts Center. Twenty-five years of solid growth for our downtown is compelling evidence that investing in the arts pays us back.

Our region is changing. Today, we have an opportunity to make Fayetteville and its performing arts and theatre district a year-round engine for local businesses in the downtown and Dickson Street area. Making this vision a reality will have an impact on Fayetteville and everyone who lives here. It will also make us a can't-miss destination for the hundreds of thousands of arts tourists already flocking to Crystal Bridges.

Opportunities like this are rare. I encourage you to be bold. You have my support and the support of our DSMA members. As we position ourselves for generations to come, I feel this project gives us the opportunity to create something very, very special.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joe Fennel', with a long, sweeping horizontal line extending to the right.

Joe Fennel
Owner, Bordinos Restaurant & Wine Bar
President, Dickson Street Merchants Association



Community Design Workshop, February 2016

THE VISION

The path to a new, permanent home for TheatreSquared began with a vision statement drafted by a group of community members and artists in March 2015:

“We see TheatreSquared as its own center, a destination and a place of origin. The work created here will draw audiences from near and far, and be our region’s export to the world’s theatre centers.

We see a gathering place—a theatre commons—that is welcoming and fascinating, alive with activity. A building that draws the eye and evokes curiosity.

Here on this corner —here in our community—we see a permanent home for remarkable theatre, done well and with passion. We see a premier national theatre in Northwest Arkansas.”

THE TEAM

With support from the Walton Family Foundation’s Design Excellence program, TheatreSquared announced the selection of a world-class design team in November 2015. London-based theatre planners Charcoalblue — who served as theatre planners for the Royal Shakespeare Company’s new Courtyard Theatre, the Young Vic, two new venues at London’s National Theatre, and the 2014 RIBA Sterling Award-winning Everyman Theatre, among many others — were selected to lead the design team.

New York-based Marvel Architects was selected from over 70 international applicants to design the theatre building. Marvel’s portfolio includes a new Brooklyn Public Library, the national competition-winning entry for the new Constitution Gardens on the National Mall, a master plan for Playwrights Horizons, and the beautiful new home for the storied New York theatre, St. Ann’s Warehouse.



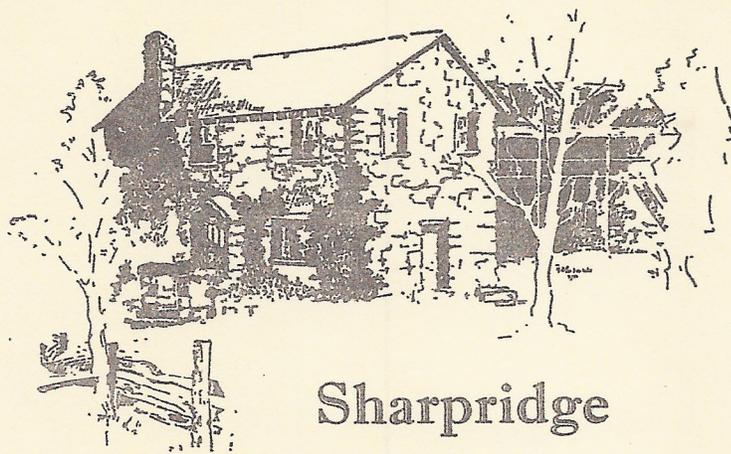
**Marvel
Architects**

CHARCOALBLUE



**THEATRICAL
INNOVATION | ESTD
2004**





2062 S. Smokehouse Trail
Fayetteville, AR 72701-7723

—
(479) 267-3205

Frank Sharp - fsharp@pgtc.com
Sara Sharp - ssharp@pgtc.com

February 13, 2017

Mayor Lioneld Jordan,
City of Fayetteville
113 W. Mountain Street
Fayetteville, AR 72701

COPY

Dear Mayor Jordan,

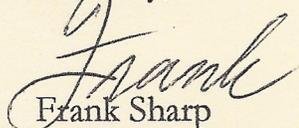
You and the council are too young to remember, about thirty years ago the *City of Fayetteville* took a giant, courageous step in support of the arts. The City and University each put up five million dollars—that's \$9 million in today's dollars—to build an arts center. It was a huge act of faith, as our arts center committee had really done nothing but meet and plan!

It turned out that the funding needed a third leg of a "three-legged funding stool". Generous donors - under the persuasive Billie Jo Starr- raised private money to provide that third leg of the stool. This combination of City, University and private funds made possible the creation of the *Walton Arts Center*, one of the important factors in making northwest Arkansas one of the top places in the nation to live!

The City now has another challenge in support of the arts. Unlike our committee years ago, *Theatre Squared* has proven itself with eleven successful seasons and an annual budget of two million dollars. And amazingly, this young organization has come to the city with an offer to provide two legs of a three-legged funding stool on its own — and then some.

Unfortunately, time is short! Theatre Squared needs to meet its challenge grant; to not let its construction costs balloon with a delay; and to break ground in June. I hope that you can figure out a way to give *Theatre Squared* the money it needs to construct a world-class theater and continue the terrific progress we have made here in Fayetteville in maintaining our quality of life.

Sincerely,


Frank Sharp



“Generations of Northwest Arkansans who attend performances in TheatreSquared’s new facility will enjoy a transformative arts experience – enhancing our region’s high quality of life and vibrant sense of place.

We look forward to Fayetteville and the Northwest Arkansas community joining us to make this vision a reality.”

Karen Minkel, Walton Family Foundation
Home Region Program Director



NATIONAL STANDARD FUNDING MODEL

Public/private partnership is the standard for successful cultural building projects.



The Yard, Chicago Shakespeare
\$15MM Public / \$20MM Private



ZACH Topfer Theatre, Austin
\$10.8MM Public / \$10MM Private



Walton Arts Center, Fayetteville
Original: \$5MM Public / \$9MM Private
Renovation: \$7.5MM Public / \$15.5MM Private



Theatre for a New Audience
\$34.45MM Public / \$34.65 Private



Guthrie Theatre, Minneapolis
\$28MM Public / \$47MM Private



Robinson Arts Center, Little Rock
\$73.5MM Public / No Private Support

COST-EFFICIENT, SUSTAINABLE CONSTRUCTION

Due to a highly cost-efficient design, TheatreSquared's average cost per square foot (CSF) compares favorably to the national average cost of performing arts building projects, coming in nearly 30% below industry comparables in construction cost.

\$770/sf

Average CSF of nationally benchmarked performing arts projects

Source: Dharam Cost Consulting

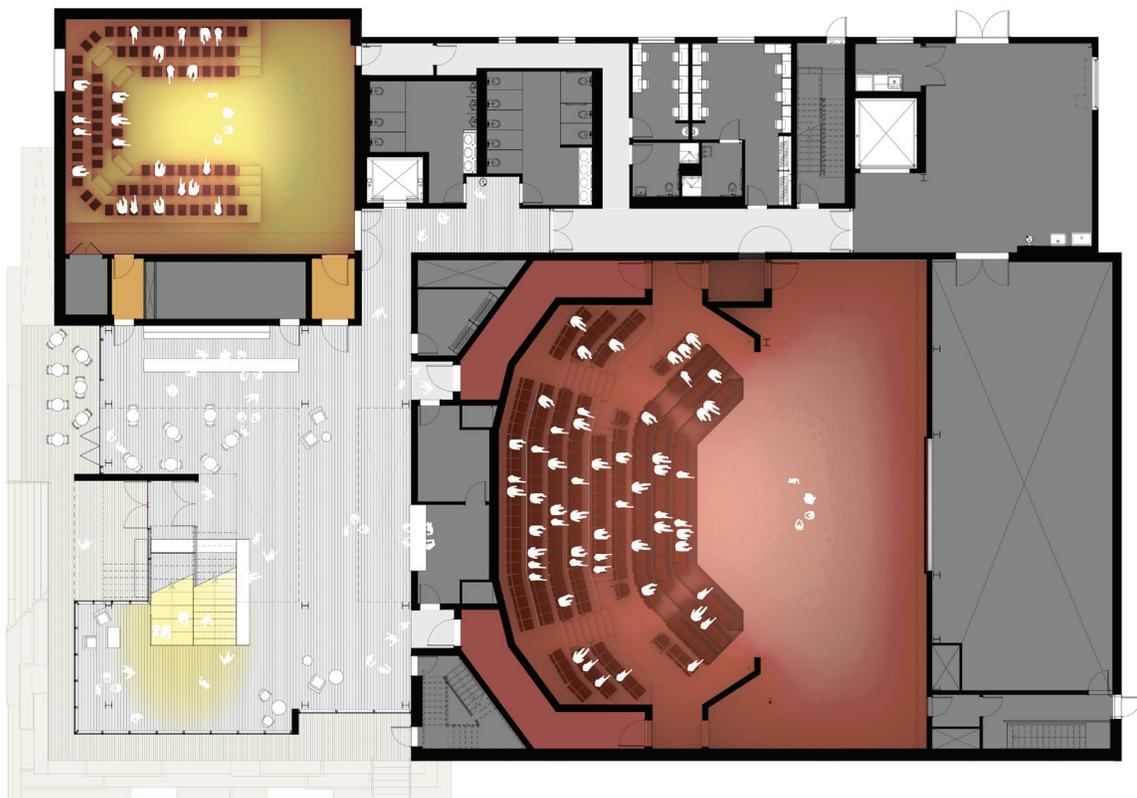
\$550/sf

TheatreSquared new building project, 100% DD Pricing

Source: Baldwin & Shell

Sustainable through-and-through, the project exceeds national standards with repurposed building materials, all-LED lights, furniture milled from trees on site, enhanced commissioning, and efficient systems. Behind the building, an artist's patio will be constructed out of reclaimed brick from a historical structure that once stood near the old Fayetteville Depot.

With high acoustic requirements and reduced glazing, the building's thermal efficiency is unusually high. Design choices have also led to sustainable construction and long-term operation, with few added ornamental finishes, very little drywall, and little need for high-VOC paints and coatings. Reducing added finishes also allows for the use of primarily local and regional materials. With these factors, along with low-flow plumbing fixtures, local species planted on grounds, re-use of concrete formwork as a construction material, and other innovations, Northwest Arkansas's new regional theatre will also be a regional model as a sustainable building project.





UNIVERSITY OF
ARKANSAS.

Office of the Chancellor

January 18, 2017

The Honorable Lioneld Jordan
City of Fayetteville
113 West Mountain Street
Fayetteville, AR 72701-6083

Dear Mayor:

As Chancellor of the University of Arkansas, I am writing to you today to express my full support behind TheatreSquared's efforts to secure funding for a future permanent home. Recognizing the tremendous benefits the new building will have on Fayetteville and Northwest Arkansas, the Walton Family Foundation has committed \$12.5 million to support its construction. I, too, believe this new venue will benefit our city and region by strengthening the tourism base, enriching culture across Arkansas, and yield economic benefits to the city and region.

Also, we want the U of A to be able to offer our current and prospective students, faculty, and staff the opportunity to attend performances in a quality setting that will enhance their cultural experiences. This new theatre space has the potential to do just that.

I look forward to our continued partnership with T2 in a new state-of-the-art facility that will help make the city and university even better!

Sincerely,

Joseph E. Steinmetz, PhD
Chancellor

c: Martin Miller

VISITORS & SATISFACTION



mmsrcm
Conway, Arkansas

1 review

“SPOT ON, SQUARED”

Reviewed March 3, 2016

TheatreSquared in Fayetteville, Arkansas, is not only spot on theatre at its very best, but also located within across the street and even next door walking distance to fun and fine dining, including local micro brews, and many other attractions far too numerous to list here. My humble advice ... just GO!



tripadvisor®



Bob V
Oklahoma City, Oklahoma,
USA

Level 2 Contributor

7 reviews

“Wonderful New Year's Eve”

Reviewed January 4, 2016

The show was high energy and funny, the cast was talented and clearly enjoyed performing, the venue was superb with not a bad seat in the house, and the hot free chocolate was delicious. It was the highlight of our time in Fayetteville.

#1

Of 45 things to do in
Fayetteville

Source: TripAdvisor.com, 2/20/17

48%

Attend from outside
Fayetteville

59%

Dined out or bought a
drink before or after
the show

95%

Would recommend to
a friend

EDUCATION & ACCESS

TheatreSquared’s education programs already serve 18,000 students each year — but the theatre lacks any dedicated space for its education programs in Fayetteville, and so all of its workshops and performances must be conducted in makeshift spaces within schools (and often outside of Fayetteville). The new facility will allow the theatre to host far more of its educational programs in downtown Fayetteville.

In the new theatre center, always-open public gathering and meeting spaces will be a year-round resource for the community, supporting access and creating a sense of true public ownership.

CONCLUSION

We believe that theatre, done well and with passion, can transform lives and communities. This significant initiative will be transformative for Fayetteville. Your support will help us cement Fayetteville’s role as our region’s theatre district, will help unify Dickson Street, the Library, and the Square as part of one “supremely walkable” arts district (Fayetteville Downtown Master Plan), and will raise the quality of life for citizens of Fayetteville for decades to come. We appreciate your consideration of this proposal and look forward to a continuing conversation.