

**I. CHESTER COUNTY COMMUNITY FOUNDATION  
CAPITAL & ENDOWMENT CAMPAIGN GRANT PROPOSAL SUMMARY SHEET**

Date: June 24, 2016

**Contact Information:**

Organization Name: Association for the Colonial Theatre (ACT)  
Address: 227 Bridge Street, Phoenixville, PA 19460

Contact Name: Mary Foote  
Contact Title: Executive Director

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Website: [www.thecolonialtheatre.com](http://www.thecolonialtheatre.com)  
[www.bankonthearts.org](http://www.bankonthearts.org)

Contact E-mail: [mary@thecolonialtheatre.com](mailto:mary@thecolonialtheatre.com)

Year Incorporated: 1996

Have you previously applied to The Community Foundation: Yes X No \_\_\_\_\_

If "Yes," please indicate date and amount of each grant, if any, received from the Foundation:

- (1) Year: 2015 Amt Rec'd: \$22,400\*      (2) Year: 2014 Amt Rec'd: \$2,000\*  
(3) Year: 2013 Amt Rec'd: \$1,000\*      (4) Year: 2012 Amt Rec'd: \$1,000\*

*\*Represents gifts made from a donor-advised fund and not in response to a proposal.*

**Field/s of Interest:**

  X   Arts, Culture & Humanities        X   Community Improvement           Environment/Animal Welfare  
     Health           Human Services           Education

**Organizational Information:**

**Geographic Area Served** (If not all of Chester County, specify primary Chester County regions served): The Colonial Theatre is located in Phoenixville's downtown. Our audience members come from Chester, Montgomery, and Delaware Counties and beyond. Seventy-percent of our patrons come from a 30-mile radius outside Phoenixville and 11% of live performance attendees travel from beyond that 30-mile radius. Therefore, visitors often travel from Philadelphia and points beyond to see film and live performances at the Colonial Theatre. The Colonial is the only venue that screens film *and* offers live performance in Chester County.

**Describe Population Served and Annual Number of People Served:** In 2015, approximately 43,000 people of all-ages enjoyed the Colonial's programming. The theatre is supported in part by over 1,000 annual members. Film and live performance are marketed to members and other individuals through website, social media, print media, a quarterly print newsletter (circulation: 9,000), and weekly email digest (circulation: 15,000). The Colonial Theatre gives away over 1,200 free tickets annually to local community groups and members. This provides access to film and advances part of our mission to 'enhance collective well-being' by promoting cultural life.

**Mission:** ACT's mission is to enhance the collective well-being of our region by restoring the landmark Colonial Theatre and promoting cultural, economic, and civic life. To that end, ACT presents film, live theatre, music, dance, and other community events in the heart of Phoenixville's historic business district.

**Proposal Summary:** This proposal respectfully requests support for the Colonial Theatre's ~\$8M building expansion. The project is an adaptive reuse of the historic Phoenixville Bank Building at 225 Bridge Street next door. It will convert our single-screen theatre into a three-theatre film and performance venue with expanded patron amenities.

**Annual Budget** \$882,633 (current FY budget)

80 % of budget for program expenses

7 % of budget for administrative expenses

13 % of budget for fundraising expenses

100 % total

5 # of Full-Time Equivalent Paid Staff

13 # of Board Volunteers

200 # of Active Non-Board Volunteers

4,000 # of Volunteer Hours

**Proposal Information:**

Rev. 06/2015

**Why a Capital/Endowment Campaign Now?** The Colonial is a former 'vaudeville house' that boasts a 658-seat, single screen theatre. ACT realized in late 2008 through the expertise of a theatre consultant that in order to grow and retain its donor base, increased programming and lobby space were necessary. Operating a single-screen theatre limits the type and variety of programming and amenities ACT can offer patrons. A 2010 Expansion Demand Study confirmed the conclusion that ACT's long-term viability is dependent upon expanded facilities, which would allow for more programming versatility. For example, a higher volume of first run features and documentaries could be screened with more than one screen. A wider variety of established and emerging artists could also perform for the community - but only via additional screening rooms.

Capital/Endowment Financial Goal:       \$8M  
Fundraising Campaign Start Date:       April 1, 2016       End Date: April 30, 2017  
Who is Chairing Campaign:               Ken Mumma, Marian Moskowitz, and MaryLouise Sterge (Expansion Co-chairs) and Richard A. Kunsch, Sr. and Suzanne Norris (Bank on the Arts co-chairs)  
If you have Fundraising Counsel, who is it?   Susan Palmer, [Palmer Westport Group](#)

Top 5 Capital/Endowment Campaign Funders to Date:  
Anonymous donor, Archie W. and Grace Berry Foundation, Wolf Creek Charitable Foundation, Ken and Moira Mumma, Wyncote Foundation, Phoenixville Community Health Foundation

Grant Amount Requested from CCCF: \$10,000

## II. CHESTER COUNTY COMMUNITY FOUNDATION CAPITAL & ENDOWMENT CAMPAIGN GRANT PROPOSAL NARRATIVE

**1. Organization's history, goals, key achievements and distinctiveness:** Built in 1903, the 112-year old Colonial Theatre is the last surviving of four theatres that once existed in Phoenixville. It is the only theatre that presents both film and live performance in Chester County. The Colonial Theatre occupies a special place in cinema history as the setting for the climactic scene of 1958 sci-fi and cult classic, *The Blob*, starring Steven McQueen. Today, it is a beloved, historic landmark that connects residents to their past and patrons and members to affordable, accessible arts and cultural programming. The venue also attracts visitors to Chester County where these cultural tourists patronize other local businesses. About 70% of patrons come from a 30-mile radius *outside* Phoenixville and 11% of live performance attendees travel from beyond the 30-mile radius. Therefore, the Colonial's footprint includes Chester, Montgomery, and Delaware Counties, with visitors often traveling from Philadelphia and points beyond. Over 500,000 people have visited the theatre since its 1999 re-opening. The Colonial Theatre's programming consists of:

- ❖ **Film.** Daily independent, classic, and art films. Series include feature and classic films, First Friday Fright Nights, Cult cinema, Young Audiences Series and Teen films, and Documentaries.
- ❖ **Indie Lens Pop-up.** Presented in partnership with WHYY, this neighborhood series brings people together for screenings of documentaries seen on the PBS series 'Independent Lens' and community-driven conversations featuring leaders in relevant fields.
- ❖ **Royal Opera House presentations.** Since 2006, the Royal Opera and Royal Ballet have broadcast some of the world's most spectacular and moving ballet and opera performances from Covent Garden London to cinemas around the globe. Features current season's performances.
- ❖ **Live Performance.** Musical, comedy, and theatrical performance presented in partnership with Point Entertainment.
- ❖ **Organ concerts.** The Colonial is home to an extremely rare Wurlitzer Opus 585 Organ. The Wurlitzer is showcased in live concerts and provides accompaniment to silent films.
- ❖ **TEDxPhoenixville.** An independently organized TED event celebrating the creative, innovative, and inspiring happenings right here and all around the world. Typically annual with monthly salons.
- ❖ **BlobFest.** Celebrating our unique history and reinforcing our community's sense of place.
- ❖ **Public event rentals.**
- ❖ **Special events.** These include an Oscar Night Members' Party and 'Bringing Back the Bacons' benefit concert.
- ❖ **Historic Colonial Theatre tours.** Free to visitors every Sunday

For Borough residents who grew up in the area before and during the closure of Phoenix Steel, the Colonial Theatre is not only a source of enjoyment and entertainment, it is an ever-present symbol of Phoenixville's rebirth after a difficult economic downturn. The Colonial Theatre's revival has been cited as a major catalyst of the economic development and revitalization in Phoenixville following the closure of Phoenix Steel in the 1980s. In 1996, the Phoenixville Area Economic Development Corporation (PAEDCO) acquired the Theatre. One year later ACT purchased the building. Just prior to acquiring the theatre, Association for the Colonial Theatre (ACT) was formed to save the building by a group of concerned residents that included Mary Foote, Ken Mumma, and Trish Hartline. In 1999, ACT completed nearly a half-million dollars in restoration and reopened the Colonial. Over the last 15 years, over \$2 million in additional building upgrades have been undertaken, a strategic plan was completed, and technological capacity was built. In 2006, the Commonwealth of Pennsylvania Department of Community and Economic Development declared the Colonial Theatre an "Anchor Building." Among other accolades received by the theatre, in 2008 and 2010 *Philadelphia Magazine* awarded the Colonial with a 'Best of Philly' designation. It later cited the theatre's annual Blobfest as a major reason that Phoenixville is one of the 'Top Ten Most Awesome Places to Live' in the Greater Philadelphia region.

The Colonial Theatre realized around 2008 that adding additional programming space and patron amenities would grow its membership and cement future success. In 2011, the historic, ca. 1925 National Bank of Phoenixville Building next door to the theatre fortuitously went up for sale. The capacious, 11,000 square foot building could be adaptively re-used to move the Colonial Theatre beyond its single-screen business model. To purchase the building ACT raised \$973,000 in gifts and pledges. An RACP (Redevelopment Assistance Capital Program) grant from the Commonwealth of Pennsylvania enabled façade restoration in 2013 allowed ACT to complete stabilization work and historic restoration to the façade of the Bank Building the following year. ACT also hired The North Group Inc. to assist the Board in planning and organizing the capital campaign which is currently underway to raise the funds necessary to support the Colonial Theatre's building expansion.

Once the adaptive reuse of the Bank Building is complete, the new Colonial Theatre will consist of two buildings connected by the current lobby. The current lobby will open into the bank's own dramatic and spacious entryway. It still boasts its original glass ceiling, sections of marble tile and wainscoting, and ornamental plaster. Two small theatres for film and events with seating capacities of 174 and 61 people will be created. One theatre will feature retractable seating and a balcony and the other, stepping seating and luxurious fixtures. Other elements created through this building expansion will include: accessible restrooms, three-stop elevator, and rooftop garden with adjacent suite overlooking the Phoenixville Foundry. The suite will contain a private bathroom and wet bar, making it a prime space for private and corporate rentals. Finally, a loading dock behind the theatre will connect to the existing Colonial Theatre stage and allow for concert load-in behind the stage (versus from Bridge Street). A 'headliner' dressing room with private bathroom will be created in the Bank's old vault. During the expansion construction ACT is continuing to operate as a thriving business, maintaining current programming levels. More information is available at [www.bankonthearts.org](http://www.bankonthearts.org) and the campaign brochure is viewable here <http://bit.ly/28QqONK>.

## **2. Capital and/or Endowment Funding request:**

### **A. What impact will this campaign have on those you serve?**

This project will significantly alter our business model in ways that improve long-term sustainability. Conservative projections indicate that patrons/visitors will triple in the three years following construction. The expansion project will dramatically improve patron experience, diversify our audience, and expand our donor base. First run films, which require a six-week screening commitment, can finally be shown at the Colonial. A wider variety and more films will be offered, and expanded children's programming (media literacy, STEAM, and summer camps) will be possible. Additional film theatre space will allow for more live concerts in our 658-seat auditorium. Finally, our concessions, lobby, and other social spaces will finally be large enough to accommodate a full concert audience. Like similar nonprofit theatres, the Colonial Theatre operates on a mix of earned income (tickets, concessions) and funds raised through memberships, grants, events, and an annual fund. The Colonial's increased costs will be met by increased revenues from:

- Screen advertising (more screens, films, and performances)
- Ticket & concessions (more programming variety, concession stands, wine and beer)
- Rentals (increased number of rental spaces and scheduling flexibility)

This expansion project will also benefit the entire community. It advances the broad goals of public and private county leaders as expressed in the County's policy plan, Landscapes2, and its VISTA 2025 effort.

Nonprofit arts attendees stimulate local economies (Americans for the Arts), spending an average of nearly \$25 per person beyond the cost of admission. Cultural facilities attract and retain skilled and educated workers, contributing to a high quality of life. They are correlated with higher civic engagement, lower poverty rates, and more social cohesion.

### **B. What are your fundraising goals? How are you cultivating prospects? What is the timetable for the campaign? What key players are involved?**

After quietly raising \$5M of the \$8M campaign goal over two years, the Colonial Theatre launched the public phase ('Bank on the Arts') of its capital campaign on April 5, 2016 with a public groundbreaking event. Through broad-

based fundraising efforts we will raise \$1M over one to one-and-a-half years while continuing to secure leadership gifts totaling \$2M of \$25,000 and greater. Prospects are being cultivated through a series of repeating events at the Colonial Theatre during the public phase, mail appeals, and through personal solicitation carried out by our Executive Director, Development Director, and volunteer Campaign Leadership. Malvern Federal Bank has approved bridge financing of up to \$5M for up to five years for the project. Additionally, the Borough of Phoenixville has agreed to waive the permit fees for the construction project, resulting in a \$126,000 total savings to ACT. The Theatre also submitted a \$4M Redevelopment Assistance Capital Program Grant (RACP) in February 2015.

Carnevale Eustis Architects and our construction team of CH&E have completed the design development phase and the Bank of Phoenixville Building is under construction. Milestones for implementation of the expansion project have included:

Purchase of 225 Bridge Street	COMPLETED
Design Phase	COMPLETED
Exterior Masonry Pointing and Refurbishment	COMPLETED
Interior Demolition	COMPLETED
Bidding	COMPLETED
Contracts Awarded	COMPLETED
Expansion permitting submitted	COMPLETED
Building construction	<i>Underway</i>

Costs required to implement this initiative and funds raised to date are represented on a budget included with this proposal. The consultancy fees associated with our Expansion Demand Planning Study and Campaign planning study are not included because they are not anticipated costs (they occurred in the past).

Susan Palmer, Principal of The Palmer Westport Group, is currently serving as ACT's Campaign consultant. Susan was formerly the Executive Director of The Colonial Theatre in Pittsfield, MA, where she led a \$21M restoration campaign. She was a co-founder of Barrington Stage Company – a producing theatre company that recently won two Tony awards for The Putnam County Spelling Bee; managing director of The Berkshire Theatre Festival; Information Systems Manager at Jacob's Pillow Dance Festival; Director of Major Gifts at WGBY Public Television; and General Manager of CompuWorks, a systems integration firm in the Berkshires. Susan has been on the faculty of Association for Performing Arts Presenters, a national service organization for presenting theaters, and has been a program presenter at the League of Historic American Theaters (LHAT) at their national conferences in Boston, Kansas City, Las Vegas, Los Angeles, Philadelphia, San Diego, and New York City.

**C. Why is it important to fund this now?** The Colonial Theatre's building expansion project will transform an historic and iconic single-screen landmark into a multi-theatre, cultural destination. Our future success and the theatre's preservation - upon which Phoenixville has depended - will be cemented by the expanded facilities and programming that result from this capital project. Our organization will be better able to address the interests and needs of our diverse community with additional theatres and the resulting expanded film and live programming. It will also stimulate new revenues from increased rentals and an expanded donor pool. ACT has already raised \$5M of our ~\$8M goal through generous leadership contributions. We hope that interested Chester County Community Foundation donors choose to invest in this project at this time.

### III. ATTACHMENTS

***E-mail this support information:***

1. Copy of 501 (c) (3) federal tax-exempt letter
2. List of Board of Directors, with their affiliations
3. Most recent annual report and financial statement, audited if available
4. Itemized organizational operating budget with actual results for prior fiscal year and current fiscal year to date

*With the operating budget we are including a copy of Income & Expenses for the Building Expansion project.*

5. If capacity building initiative, itemized budget (including external consultant's proposal if applicable).
6. Current strategic plan. If your nonprofit does not have a current strategic plan, explain why.

*Recent planning efforts and resources for planning were dedicated to creation of an Expansion Demand Study and a Campaign Feasibility Study. These were completed by Webb Management Services Incorporated and the North Group, respectively. Because our organization's future growth, sustainability, and programming are dependent upon a building expansion, at the present time these documents supplant a strategic plan. The Campaign Feasibility Study contains confidential information, but we would be glad to share the Expansion Demand Study upon request.*

***Other relevant attachments related to this Building Expansion campaign are available upon request but may be found on the campaign microsite at [www.bankonthearts.org](http://www.bankonthearts.org).***

*Note: Philanthropy Network Greater Philadelphia Common Grant Application may be submitted with CCCF Summary Sheet.*

*Visit [www.chescocf.org](http://www.chescocf.org) for an electronic version of this application.*

*E-mail applications are strongly encouraged.*

E-mail completed proposals to [grants@chescocf.org](mailto:grants@chescocf.org)

Attn: Beth Harper Briglia, Vice President of Donor Services & Grantmaking  
Chester County Community Foundation

Please call or email Beth Harper Briglia at 610-696-8045 or [beth@chescocf.org](mailto:beth@chescocf.org) if you have any questions.

*Chester County*  
**COMMUNITY FOUNDATION**

***Connecting people who care with causes that matter,  
so their legacies make a difference.***