

# VISION FOR THE FUTURE

- Increase capacity, versatility, and utilization
- Elevate our youth focus
- Increase civic pride
- Benefit local businesses
- Provide a community hub for arts and culture
- Create greater sustainability and financial viability



# CREATIVE PROCESS

RESEARCH

INSPIRATION

VISION & IDEAS

THINKING

BRAIN STORM

DESIGN

## HOW IT STARTED

- City Council adopted Downtown Vision in 2018 with theater identified as best use
- Stage Company (LASC) was asked to form the New Theater Working Group
- City Council signed non-binding MOU for Parking Plaza #2
- AMS Research hired to do Feasibility Study built around project objectives, program possibilities, and costs
- Presented to City Council in 2023
- MOU extension approved to hold Parking Plaza #2 to complete funding feasibility study





# AMS RECOMMENDATIONS

- 23,400 square feet
- 13,500 square feet “footprint”
- 160-seat theater
- Dedicated youth lounge
- Back of house support spaces (dressing rooms, restrooms, etc.)
- Rehearsal and teaching spaces
- Lobby, patio and community gathering spaces
- \$1000/sf cost estimated

ESTIMATED COST OF \$24M,  
WITH \$1M escalation



# WHAT'S HAPPENED SINCE:

- LASC hired BuildingBlox Consulting who complete findings in June 2024 with report to LASC
- Meetings held to review BuildingBlox summary with each individual council member and City Manager Gabe Engeland
- Now reporting to community and City Council on November 12, 2024 with request for support







## FINDINGS FROM BUILDINGBLOX STUDY:

- Prospective donor list created with over 200 names
- In-depth interviews conducted with 20 prospective donors
- Most funders were in mid-range level of interest in donating





# FINDINGS FROM BUILDINGBLOX STUDY:

- Likely to raise total funds of \$ 9 to 12 million without a lead gift
- LASC needs to cultivate largest gifts between \$2.5 to 5 million
- To reach \$25 million goal, capital campaign manager must be hired to find largest gifts
- BuildingBlox recommends engaging more deeply with the City
- LASC must systematically build additional community support



# TIMELINE:

- Capital Campaign will take two years of effort with first year focusing on major gifts
- Break ground in three years
- One year of actual construction
- 5-year Operating Budget built into AMS study



# NEXT STEPS:

- Request Financial Support from City Council with lead gift of \$2.5 million and second gift of \$2.5 million at the \$10 million goal
- Continue to build the LASC board to maximum size
- Hire a Capital Campaign consultant (estimated \$300,000 over 3 years)
- Extend the expiration date of the MOU with the City

