REGIONAL PRIORITY PROJECT PRIORITIZATION PROCESS

PROJECT INFORMATION FORM

IF ADDITIONAL SPACE IS REQUIRED FOR ANY RESPONSE OR YOU WANT TO SUBMIT ADDITION DOCUMENTS , CLEARLY IDENTIFY THE DOCUMENTS WITH THE PROJECT NAME AND EMAIL THEM TO FKENNEY@ADDISONCOUNTYEDC.ORG.

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PROJECT NAME:

THT Performing Arts Expansion Project

TYPE OF PROJECT:

- [ ] Infrastructure:
  - [ ] Water
  - [ ] Wastewater
  - [ ] Broadband
  - [ ] Transportation
  - [x] Public Facility
  - [ ] Other
- [ ] General Development:
  - [ ] Industrial
  - [x] Commercial
  - [ ] Residential
  - [ ] Mixed
- [x] Site/Facility Development for Specific Business
- [x] Workforce Development
- [x] Business Development
- [ ] Other:

PROJECT SPONSOR:

Organization Name	Town Hall Theater
Organization Mailing Address	P.O. Box 128
Organization Email	lisa@townhalltheater.org
Organization Phone	(802) 388-1436

Contact info for the person submitting project information:

Name	Lisa Mitchell
Title	Executive Director
Mailing Address	P.O. Box 128, Middlebury, VT 05753
Email	lisa@townhalltheater.org
Phone	(802) 388-4277

PROJECT PRINCIPAL(S) (if different than above):

Person 1:

Name	Lisa Mitchell
Title	Executive Director
Organization	Town Hall Theater
Mailing Address	P.O. Box 128, Middlebury, VT 05753
Email	lisa@townhalltheater.org
Phone	(802) 388-1436

Person 2:

Name	Doug Anderson
Title	Artistic Director
Organization	Town Hall Theater
Mailing Address	P.O. Box 128
Email	ad@townhalltheater.org
Phone	(802) 388-1436

PROJECT DESCRIPTION (5000 Characters):

Town Hall Theater is a non-profit multi-disciplinary theater and historic landmark in Middlebury, Vermont. Our mission is to contribute to a thriving community in Addison County by presenting a diverse array of high-quality arts programming that educates, entertains, and inspires. As a regional home for the arts, THT presents more than 165 events per year, plus all-ages education offerings. THT utilizes its 232-seat theater and main stage, gallery, and studio space to the fullest extent possible – but expansion is long overdue. As early as summer of 2023, THT will break ground to create a new three-story wing -- transforming our theater into a thriving, downtown performing arts and community center.

This project solves the need for essential spaces and aligns with Middlebury's downtown master plan to further develop an arts and culture hub. It multiplies THT's community and economic impact, as well as ensures our non-profit organization's long-term sustainability. Highlights of the new complex include:

· **Outdoor plaza and performance space.** An exterior plaza space will feature an outdoor stage that hosts a wide array of free, live events, food and beverage pop-ups, and other programs. This downtown arts destination will continue to deepen our community-building partnerships, drive downtown foot traffic, and ensure arts access for all. This space feeds into Main Street and the town green, creating a vibrant adjacent corridor.

- **Dedicated education space that expands programming five-fold**. A theater should invite people of all ages to experience the joy of performance. Our current education program is severely limited in terms of its small physical space and the fact that the existing studio is often overrun as a dressing room for larger performances. With a dedicated, large-scale education space, featured on the ground level of the new wing, the range and impact of our programming will proliferate. So too will the opportunities for a wide variety of arts and community partners. This light-filled room will have dramatic downtown views, a large balcony, and egress to the Otter Creek River.

· **Rehearsal room that doubles as a small performance/rental space.** Each year, Town Hall Theater loses 30 percent of its main stage booking dates, due to the fact that companies are forced to rehearse and build sets on our main stage. During this timeframe, the theater is closed to the public. This issue is due to the lack of a rehearsal room or scene shop. In the new wing, a second-floor rehearsal room, will attach to the main stage level in the historic theater. We will hold rehearsals in the new studio roughly 40 percent of the time. The remaining time will be used for intimate 75-100 seat performances, as well as a wide range of rentals ranging from meetings to celebrations. This room will have stunning views from large glass

PROJECT LOCATION (3000 characters):
Provide the physical location of the project and/or the area to be served by the project

THT, and its new performing arts center, will be centrally located in downtown Middlebury, Vermont. The new wing and public plaza will attach to the historic theater located at 68 South Pleasant Street. The adjacent property is located at 66 Merchants Row, which is steps away from Main Street, the town green, downtown restaurants, shops, hotels, and more.

An arts and culture corridor has been starting to take shape on Merchants Row in Middlebury. Edgewater Gallery sits at the base of Merchants Row and THT is at the top of the block. THT has been collaborating with the Better Middlebury Partnership and Bundle over the past several years to develop arts and culture collaborations at the new Triangle Park on Merchants Row, along the wide sidewalks, and on the town green. Imagine what this street will become when the

PROJECT PURPOSE AND BENEFITS (3000 Characters):
Describe the purpose and benefits to the region of the project. Describe if/how the project builds capacity within the region for improved regional development/economic development/ community development, including: advancing workforce development; expanding entrepreneurship efforts; supporting or enhancing existing business clusters, or other economic impacts within the region.

THT is a heartbeat of our region and a Vermont arts leader. To date, more than half a million patrons from wide-ranging locations and backgrounds have visited our historic theater over the years – bringing needed foot traffic to area restaurants, hotels, and shops. Expansion of our building and its capabilities will grow the arts and culture sector in the county, and exponentially increase the economic impact associated with increased activity.

According to state economic data, the arts and culture sector is a $123 million industry in Vermont, with $44 million in additional spending from cultural audiences. This project creates an arts and culture center in Addison County – the first of its kind and scale in the region. The economic ripple effects will be broad reaching.

Town Hall Theater is home to a dozen resident companies, including the Middlebury New Filmmakers Festival, Opera Company of Middlebury, Middlebury Acting Company, and the Champlain Philharmonic. Collectively, we showcase plays, live music, dance, film, opera, musicals, visual art, readings, talks, community events, and all-ages education. In our role as a venue and arts umbrella, THT is already a critical connector of artists, audiences, and students. Hundreds of artists benefit annually from paid work in various productions, and resident companies are supported by the box office sales they gross at our theater. With the

PROJECT TIMELINE, MILESTONES, AND STATUS (3000 Characters):
Describe the project timeline, the current status of the project, and impediments to proceeding. Include factors such as site control, engineering and design, financing/funding identification and commitment, and permitting. Clearly identify where the project is in the timeline and what work remains.

In 2021, Town Hall Theater completed an intensive year-long process to define programmatic needs and complete a preliminary project design with local architects. We had preliminary conversations with the Middlebury zoning department as well as the Preservation Trust of Vermont to incorporate their feedback into our design process.

January - December 2022:

· Engage with Bread Loaf Architects to finalize the site and building layouts, complete in-depth project site and engineering review, and complete regulatory and code/permitting analysis.
· As of October 28, 2022, raised $2.7 million in donations and pledges in the quiet phase of our capital campaign since January 2022. Our goal is to reach $3.5 million, before going public by end of January 2023. The overall project cost is $6.5 million.

PROJECT PRINCIPAL EXPERIENCE/PARTNERSHIPS (3000 Characters):
Describe project principal(s) experience, ability to complete the project, and describe any projects partnership(s) and how the partnership(s) will help ensure success.

THT's Executive Director Lisa Mitchell and Artistic Director Douglas Anderson are leading this project, along with THT's board and several capital campaign captains. Together, they comprise a dynamic team of fundraisers who believe deeply in the vision and mission of this project for THT and the greater community.

Douglas Anderson is currently Artistic Director of THT (having been Executive Director until July 2018). He is also THT's founder, and a gifted fundraiser. In 1997, he began raising funds for the restoration of THT, which had fallen into disrepair over the years. By 2007, he and his team raised $5 million dollars to complete the restoration with Bread Loaf Corporation. This included a transformative gift of $500,000 from Middlebury College. Additionally, over his career, Anderson has directed a wide variety of shows for THT, Opera Company of Middlebury, Middlebury College, Middlebury Acting Company, Middlebury Community Players, Kennedy Center for the Performing Arts, Cleveland Playhouse, and Ensemble Studio Theater. In 2019, Anderson received the Arthur Williams Award from the State of Vermont for his contribution to the arts.

PROJECT SUPPORT AND REGIONAL NEED (4000 Characters):
Describe how the project is consistent with identified local and regional goals, advances regional needs identified in plans, reports or public forums, and describe the community support and engagement. Include reference and link to the municipal and/or regional plan, report, or forum identified. Also describe how the project leverages regional human, social, financial, cultural, and/or physical capital, and supports, compliments, or enhances existing efforts.

This project is aligned with the economic development goals of ACRPC's Regional Plan (https://acrpc.org/regional-programs/economic-development), and the priorities outlined in the Town of Middlebury's 2020 Downtown Master Plan (http://www.townofmiddlebury.org/town_departments_services_staff/planning_and_zoning_office/middlebury_downtown_master_planning_project/index.php).

THT expansion effectively contributes to the primary ACRPC goal: "*The Addison Region will be an attractive place to live, work, vacation and conduct business.*" THT's center will be a regular destination for locals and tourists alike. It also will be a venue for events that support local businesses and organizations.

This project also meets the ACRPC goal to have a regional economy *"primarily comprised of small-to medium-sized, locally-owned businesses, which can be created and grow without places undue strain on local services, schools and property taxes."* THT neither places a strain on local services, nor have we been the beneficiary of town funds. To the contrary, state economic data clearly shows the arts are a multi-million-dollar economic driver, with patrons supporting the broader landscape of goods and services.

This effort also meets ACRPC's goal for business offerings that *"support a strong and diverse economy."* The arts and culture sector in the region will expand due to this project, and the ecosystem of artists, teachers, and patrons will expand with it. This will grow jobs and increase earning opportunities for hourly workers.

The Town of Middlebury's Downtown Master Plan from 2020 devotes an entire chapter to arts and culture. Here are a few major takeaways:

· "*The community has expressed a strong desire to expand the offering of Downtown events, programs, and gathering spaces even more."* [Page 26.]

· *"Master plan participants concluded that more needs to be done to establish a consistent nightlife in Middlebury. If people in remote surrounding towns can begin to rely on the fact that they can travel to bustling Middlebury in the evening and find something going on, restaurants and retail will also thrive. Participants expressed interest in performances that started earlier in the evening and not necessarily in a bar setting."* Page 29

Top three goals (page 30):

PROJECT COST, IDENTIFIED AND COMMITED FUNDS/FINANCING, AND FUNDING GAP:

Provide the total project cost and complete the simple sources and uses chart.

Total Project Cost: $ 6,500,000

Sources:

Source	Amount
Private Donations	$ 2,707,811
Total Sources:	$ 2,707,811

Uses:

Use	Amount
Building Capital	$ 6,500,000
Total Uses:	$ 6,500,000

Funding Gap: $ 3,792,189

Note: Uses must exceed sources or there is no funding gap

Budget Narrative (3000 Characters):

Describe the amount of funds/financing that have been identified and include a clear status of the funds (Received, committed, applied for, identified, etc.) including the dates of receipt, commitment, application, expected distribution, etc. Clearly identify any funding gap.

As of this writing at the end of October, 2022, THT has raised $2,707,811 in donations and contractual pledges in the quiet phase of its capital campaign. We are working to raise a total of $3.5 million by end of January, and then will go public. Anderson and Mitchell have only met with a small group of donors at this point, and have been leading all fundraising efforts to date. We will soon begin working with a capital campaign consultant to organize a broader group of capital campaign captains. We will also continue to gradually and strategically broaden our circle of potential supporters.

Town Hall Theater has a highly successful track record winning grants, particularly in recent years. With a priority project ranking, we know that opportunities for capital grants could be a significant contributor to this campaign. Other Vermont theaters with comparable expansion projects have recently won such grants in the hundreds of thousands of dollars. THT is aiming to achieve similar support to contribute to our funding mix.

We have strategies underway to garner contributions from other long-term supporters, and community members who may be newer to our mission and vision. We expect the majority of the project's $3,792,189 will be largely funded by private donors. A mortgage, against five-year contractual pledges is likely, and something we have discussed with the National Bank of Middlebury. We have handled other pledges this way successfully in the past.

JOB CREATION (4000 Characters):

Provide the number of full-time jobs to be created and/or retained by the project, a description of the benefits package to be offered to the majority of the new/retained jobs, and the average wage of the jobs to be created/retained.

THT's expansion will grow jobs and expand earning potential for part-time workers at Town Hall Theater. Currently, THT has six full-time and two part-time employees, and four supplemental hourly box office staff. With increased performances, classes, and events, we will both directly and indirectly spur new job opportunities. Here are key highlights:

-All current jobs are retained and/or expanded
-Adding at least two full-time jobs (second technical director and education/space coordinator)
-Facilities manager job increases from part-time to full-time, and adds a part-time support person
-Additional box office support hours for existing staff, and new part-time opportunities
-Visiting faculty wages for our education program and paying artists for performance rises by at least 30% compared to current operating budget
-Increased performance opportunities have a positive ripple effect on the employment ecosystem indirectly as a result of the increased production
-THT resident companies and partners become more profitable as a result of increased opportunities for ticketed performances, benefiting the entire arts and culture scene

Description of benefits package:
• Hourly rate is starting at $18
• 401k with 3% match
• Paid vacation time for 2-3 weeks
• 40 hours paid sick time
• Paid holidays
• Generous flex time and work-from home opportunities

Average wage of the jobs to be created/retained: $28.00

CLEAR FORM PRINT FORM SUBMIT PROJECT