



RESTORE • REIMAGINE • REVITALIZE

Our VISION:

The Arcadia Project, a 501(c)(3) nonprofit, is a locally led effort to transform the former Dixie Theater into a cultural center. We envision a Queen City where everyone can find a cultural landscape relevant to their lives. Our mission is to connect people through culture and creativity.

This restoration will allow the Arcadia Project to turn the historic theater into a sustainable, adaptive mixed-use facility featuring: a movie theater; an event space to host conferences, events, and performing arts; digital media classrooms; and a small specialty food café. This project seeks to fill an untapped need in the community by delivering diverse creative, educational, and enrichment resources for the Staunton community.



Architectural renderings of the performance space (above) and café (below)



Our STRATEGY:

The restoration of the historic theater and future management of the project will be led by the Arcadia Project, a local non-profit which owns New Theatre LLC, the corporate entity that owns both the theater and the adjacent Arcadia Building. A professional staff will manage the day-to-day operations.

In 2019, the Arcadia Project used a private fundraising campaign to retire all previous debt. The strategy is to open the theater with little to no debt by gearing the redevelopment into phases and creating innovative commercial enterprises to support cultural and learning programs.

www.thearcadiaproject.org

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Our PROGRESS and NEXT STEPS:

1 Phase One (Complete)

We've made significant progress stabilizing downtown Staunton's beloved historic theater in the last three years. We refreshed the exterior, renovated and rewired the marquee with LED lighting, replaced the rear roof, cleared the interior, remediated mold and asbestos, and completed engineering and construction studies. Our architect has drawn up "shovel-ready" construction documents for permits and bidding. The total spent to date is \$280K, which secures our beautiful space, so it's ready to take the next step.

2 Phase Two (In Progress)

The Arcadia Project will renovate the building efficiently and cost-effectively by only slightly modifying the existing layout and framing new walls to accommodate new insulation, electrical, and plumbing systems,

One auditorium will become a 90-seat movie theater and lecture hall. The second auditorium's sloping floor will be converted into a flat floor suitable to host up to 260 people for conferences, musical events, and performing arts, including theater and dance. Our feasibility study found this to be the most economical and useful way to offer varied spaces while maintaining historic integrity.

We will expand the front lobby and convert it into a specialty food café that will provide a community gathering space while underwriting the cost of programming. The current restrooms and adjacent manager's office will be updated but mostly retain their current configuration.

Finally, we will convert the old theater's fly-loft space, which is located behind the existing movie screens, into back-of-house spaces for technical personnel, catering support, and artists' areas. Above this space, two new classrooms will be constructed with access via a new staircase.

Sources of FUNDS:

Bid estimates for Phase Two renovation costs range between \$2.2m and \$2.5m.

Historic Tax Credits, grants, proceeds, and gifts from our local community will fund the renovations.





Architectural rendering of the performance space

Why NOW?

We have a once-in-a-lifetime opportunity to receive a **\$1.5 million-dollar Industrial Revitalization Fund (IRF) grant from the VA Department of Housing and Community Development**. However, it requires a 1:1 match.

Our lead gift (\$250K) is secured, and we have secured several additional large contributions and commitments. Your participation is necessary to bring us to completion.

Creative expression is a powerful tool to build understanding and connection between people and drive economic vitality for the city.

With your help, we can laugh, sing, dance, and share meaningful experiences that are accessible to all in this uniquely local space.

How you can HELP

We invite you to:

- Make a tax-deductible cash donation.
- Explore a naming opportunity.
- Transfer stock or appreciated securities.
- Direct your Required Minimum Distribution from your IRA as a donation.
- Support renovations with an in-kind gift.
- Join our Board of Directors.
- Attend our events.
- Spread the news about Arcadia Project!

Together we will realize our vision to restore the historic theater and revive the east end of Beverley Street in downtown Staunton.

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GOVERNANCE and LEADERSHIP

The Arcadia Project is a 501(c)(3) non-profit organization (tax ID no. 54-2003615), governed by a board of directors. Our sincere gratitude to our talented board.

Board of Directors

Thomas Wagner, President

Emmy Award-winning producer, writer, and composer

Abena Foreman-Trice, Vice-President

Communications, Diversity & Inclusion, Applied Theater

Linda Baker, Treasurer

Chief Financial Officer, Blue Ridge Area Food Bank

Alex Weller Blanton, Trustee

Co-owner of Split Banana, bookkeeping, HR, and accounting

Robert "Danny" Brown, Trustee

Architect, retired

Chance Crawford, Trustee

Mechanical Engineer, Wieland Provides; Hip Hop artist / audio engineer

Stanley Grimm, Trustee

House of Representatives Tax Attorney, retired

Christina Harrison, Trustee

Higher Education, civic engagement, social justice educator

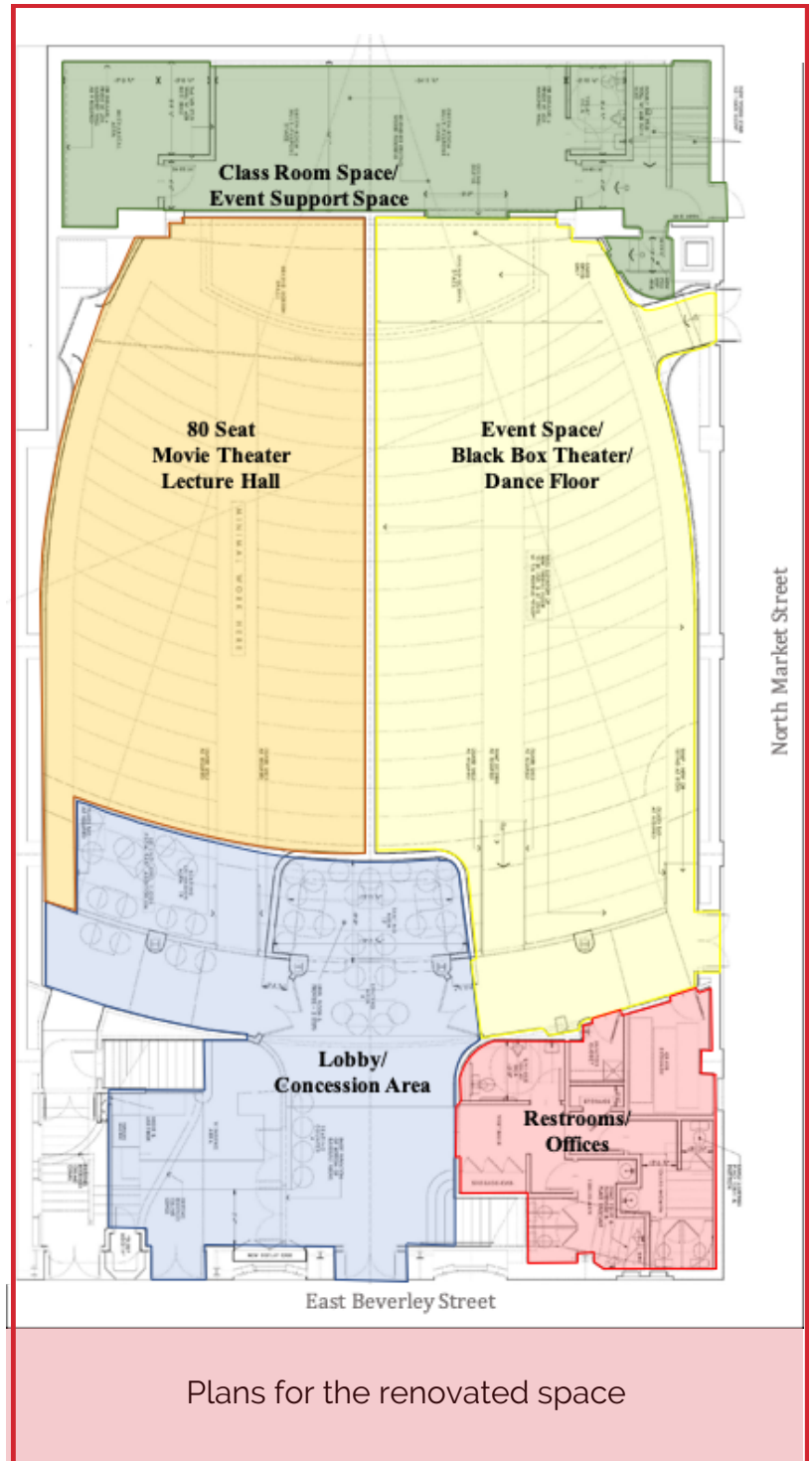
Lindsey Walsh, Secretary

Work-based Learning Teacher, Fort Defiance High School

Pamela Mason Wagner

Executive Director

Emmy Award-winning director, writer, and producer who has conceptualized, scheduled, budgeted, and implemented over forty television projects with budgets upwards of 3 million dollars.



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