

Progress-Momentum-Next Steps

Capital Campaign Analysis

State-of-the-Art Downtown  
Theater

Multi-purpose  
Neighborhood Playhouse



# Outcomes-Findings-Forecasts

160-seat downtown theater

Estimated \$23 M construction cost

Funds for construction raised as a public-private partnership

Opening operating budget of \$1M

Theater donated to the City and managed by Los Altos Stage





## Pillar One:

Intergenerational,  
multi-cultural, &  
multidisciplinary  
arts programs



## Pillar Two:

Youth education,  
engagement  
& empowerment



## Pillar Three:

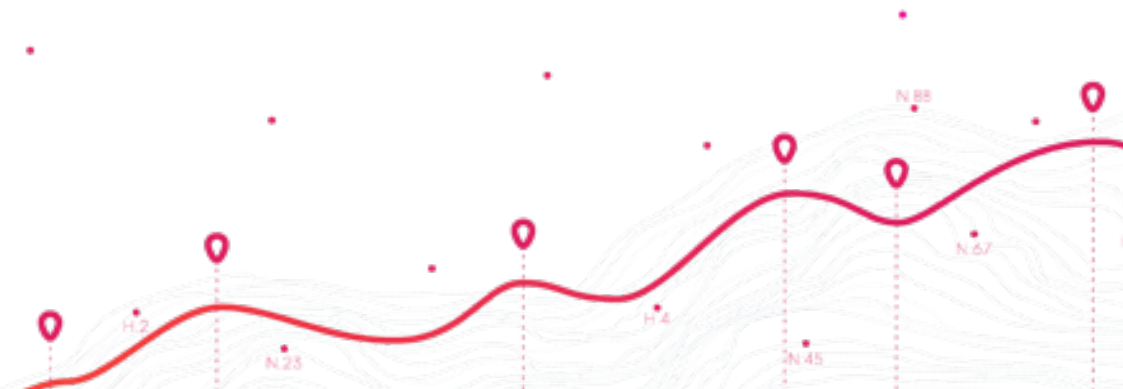
Subsidized  
community  
access  
opportunities

# Los Altos Theater Study

Key Findings and Recommendations



**AMS**  
PLANNING  
& RESEARCH



## Scope of Work



### Phase 1

### Assessing Feasibility

- Supply, Demand, and Aspiration

### Phase 2

### Setting Definition

- Operating Model, Building Program, Financial Forecast

# Stage Company on Firm Foundation

Solid growth over five years pre-covid with revenues meeting expenses



**53%**

growth in *attendance* in  
years leading up to 2020  
(pre COVID)



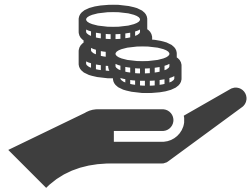
**60%**

growth in *revenue* in  
years leading up to 2020  
(pre COVID)



# Market Assessment: Strong Potential for Growth

The market for arts consumption is strong



**40%**

of households in the primary market have incomes over \$200k – the highest concentration in California



**55%**

of the market's population is under age 40 – representing strong future growth potential for arts patronage



**53%**

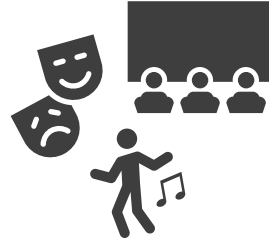
of patron households have children living at home – indicating strong potential for youth and multi-generational programming

# Community Survey Shows Support

...a space by & for the Los Altos community



Survey gleaned response from over 445 area residents



There is high interest in diverse content including programs for young people, film, lectures, theater, & live music

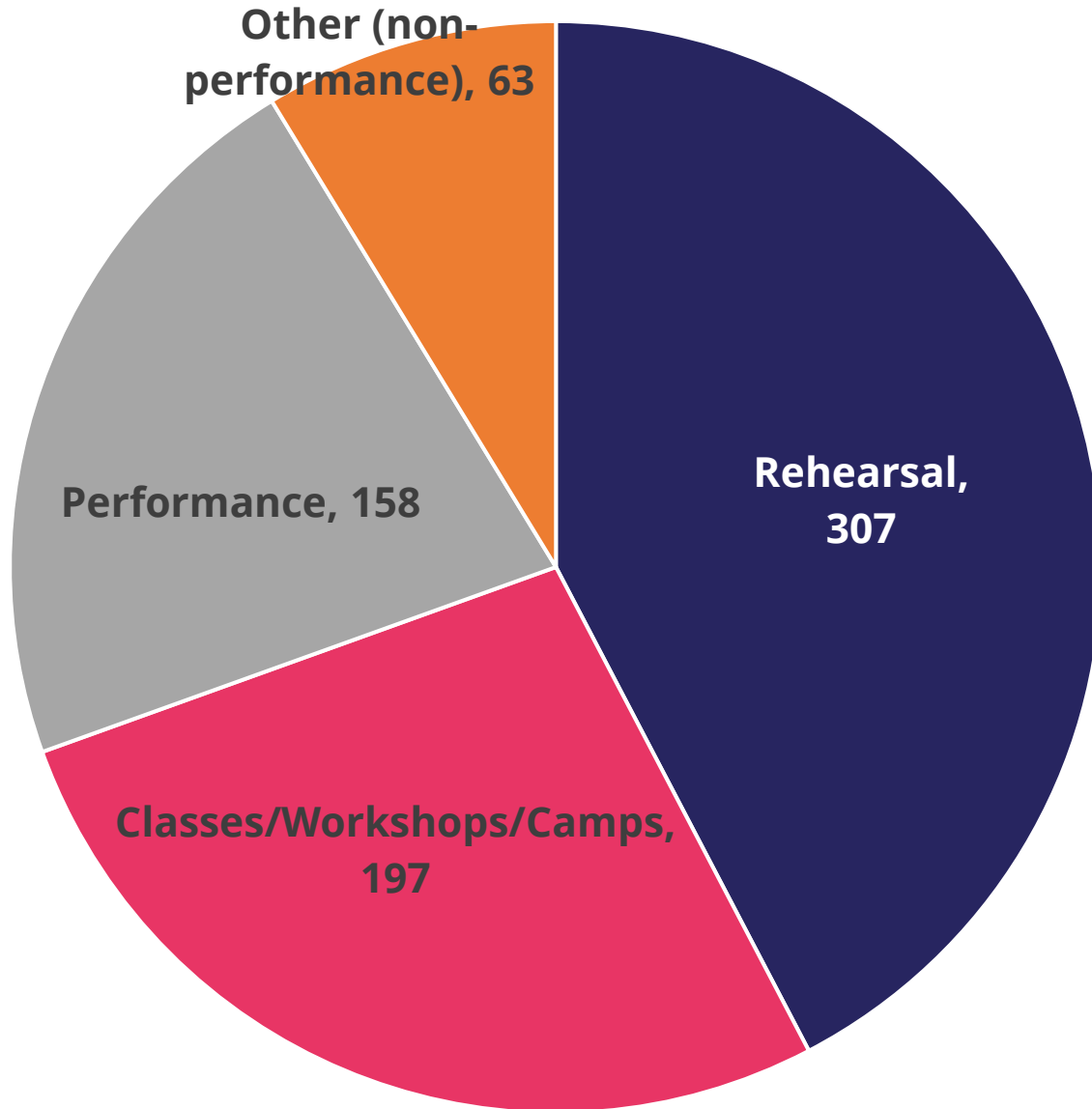


Stakeholders envision a multi- and inter-generational gathering place that contributes to downtown vitality

## A Bustling, Year-round Venue

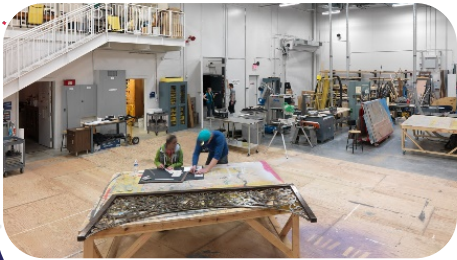
Annual attendance of **20,500** from over **725 activities** annually, including:

- Community events
- Concerts, lectures, film, comedy, & family performances
- Rental uses
- LASC & LAYT performances
- Classes & camps for young people
- Rehearsals



# A New Theater for the Community

Back of house support spaces



160-seat theater



Lobby, patio, & community gathering spaces



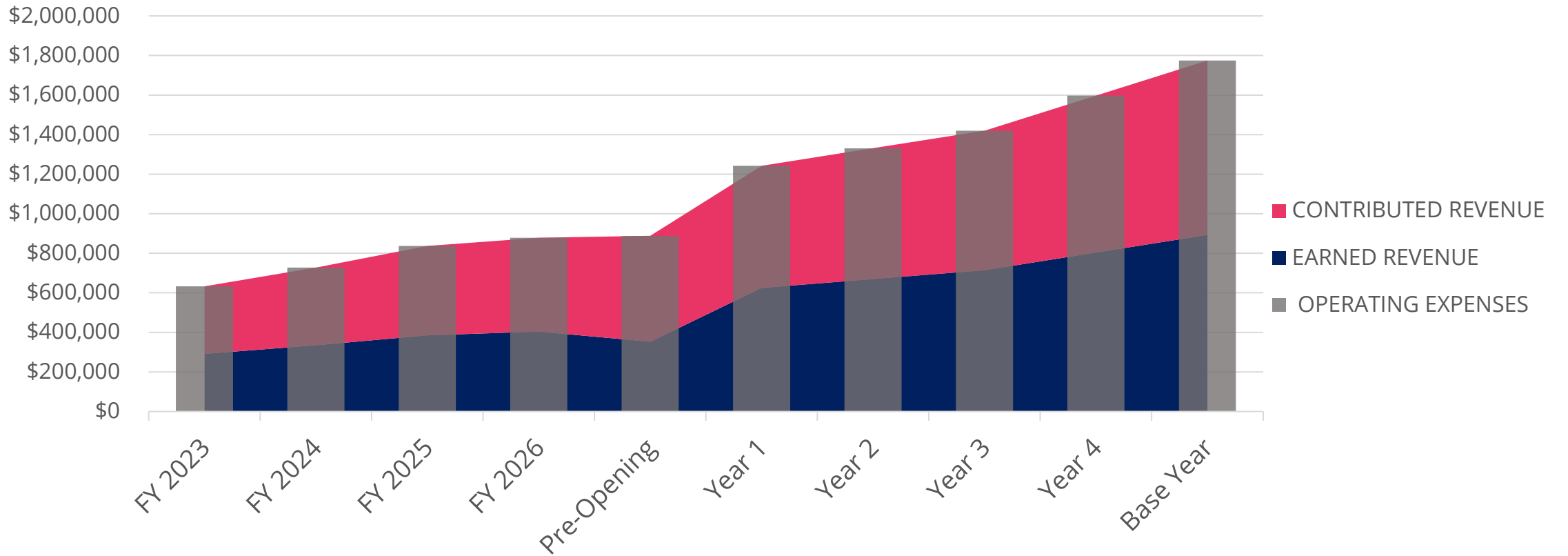
Dedicated youth lounge, rehearsal & teaching spaces, offices, storage



- 23,400 square feet
- 13,000 sq. ft. minimum site footprint required
- Order of magnitude cost = \$1,000/sq. ft.

# Mapping It Out: LASC Growth

LASC will grow incrementally over years leading up to normalization of operations around Year 5



MOVING FORWARD ...

## Where do we go from here?

### Conduct a Capital Fundraising Analysis

- To understand the environment in which a capital campaign will occur
- To develop an achievable capital campaign strategy

### Our Ask of City Council

- City staff resources to support continued evaluation
- Financial commitment from City to commence fundraising feasibility study
  - City to split the cost of fundraising study and other necessary planning steps with LASC and community donors
- Continued support of the MOU

