



The concept of the CLARK COUNTY THEATRE CENTER

was born when a group of for-profit theater producers and a group of non-profit theater companies discussed how smaller non-profits could benefit from a cost effective performing arts center....

- 1) Why don't more local non profit arts organizations work together?**
- 2) Can an arts facility develop a business plan where the arts complex becomes self sustaining?**



After two years of working with the leading professional non profit performing arts organizations located in the Las Vegas valley, the CLARK COUNTY THEATRE CENTER Mission and Case Statement were born.



invites you to play a starring role in the extraordinary plan to provide a collaborative *HOME* for Nevada's performing arts organizations

CASE STATEMENT

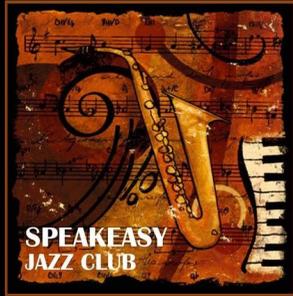
Why Us? We're a non-profit theatre complex whose sole mission is to give back to other nonprofits. We don't just serve the needs of one nonprofit organization. With 8 professional nonprofit arts organizations as anchor tenants utilizing our variety of facilities, all FREE OF CHARGE, the Clark County Theatre Center is the sole answer to what the multitude of local arts organizations have been asking: Where can we make our home that we can afford and is run according to the highest standards in the professional theater industry today? The answer: the CLARK COUNTY THEATRE CENTER. We can provide that HOME. With our Capital Campaign to purchase a debt free property and construct a new 21st century center of creativity, our complex combines non-profit tenants with commercial tenants, with the commercial tenants ensuring that the facility can run itself and that our professional nonprofit tenants will be able to survive and thrive into the future.

Why Now? The arrival of a magnificent new performing arts complex in Las Vegas, the Smith Center, brought with it the hope that finally, at long last, local arts organizations would have the facilities and the support that they have desired to be successful and prosper. However, the new Center has become largely an importer of work created outside of Las Vegas, and is cost prohibitive for many local groups to rent... smaller arts organizations simply can't afford to consider the Center as an option. Our Clark County public libraries, many of which have great performance spaces, have also increased rental rates that make them cost prohibitive to many organizations.

As the Reed Whipple Center and other local performance venues are changed from city run facilities to private third party operators, the long term tenants of such centers, including the Rainbow Theater Company and the Las Vegas Youth Orchestra, lost their home and have struggled to relocate. These arts organizations, along with other educational organizations and regional theater companies such as Nevada Rep (Nevada's first and only League Of Resident Theatres / "L.O.R.T." professional theater company) struggle to find facilities that are cost effective for their locally based productions. However, with the Clark County Theatre Center, all of these organizations (Rainbow Youth Theater Company, the Las Vegas Youth Orchestra, Next Wave Opera, and Nevada Rep) will have found a permanent home when our complex is complete.

The need of these organizations, and our need, is immediate, before they and other long standing companies that have graced the Las Vegas valley for decades disappear.

Why You? If you believe that theater and the arts are an integral part of a child's cultural development, as we do, then we need you. Our goal is ambitious... but every cent of our \$100 million dollar capital campaign that you give to the Clark County Theatre Center goes directly into the brick & mortar building renovation fund. By donating to our nonprofit facility, you are actually supporting every single professional non-profit arts organization that will utilize our complex... YOU can personally ensure that our most valued local arts and educational organizations will survive, and have a HOME. Las Vegas has an abundance of talented professionals, and students, who are involved with or make a living in the arts... Support the only facility in Las Vegas whose sole mission is to become a benefactor to local nonprofit professional arts organizations... Support our HOME.



The CLARK COUNTY THEATRE CENTER, will be a gathering place for artists and art lovers alike. Our mission is to create a comfortable, collaborative and affordable atmosphere that can be shared by many nonprofit organizations... each benefiting from the greater whole.

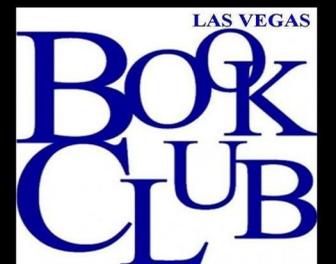
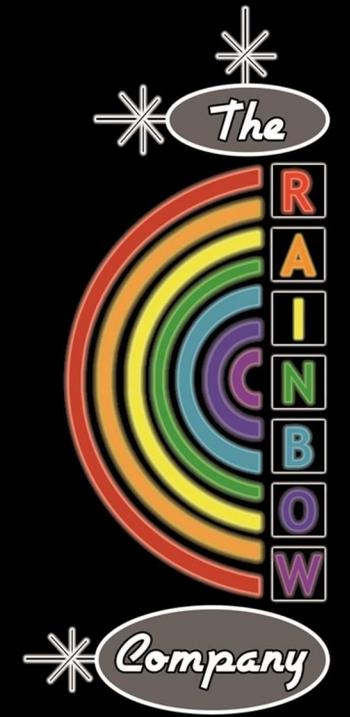
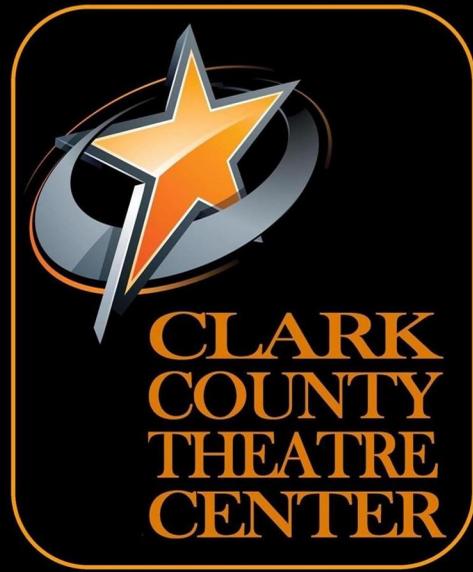
A welcoming performance complex with multiple venues for Las Vegas arts organizations....

....promoting creativity, arts education and new works through non profit collaborations.



Artists rendering of the new 499 seat main stage—by Gensler Architects





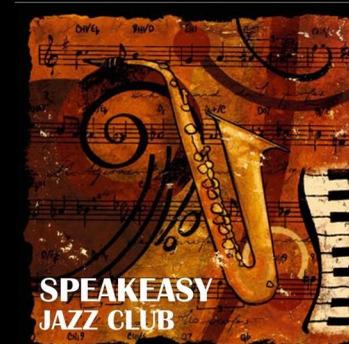
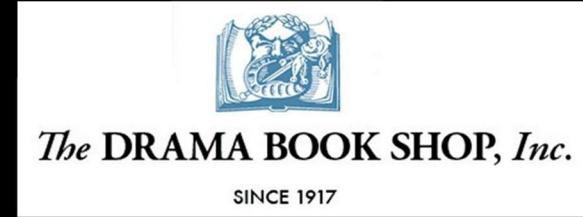
PHASE ONE: NON PROFIT TENANTS

Eight of the Las Vegas valley's leading arts organizations



PHASE ONE: COMMERCIAL TENANTS

(Sample tenants... leases not finalized)





Centrally located just south of Town Square and adjacent to Route 215

Clark County Theatre Center
7210 Las Vegas Blvd S.
Las Vegas, NV 89119





CLARK COUNTY THEATRE CENTER

Request for Support

Narrative

Organizational History and Purpose

CLARK COUNTY THEATRE CENTER (CCTC) has planned an unprecedented experience for dedicated lovers of arts and culture in Southern Nevada: a unique bringing together of a new professional regional theater with partnerships to the long-standing community non-profit theater arts organizations.

Statement of Need

Few of the available performance and rehearsal spaces in the community adequately meet the expectations of local audiences and the needs and financial capacity of nonprofit performing groups. The Clark County Theatre Center will change that.

As in the case of the CCTC, most regional performing arts centers were started by a credentialed team of professionals who moved to a city and joined with civic and business leaders to establish an institution, accessible to all, with an emphasis on a repertory of American and European classics to preserve and refresh past traditions, styles, and playwrights.

Regional performing arts centers also emphasized the educational benefits that they can provide for a region's children in addition to the belief that access to affordable, high quality theatre is essential to the intellectual and cultural life of a community. This is an important issue in Southern Nevada.

According to a Community Needs Assessment conducted by the University of Nevada, education is one of the region's top three areas of concern. Students in the Clark County School District (CCSD) lag dramatically behind the rest of the nation in high school completion and college attendance.

CCTC Goals

CCTC's goals include offering proven quality arts education programs for thousands of area students, giving them access to the professional theatrical experiences and classical training enjoyed by their peers in other parts of the nation;

Developing a cultural center and supporting the artistic growth of the entire community by providing low or no-cost, professional performance and rehearsal facilities open to any Nevada performing arts organization;

Helping diversify the local economy and providing long-term benefits in terms of \$28 million in new jobs for construction, as well as for artists and arts professionals, attracting a skilled workforce to the community, producing new revenue streams for local businesses, and serving as a catalyst for redevelopment and additional private investment in the Las Vegas valley by providing a vibrant public gathering space with new nightlife options.

CCTC's educational programs are designed to enhance children's mental and cognitive abilities, increase their cultural understanding, improve academic performance across all curriculum areas, and foster social interaction using performing arts strategies, by:

- 1) Giving local children exposure to high quality classical and children's theater;
- 2) Building awareness and understanding of the theater art form;
- 3) Advancing children's critical development skills: critical reasoning, creativity, judgment, self direction, communication, collaboration, self-expression, multi-tasking, global awareness, problem solving, decision making, and the application of new ideas; and
- 5) Increasing teachers' ability to use the arts as an engaging, effective teaching tool.

CCTC New Performance Complex

CCTC was fortunate to have one of the world's largest architectural firms, Gensler Architects, join our team to provide pro bono concept and architectural design plans to create a contemporary, first-class theater facility.

The Gensler Architects concept for the design of the Center includes a 499-seat raked auditorium, including a new, large stage area (comparable to the Smith Center stage), a 70-foot fly loft, union-approved dressing room areas, scenic and costume shops, and other amenities traditionally included in a first-class LORT theater facility.

Based on Solid Leadership

EXECUTIVE DIRECTOR - RALPH STALTER JR.

The Clark County Theatre Center's Executive Director, **Ralph Stalter Jr.**, brings more than 35 years of nonprofit performing arts management, teaching, administration and business operations experience to his consulting practice which focuses on leadership, public speaking, technology training & community service. Over the course of his professional theatre career, Ralph has worked with 3 members of the prestigious League of Resident Theatres (LORT) -- the largest professional theatre association of its kind in the United States, with member Theatres located in every major market in the U.S., including 29 states and the District of Columbia. LORT Theatres collectively issue more Equity contracts to actors than Broadway and commercial tours combined. He also served on the collective bargaining team of the League of Resident Theatres (LORT) during sessions with Actors' Equity Association, and as Associate Producer on the IBM-sponsored National Theater Tour of **GRANDMA MOSES**, starring Cloris Leachman. While serving as Associate Producing Director at the Pittsburgh Public Theater, Ralph was invited to speak to the Arts Administration students at Carnegie Mellon University. He has directed all aspects of production, operations and fundraising with theatrical and performing arts institutions of diverse budget size, staff, subscription and membership, and has managed 1 of 3 projects funded by the Ford Foundation for the National Computer Project for the Performing Arts, which introduced computerization for improved ticketing and fundraising operations to the arts. Ralph has coordinated the interior renovation of 2 landmark theaters on the National Register of Historic Places, which increased seating capacity, audience comfort and earned revenues for operations within those historic facilities. While serving as Producing Director with **Looking Glass Theatre**, in Providence, RI, the acclaimed regional touring company received a special invitation to perform at the Kennedy Center for the Performing Arts in Washington, DC, as part of their Arts in Education Program. Since moving to Las Vegas, NV, in 2010, Ralph has been serving as a Management Consultant with the Las Vegas Shakespeare Company, Associate Producer/Contributing Editor with Southwest Digital Broadcasting, and a Contributing Writer for **The Philantreneur**, a digital magazine focused on empowering nonprofits and entrepreneurs to promote mutual partnerships and social enterprises which will secure enduring dividends for both the participating nonprofit partners and the communities which they serve. Ralph revels in his work, and also relishes his contributions to the advancement of young people and teachers. He is most proud of being one of more than 400 volunteers nationwide who dedicate their time to mentor students from low-income families and prepare them for college success. Ralph, a native of Pittsburgh, PA, is a graduate of South Hills Catholic High School, holds a BA in Speech and Communications from Duquesne University, and an MFA in Acting from Boston University. He also completed post-graduate work in Arts Administration at Columbia University.

CHAIRMAN CCTC CAPITAL CAMPAIGN - MICHAEL GILL

The CCTC Capital Campaign is being chaired by Nevada Rep Managing Director **Michael Gill**. Michael is a Tony nominated producer and manager of Broadway musicals, with over 22 productions on Broadway since 1979. Michael's production company moved its offices to Las Vegas in 1999 and specializes in all areas of theatrical production, including the Las Vegas production of *PHANTOM: THE LAS VEGAS SPECTACULAR*; *PEEPSHOW with Holly Madison*; *MAMMA MIA!*; *HANS KLOK: THE BEAUTY OF MAGIC with Pamela Anderson*; *HAIRSPRAY*; *HUGH JACKMAN: IN TIME*; *WE WILL ROCK YOU*; *STORM*; *CHICAGO*; *BLUE MAN GROUP: LIVE AT LUXOR*; *MEN ARE FROM MARS - WOMEN ARE FROM VENUS, the Musical*; *TEASE*; and *ALWAYS: PATSY CLINE*. GEG is producing and co-creating a \$400 million dollar indoor spectacular, *NASCAR FAST AND LOUD!* slated for 2024. GEG's corporate clients include: *Disney Theatricals*, *Stage Holdings Company*, and Andrew Lloyd Webber's *Really Useful Group*. Michael has served on several prominent nonprofit theater company Board of Directors during his 40+ years working on Broadway.

Built on Strong Partnerships

CITY OF LAS VEGAS The City of Las Vegas Office Of Cultural Affairs presents an impressive variety of cultural opportunities for the enjoyment and benefit of the Las Vegas Community that also strengthens our artistic, cultural and historic resources vital to the cultural landscape of our community. The mission of the Office of Cultural Affairs is to provide performing and visual arts planning and services to the Las Vegas Community and city departments so they can have access to, be informed about, and participate in the arts. The Office of Cultural Affairs has a long history within the city of Las Vegas, growing and morphing to meet the ever changing needs of the city.

CITY OF HENDERSON The City of Henderson Cultural Arts & Tourism Department provides a broad range of cultural and artistic opportunities for our community through the sponsorship of concerts, performances, visual arts exhibits, festivals and special events. These events are hosted at various locations throughout the city including the Henderson Events Plaza & Amphitheatre and Henderson Convention Center.

CLARK COUNTY SCHOOL DISTRICT The Clark County School District School-Community Partnership Program began in 1983 as a pilot program of seven schools partnered with seven businesses and has expanded to hundreds of thriving partnerships. The Focus School Project which matches high-risk CCSD schools one-on-one with businesses, organizations, agencies, and individuals to bring needed resources to our highest need schools thus assisting the student in being ready by exit. Clark County School District partners with hundreds of public and private sector partners. These partnerships provide resources and curriculum-based opportunities to CCSD students, staff, and parents. These programs allow business and community members to connect schools with resources thus providing literacy, math, social studies, finance, fine arts, science, health, and physical education experiences to students who may otherwise not have the opportunity. The result is a richer educational experience while preparing our students to be well-rounded citizens.

OPPORTUNITY VILLAGE Opportunity Village is a non profit organization that serves people in our community with significant intellectual disabilities, enriching their lives and the lives of the families who love them by providing meaningful work and life experiences. Nevada's largest employer of people with disabilities, Opportunity Village serves nearly 3,000 individuals annually, providing vocational training, employment, habilitation and social recreation programs and services that make their lives more independent and productive.

Why This Project Deserves Your Support

CCTC is spearheading the \$100 million project with a target opening of the fall 2024. The Main Stage will present productions by Nevada Rep division as well as "smaller series" productions by partners Next Wave Opera, the Henderson Symphony. The Studio Theatre will be welcome the Rainbow Children's Theater Company, who will lead the workshops and classes of CCTC's educational division. The Clark County Theatre Center will have a lasting impact on performing arts organizations in Southern Nevada, greatly contributing to their artistic and organizational growth.

The Clark County Theatre Center will be the community's theater and performance space. It offers highly visible naming opportunities on Las Vegas Boulevard, close to both Town Square and the Las Vegas Premium Outlet. The CCTC will anchor development in this exceptionally valuable part of Las Vegas and provide a community-based, civic focal point for the performing arts.

Most importantly, it will bring the life-enriching, intimate experience of professional theater to our community in a manner never seen before on this scale. See for yourself what changes that will bring to our community and enjoy knowing you played a part in making that happen. Thank you.

The CCTC Capital Campaign Summary

The Clark County Theatre Center’s Capital Campaign has a \$100 million goal that includes the costs of purchasing ten acres of land on Las Vegas Blvd S, constructing the multiple venues within the new complex, and providing for a \$5 million permanent endowment to ensure the future financial stability of the company. The Campaign will provide for the costs of:

Construction (estimate by Penta Building Group)*

Design & Engineering.....	\$ 3,061,715
Sustainability.....	\$ 50,000
Permits/Fees/Licenses.....	\$ 104,650
Construction.....	\$ 58,117,152
Project Management.....	\$ 325,000
Fixtures/Furnishes/Equipment (FF&E).....	\$ 425,000
Operating Supplies & Equipment (OS&E).....	\$ 150,000
Legal.....	\$ 400,000
Project-Wide Contingency.....	\$ <u>1,555,133</u>
Sub-Total	\$ 64,188,650
General Reserve (10%).....	\$ 4,418,865
Commercial Tenant /Outfit.....	\$ 800,000
Theater Union Bonds & Letters of Credit.....	\$ 400,000
Purchase of 10 acres of raw land.....	\$ 25,000,000
CCTC General Endowment Fund**.....	\$ 5,000,000
Miscellaneous/Operating Contingency during Construction***	\$ <u>192,485</u>
GRAND TOTAL	\$100,000,000

*Detail available.

**Endowment Fund, when fully funded, is expected to generate \$150,000 annually for theatre operations and educational programming (yield estimated a @3%)

** Operating Contingency during Construction will support staff salaries, utilities and other theater operations

Naming Rights for the Building Complex

Includes named recognition on the building on Las Vegas Boulevard for 30 years and recognition in all printed materials and press releases. Also includes:

- Season tickets for eight (8) the Main Stage & Studio Theatre for 30 years
- Named recognition in season program for 30 years
- Prominent named recognition on the lobby Donor Wall

\$30,000,000**Commitment Received****Land Lease Donation**

Includes named recognition on Las Vegas Boulevard for 30 years beginning and recognition in all printed materials and press releases. Also includes:

- Season tickets for eight (8) the Main Stage & Studio Theatre for 30 years
- Named recognition in season program for 30 years
- Prominent named recognition on the lobby Donor Wall

\$15,000,000**Commitment Received****Naming of the Main Theatre**

- Named recognition in the lobby at the Main Stage theater entrance
- Season tickets for four (4) to the Main Stage Theatre for 15 years
- Named recognition in season program for 15 years
- Prominent named recognition on the lobby Donor Wall

\$10,000,000**Naming of the Studio Theatre**

- Named recognition at the Studio Theatre entrance
- Season tickets for eight to the Studio Theater for 10 years
- Named recognition in season program for 10 years
- Prominent named recognition on the lobby Donor Wall

\$5,000,000**Naming of the Jazz Club**

- Named recognition at the Jazz Club Theatre entrance
- Season tickets for eight to the Jazz Club for 10 years
- Named recognition in season program for 10 years
- Prominent named recognition on the lobby Donor Wall

\$3,500,000**Commitment Received****Rehearsal Studios (8 available)**

- Named recognition at the Rehearsal Studio entrance
- Named recognition in season program for 10 years
- Prominent named recognition on the lobby Donor Wall
- \$50,000 in "Bard Bucks"

\$8,000,000**(\$1M each)****\$4,000,000 Commitment Received**

Entryway Flagstones (30 available)

\$ 100,000

- Named recognition on an individual entryway flagstone
- Named recognition in season program for 10 years
- Prominent named recognition on the lobby Donor Wall
- \$5,000 in "Bard Bucks"

Major Donors

\$10,000 - \$99,999

- Named recognition in season program for 5 years
- Prominent named recognition on the lobby Donor Wall

**AS OF SEPTEMBER 2020, THE CCTC CAPITAL CAMPAIGN HAS REACHED 52% OF IT'S FUND RAISING GOAL OF \$100 MILLION.
WE EXPECT TO ANNOUNCE MORE MAJOR DONORS CONTRIBUTIONS IN EARLY 2021.**

Clark County Theatre Center is a 501(c)3 Nevada nonprofit corporation. All contributions to Clark County Theatre Center Capital Campaign are tax-deductible to the extent allowed by law. Please check with your tax-advisor.



CCTC STAFF

CCTC Executive Director

Ralph J. Stalter

CCTC Operations Manager

Michael Piontek

CCTC Office Manager

Kimm Schwert

CCTC Capital Campaign Chairman

Michael Gill

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FOR INFORMATION AND ALL INQUIRIES, PLEASE EMAIL US AT: Info@CCTC.org