

**CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL SUMMARY SHEET**

One page only. This page will be shared electronically with Grant Committee Members & Fund Advisors.

Note: If Philanthropy Network of Greater Philadelphia's Common Grant Application is used, the Community Foundation's Summary Sheet MUST accompany application.

To obtain an electronic version of this application, visit www.chescocf.org Date 5/5/17

Contact Information

Organization Name: Uptown! Entertainment Alliance
Address: 226 N. High Street West Chester 19380
Phone: 610-356-ARTS
Website: www.uptownwestchester.org
Year Incorporated: 2010

Executive Director Name: Angela Scully
Executive Director E-mail: Angela@uptownwestchester.org
Board of Directors Chair Name: Gary Green
Primary Contact Name: Angela Scully
Primary Contact E-mail: Angela@uptownwestchester.org

Has your nonprofit ever applied to the Community Foundation? Yes No Not Sure
Has your nonprofit ever received funding from the Community Foundation? Yes No Not Sure
 Donor Advised Fund(s) Fund for Chester County Don't know/Not sure

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Organization Information:

Geographic Area Served *Chester County, Delaware County, Montgomery County and the state of Delaware.*

Describe Population Served and Annual Number of People Served:

With so many offerings, Jazz, Latin, Music, Improv, Theater, Modern Dance and Performing Arts Education Uptown! draws from the entire region across every age group. While predominately greater West Chester, our patrons have come from over 30 area zip codes.

Mission:

Uptown! promotes cultural, economic, and civic life experiences in the community through live theater, music, dance, film and other local events in the heart of West Chester's Historic District.

Proposal Summary:

Uptown! Entertainment Alliance is requesting a grant to support the cleaning and repointing of the exterior of our historically sensitive building. This is work beyond the original scope of the rehabilitation of the Armory as a theater for film and live performance. The original capital campaign for converting the Armory into a performance venue concentrated mainly on the interior, providing audio/visual equipment, seating, bathrooms and meeting life safety and ADA requirements. The purpose of this request is to attend to the cleaning and repointing of the "Head House" cornice of 100 years of dirt and grime.

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Strategic Relationships
 Fundraising & Development Other: _____

Annual Budget \$ 609,000 2.5 # of Full-Time Equivalent Paid Staff
80 % of budget for program expenses 24 # of Board Volunteers
12 % of budget for administrative expenses 78 # of Active Non-Board Volunteers
16 % of budget for fundraising expenses 2120 # of Volunteer Hours
100 % total

Top 3-5 funding sources: Individuals, membership, ticket sales

Grant Amount Requested from the Community Foundation: \$ 5,000 and above _____

Uptown! Entertainment Alliance is requesting a grant to support exterior site work at the new Uptown! Knauer Performing Arts Center in downtown West Chester, PA. The theater has nine resident companies (music, dance, jazz, Latin, opera, professional theater, improv), three separate performance spaces. Uptown! holds a local TEDx license, host a monthly Speaker Series, an Adventure Travel Film program and an annual Singer Songwriter competition. In addition, Uptown! also hosts the West Chester Studio for the Performing Arts and is able to offer lessons, classes and summer camp to K-12 students. The theater also enjoys a partnership with The YMCA a half a block away, the West Chester Area School District serving as a venue for student orchestra and choral concerts and enjoys an onsite education program with St. Agnes School two blocks away. With over 50 performing arts organizations within a 10-mile radius, the theater is fast becoming a home for groups such as the Concordia Chorus, Brandywine Singers, Brandywine Ballet and Balance Dance Company.

Grant funding would support the cleaning and repointing of the exterior of our historically sensitive building. This is work beyond the original scope of the rehabilitation of the Armory as a theater for film and live performance. The original capital campaign for converting the Armory into a performance venue concentrated mainly on the interior, providing audio/visual equipment, seating, bathrooms and meeting life safety and ADA requirements. The purpose of this request is to attend to the cleaning and repointing of the “Head House” cornice of 100 years of dirt and grime.

History & Mission

Uptown! promotes cultural, economic, and civic life experiences in the community through live theater, music, dance, film and other local events in the heart of West Chester’s Historic District. After six years of work, Uptown! Entertainment Alliance debut its theater, the Knauer Performing Arts Center, to the public.

Six years ago four friends discussing their desire for a theater in downtown West Chester came together to form Uptown! Entertainment Alliance. It moved from a group of friends to a fully functioning board with committees, to build the groundwork needed to achieve its goal of bringing theatre to West Chester. With the help of elected officials Uptown! focused on the National Guard Armory centrally located downtown West Chester as an option for a theater. In May 2015 the Governor signed a bill allowing Uptown! to purchase the Armory from the Commonwealth for \$760,000. A capital campaign was launched and \$4.2 million was raised to purchase, preserve and renovate the Armory as a Theater for film and live performance!

In May 2016, Uptown! broke ground and began renovating the vacant Armory building. The 14,300 square foot three story structure had one working toilet, a 1970’s furnace, no air-conditioning or handicapped access. Over nine months the building was brought back to its original floor plan and accessibility was added inside and out. From the main drill hall Uptown! created a 327-seat main stage theater . Upstairs now boasts a performance space for 100. On the lower level there is another performance and educational space as well as a classroom. Green rooms, dressing rooms and bathrooms are also on the lower level of the building. In June 2016 a gift was received from the Knauer family renaming the theater as the Knauer Performing Arts Center. The building opened with a New Year’s Eve Gala for 500 people.

The opening of the Knauer Performing Arts Center on December 31, 2016 was a transformational moment for West Chester. The creation of a cultural hub right in the downtown historic district, walking distance from local neighborhoods and schools as well as restaurants and shopping, makes the theater – and downtown West Chester - a real destination for individuals and families from across the region.

Over the last six years the founders have come to understand that *bringing a theater to West Chester* was more than a dream of a small group of people. It is need and desire of a community – one that extended beyond the Borough of West Chester. Leadership, passion, dedication, and commitment from many people and organizations have driven our success in fundraising and now serve as our audience.

Now April 2017 Uptown! is in full swing as events begin on the new theater's three stages with events from its eight Resident Companies and it's West Chester Studio for the Performing Arts. There are also 32 rentals from business, non-profits and arts organizations booked for the theater space already on the calendar.

In recent years the center of West Chester has undergone a great revitalization. A diverse and historic community of commercial and residential homes and businesses, there are now a wide variety of boutiques and shops and over 80 dining opportunities that serve local residents and draw tourists and people from the surrounding area into the historic downtown. With the demolition of the Warner Theater in 1986. This project was a unique opportunity to bring a public theater back to the town center.

Work Plan/Time Table

Work will be done by Marra Restoration in Oreland, PA and would begin in late summer 2017.

- Clean various stains on the brick masonry and limestone cornice
- Repoint entire cornice and front triangular broken pediment\ Patch repoint all bricks and joints through out.
- All work to conform of National Park Service Brief for proper historic masonry rehabilitations.

Outreach

A core value of Uptown! Entertainment Alliance is to reach underserved communities in and around West Chester. The most recent census details West Chester with 71% Caucasian 12% African American, 13.5% Hispanic and 3% Asian origin. With the theater jazz, theater, Latin, music, dance and film programming reflecting the rich diversity of the community we serve Community tickets and Scholarships will ensure our students and audiences reflect our community as well.

Scholarships are offered to West Chester Studio for the performing arts classes and summer camp. Uptown! works with the YMCA and the St. Agnes School to award scholarship for performing arts summer camp to students who would otherwise be unable to afford such an experience. This year seven scholarships have been awarded.

Budget

The total operating budget for the new theater is \$609,000 for the first year.

The estimate from Mara Restoration for the exterior work is \$100,000.

The operations of the theater come from a mix of earned income and contributed. Uptown! has a membership program and receives a portion of ticket sales from each of its resident companies.

Additional programming such as film, speaker series, Tedx and educational programs are produced by Uptown! and Uptown! retains 100% of the ticket sales. The organization also has an Entertainment Liquor License which enables it to sell liquor two hours before, during and one hour after each live performance. Uptown! also pursues an active rental program. In 2017 Uptown! has 32 rentals of the on the books.

In December 2016 Uptown! launched a membership program. The initial program brought in 230 members and over \$123,000.00 in 2016 and into 2017.

A five-year budget is attached and current P&L is attached,

Uptown! continues to solicit individual gifts to support its programming and ongoing renovations to its 100 year old building as well as to support programming, community tickets and scholarships for summer camp.

A theater for live performances and film in historic downtown West Chester offers a common destination for people of diverse backgrounds as well as an outlet for creative expression and personal growth and educational opportunities for all ages. People living in West Chester or those coming into town for dinner or shopping now have a complementary option to combine a performance or film experience. The new theater will have a tremendous long-term economic and cultural impact on area businesses and residents as well as on the historic center of West Chester. From Benjamin Franklin and the National Guard, the Armory Building has made its mark on history and will continue to do so as the Knauer Performing Arts Center.