OPEN THE DOORS!

A CAMPAIGN FOR THE

SENECA FALLS PERFORMING ARTS CENTER

The Seneca Falls Performing Arts Center provides an intimate gathering space to showcase the cultural arts and is dedicated to fostering powerful, inclusive, artistic experiences and the creative exchange of ideas that reflect the diversity of our region.

A CASE FOR THE SENECA FALLS PERFORMING ARTS CENTER

Downtown Seneca Falls *is experiencing a rebirth. The National Women's Hall of Fame, the Women's Rights National Historical Park, and the It's a Wonderful Life Festival are drawing more and more visitors each year. The recent $9.7 million Downtown Revitalization Grant awarded to our town is helping to position us for the future...*

.....And yet, there is still not adequate space for the events of tomorrow.

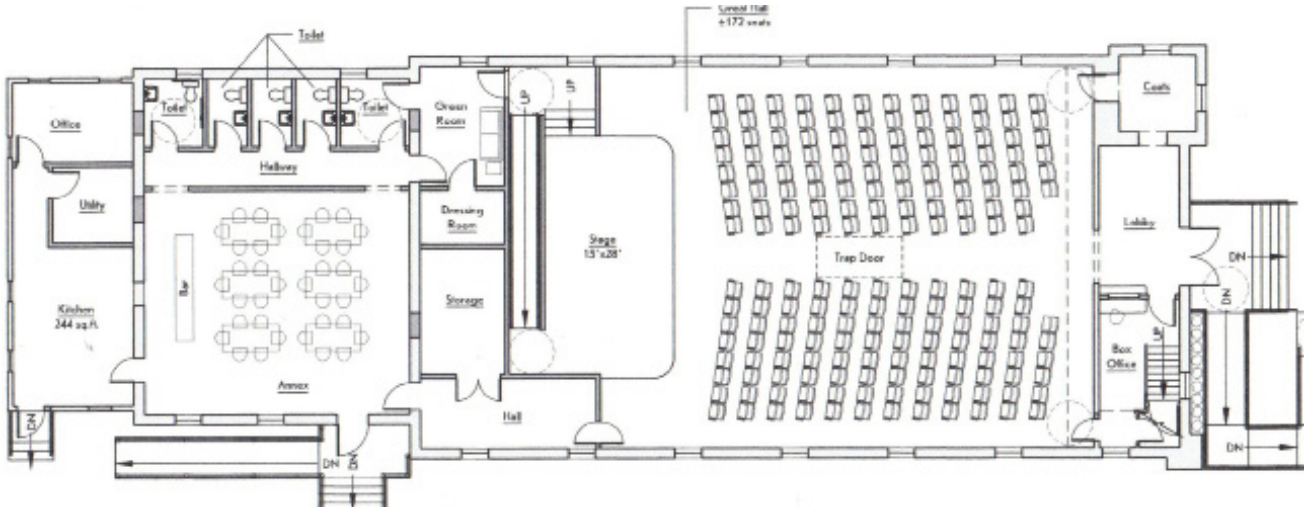
The **SFPAC** will address this need!

In the fall of 2021, a small group of determined and creative individuals with a large vision came together to purchase a 150-year-old landmark Congregational Church to transform it into the Seneca Falls Performing Arts Center.

It has often been said : "You can't be all things to all people."
The Board of the Seneca Falls Performing Arts Center intends to do just that!

*The **SFPAC** will house an intimate 185-seat performance space equipped with state-of-the-art theatrical equipment and handicap accessible stage. This venue will provide a showcase for musicians, theatre companies, dance ensembles and more, providing families with live entertainment while enhancing the vitality of the Seneca Falls Business District. And, as a multipurpose space, the uniquely flexible design will allow for a variety of configurations. Imagine an art gallery, a concert hall, a conference space, or a live streamed event!*

No such space currently exists in Seneca Falls.



THE ANNEX The rear of the building will be a gallery space for smaller events such as meetings, study groups, workshops, private parties and recitals.

The SFPAC will be a significant contributor to the local economy. With it's flexible configurations, it will be possible to present two entirely different events in one day. Events at the Center will bring tourists and visitors to the Seneca Falls Business district to patronize local merchants, restaurants, and hotels.

The Center will provide a cultural and social hub for the entire region.

VIDEO STREAMING

SFPAC will boast a 3-camera, automated television studio with shoot stage, production space, and edit suites.

The Seneca Falls Performing Arts Center will integrate state-of-the-art streaming capabilities into its initial design. This is the future of live performance and remote viewing.

Imagine a streaming hub as a local resource with global reach for:

- Casting directors, producers and agents to evaluate talent from anywhere
- Live performances with studio audiences
- Artist events
- TED talks/lectures
- Corporate conferences
- Weddings and receptions
- Viewing parties
- Fully edited programs produced at a fraction of the cost in NYC or Los Angeles

Musicians, actors, dancers, comedians, writers and artists will be able to showcase their talents in front of a live audience while sharing them on an international stage.

Sponsored, paid internships will provide high school and college students with hands-on film and television production experience and exposure to the industry.

The SFPAC's doors will literally and virtually be wide open!

COSTS

The costs to turn a 150-year-old church into a Performing Arts Center will of course be substantial - approximately 2.4 million. Our initial target is to open the Annex. Our goals encompass four phases:

PHASE ONE

Beginning the work with the help of multiple volunteers

- We purchased 2 buildings: 33 State Street, a former parsonage, and 35 State Street, a former Congregational Church.
- We renovated and leased out 33 State Street, which now covers all carrying costs for the entire property.
- We hired an architect to develop schematic drawings and advise us on total costs to renovate the Church building.
- We cleared out the interior and removed overgrown vegetation at the exterior.
- We deconstructed several interior rooms, structures and systems to prepare for our construction plans, and salvaged materials for re-use in the future buildout.
- We reconstructed basement steps to address safety concerns.
- We removed floor coverings to reveal and assess the condition of the original wood floors.
- We secured NYSERDA funding to design an energy-efficient HVAC system and clean energy demonstration project.
- We secured a Seneca Falls Downtown Revitalization Initiative Grant for the fabrication of new front entrance doors to match historic photographs and to make other facade improvements to The Church.

COMPLETED!

Total expenditures to date: $173,741

We are so very grateful to the many community members who have given their time and expertise, and especially to ITT Goulds Pumps for sending dozens of employees over the last two years to help with various aspects of our project. We calculate that volunteers have given well over 1,500 hours to date to help us OPEN THE DOORS!

PHASE TWO Opening the doors of the Annex!

- Hire additional architecture consultant and engineering services (85K)
- Install 5 bathrooms, hall wall, and sink area per Codes (100K)
- Transform existing kitchen into a catering kitchen (25K)
- Create attic access, install lighting, insulation, electrical components and fiber network (100K)
- Patch and paint walls and ceilings at Annex, kitchen and rear office (20K)
- Install exit signs, emergency lighting and smoke detectors per Codes (7K)
- Restore all woodwork in Annex, kitchen and rear office (doors, wainscoting, windows, molding) (5K)
- Restore, repair or replace flooring in Annex, kitchen, and rear office. (25K)
- Install sound system, moveable bar, moveable stage, tables and chairs (33K)
- OPEN THE DOORS to the ANNEX! (Priceless!)

SUBTOTAL FOR PHASE TWO: (400K)

PHASE THREE Opening the doors of the Great Hall!

- Repair roof, gutters and downspouts (5K)
- Remove remaining interior wood structure and salvage materials for re-use (15K)
- Install clean energy HVAC system (200K)
- Install clear exterior protective panels over stained glass windows (33K)
- Install LED lighting, electrical components and insulation (95K)
- Build stage, dressing rooms and storage areas (50K)
- Install theatrical lighting system (350K)
- Install theatrical sound system (120K)
- Patch and paint walls and ceiling (30K)
- Repair woodwork (doors, wainscoting, windows, molding) (35K)
- Repair and refinish flooring (70K)
- Repair damaged stained glass windows (20K)
- Install darkening drapes over stained glass windows (60K)

PHASE THREE Opening the doors of the Great Hall! (cont'd)

- Install trap door and ramp to basement for additional storage (8K)
- Construct front entrance hardscaping and accessibility ramp(s) (85K)
- Design and implement exterior landscaping (25K)
- Miscellaneous construction and repairs (50K)
- Purchase moveable platforms, chairs and tables (45K)
- Purchase and install screens and projectors (20K)
- Install streaming equipment (34K)
- OPEN THE DOORS to the Great Hall! (Priceless!)

SUBTOTAL FOR PHASE THREE: (1.35 M)

PHASE FOUR Encores!

- Build a structure to showcase an historic bell that once adorned the building and move bell from its current location (10K)
- Restore all stained glass windows in the Great Hall (200K)
- Convert caterer's kitchen into a fully-equipped commercial kitchen to meet Health Department requirements, allowing for larger events (100K)
- Create an exterior patio area between 33 State and 35 State (30K)
- Install moveable, retractable seating in the Great Hall (300K)

SUBTOTAL FOR PHASE FOUR : (640K)

FOUNDING DONORS

Donations of all sizes are welcome, but to accomplish PHASES TWO to FOUR, we'll need serious money! Please consider becoming a Founding Donor by making a contribution at one of the following levels:

ANGEL
$50,000 and Above

SUPERSTAR
$20,000

VISIONARY
$10,000

CHAMPION
$5,000

AMBASSADOR
$1,000

TRAILBLAZER
$500

FRIEND
$250

Naming rights are available for donations of $100,000 or more.
The names of all donors $5,000 or more will be permanently displayed in the new lobby.

Please contact Mary McDonald, Board President at 315-651-9504 or mmmcdon@gmail.com for any questions or additional information about these opportunities.

SENECA FALLS
PERFORMING ARTS CENTER

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