

I. 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

Contact Information

Organization Name: Uptown! Entertainment Alliance
Address: 226 North High Street

Phone: 610-356-2787
Website: uptownwestchester.org
Year Incorporated:

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: andgela@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 (If not all of Chester County, specify primary Chester County regions served): All of Chester county, Delaware, Montgomery, state of Delaware

Describe Population Served and Annual Number of People Served: 33,000 patrons form over 38 zip codes with a primary focus of West Chester where 65% of our patrons reside.

Mission: Uptown! Entertainment Alliance operates the Uptown! Knauer Performing Arts Center as a theater for live performance, education and film. The theater strives to serve as the Civic and Cultural Hub for the Region by attracting the highest quality artists and scope of offerings ensuring artistic excellence, diverse programming and sustainability.

Proposal Summary: Funding will enable the theater to keep ticket prices accessible, take artistic risk and meet the demand for scholarship and free tickets from our community partners such as the Melton Center, YMCA, Chester County Family Academy and St. Agnes School.

If Capacity Building Proposal, the focus is:

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

Annual Budget \$ 1.1 million 2 # of Full-Time Equivalent Paid Staff
84 % of budget for program expenses 25 # of Board Volunteers
10 % of budget for administrative expenses 78 # of Active Non-Board Volunteers
5 % of budget for fundraising expenses 942 # of Volunteer Hours

100 % total

Top 3-5 funding sources:

Ticket Sales \$764,000

Membership \$78,000

Annual Gala \$65,000

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

II. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL NARRATIVE

Provide clear, concise information. 3 pages maximum.

1. Organization's history, goals, key achievements and distinctiveness

In 2011 four friends discussing their desire for a theater in downtown West Chester came together to form the non-profit 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, such as Rep. Andy Dinnamen and then Governor Corbet, Uptown! focused on the National Guard Armory centrally located in downtown West Chester as an option for a theater..

In May 2016, Uptown! broke ground and began renovating the vacant Armory building.

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. The upstairs level now boasts a performance space for 100. On the lower level there is another performance and educational space as well as a large classroom. Green rooms, dressing rooms and bathrooms are also on the lower level of the building. In December 2016, Uptown! Entertainment Alliance opened the Uptown! Knauer Performing Arts Center with a New Year's Eve Gala for over 500 people.

The opening of the Uptown! Knauer Performing Arts Center In January 2017 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 prime destination for individuals and families from across the region. The Uptown! Knauer Performing Arts Center is the only public theater in Greater West Chester

Since our grand opening Uptown! has sold over 33,000 tickets to over 38 zip codes. Our predominate service area is Greater West Chester (West Chester, Malvern, Paoli, Wayne Exton) followed by Kennett Square and Wilmington.

Additionally our West Chester Studio for the Performing Arts @ Uptown! attracts families from around the region with a number of families coming from Wayne and Devon. Parents working on the 202 corridor commute with their children and dropping them off for camp and then picking them up at the end of a workday. This summer we have 186 campers and were able to offer 19 scholarships for families who would otherwise not be able to afford this kind of experience.

In January 2019 the Uptown! Knauer Performing Arts Center will celebrate its third year as the new cultural cornerstone of our community. Our organization has transitioned from a small loosely-knit group of volunteers using rented spaces to a professionally run performing arts center presenting a wide range of live performance, education and film for patrons of all ages. We have begun to expand our base to include more participants in the counties outside Chester County to greater Philadelphia..

2. Funding request and Needs to be addressed

Now open 19 months, Uptown! is striving to balance its budget as well as subsidize the cost of entertainment that people in Chester County would love to see live and at the same time keep ticket prices accessible.

Funding will provide the funds will ensure the theater's long-term viability and help achieve worthy goals including:

- * Community Tickets to students and their families in and around West Chester who otherwise could not afford to come and see a live performance of any kind. In 2017 153 community tickets were offered and by April 2018 243 additional tickets.
- * Increase Scholarships to our theater school and summer camps. In 2017 and thus far 19 scholarships have been offered. We hope to increase this from 19 to 50.
- * Attract more world-class entertainment to Uptown! A strategic goal is to develop a fund to subsidize the cost of entertainment that people in Chester County would love to see live.

Organizational impact and how will it be measured

It will allow Uptown! to enhance our outreach activities and to take some programmatic risk bringing in bigger or more costly entertainment or groups that might be more cutting edge.

Uptown will measure the number of community tickets awarded as well as the number of summer camp scholarshipsscholarships made possible. We will also follow up event attendance with surveys to collect indicators of satisfaction, constructive criticism and value for ticket proce

Activities to implement the initiative

The Uptown! program committee will explore acts and artists that fill voids in our programming (classical music, dance and family entertainment). We will also reach out to our community partners such as the Melton Center, YMCA, the Chester County Family Academy and St Agnes School to offer opportunities for scholarship for Summer Camp or for tickets to students and their families to live performance at the theater.

Why is it important to fund this now

It is an exciting time at Uptown! 2019 marks Uptown's thirrd year in the new theater. Additional funding would help us diversify our programming as well as our audiences as we strive to sustain operations and balance our budget.

E-mail completed proposals to grants@chescof.org

Please contact Kevin Baffa or Beth Harper Briglia at (610) 696-8211 or grants@chescof.org if you have any questions. Thank you.