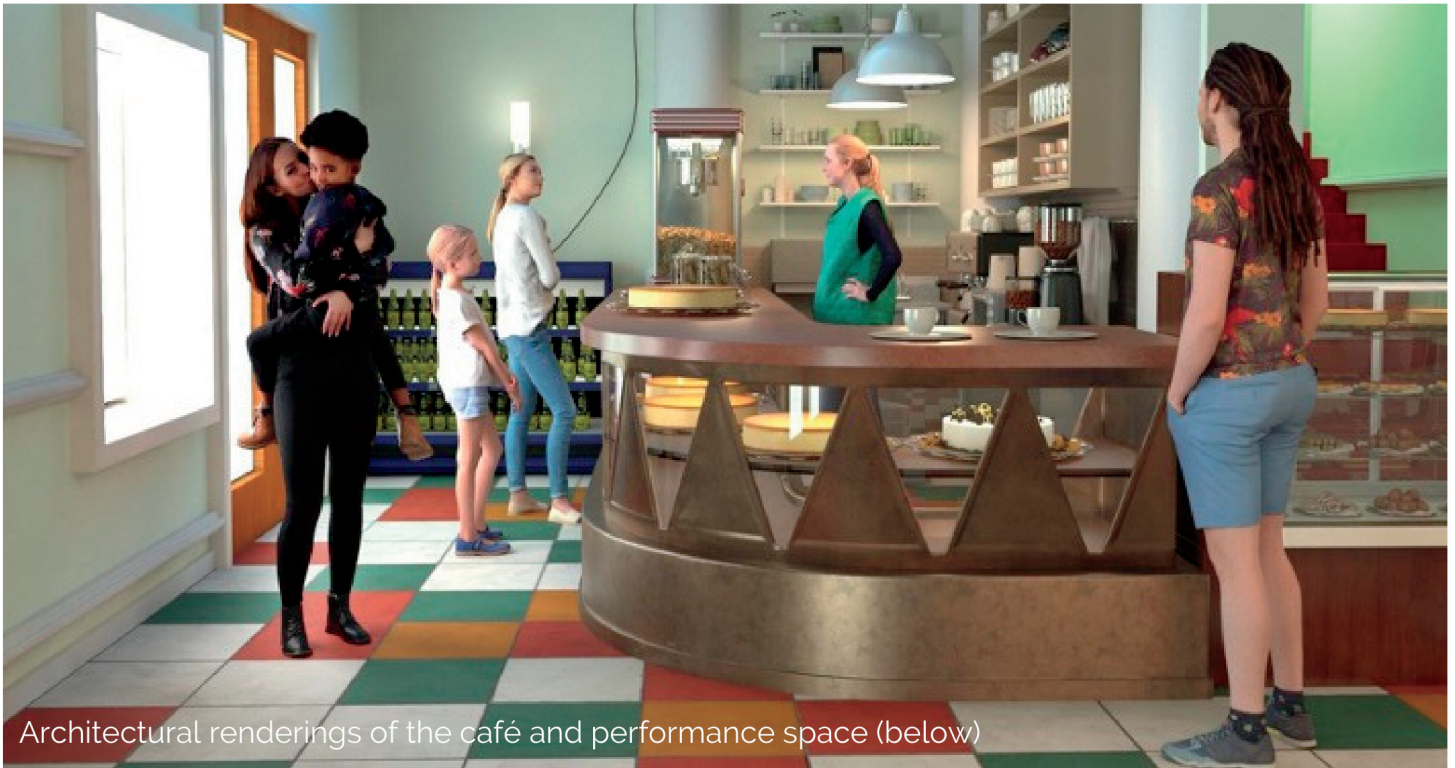


RESTORE • REIMAGINE • REVITALIZE



Architectural renderings of the café and performance space (below)

Our VISION:

For years, the Dixie Theater was a gathering place for the community. Today, volunteers lead the charge to bring this wonderful building back to life as an inclusive, forward-looking entertainment and educational center for Staunton and the surrounding area. The mission is to connect people through culture and creativity.



This restoration will create a sustainable, adaptive mixed-use facility featuring:

- a movie theater
- an event space for music, dance, conferences, and performing arts
- digital media classrooms
- a small specialty food café

www.thearcadiaproject.org
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Our PROGRESS and NEXT STEPS:

1 Phase One (Complete)

- Facade redesigned by Frazier & Associates
- Marquee rewired with LED lighting
- Rear roof replaced
- Mold and asbestos remediated
- Construction drawings completed
- Building permits approved by the City of Staunton
- General contractor: Harman Construction
- Hard Cost budget completed
- Value Engineering finished
- Construction contract negotiated

2 Phase Two (In Progress)

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

One auditorium will become a 93-seat movie theater and lecture hall. The second auditorium's sloping floor will be converted into a flat floor suitable to host up to 160 people. Our feasibility study found this to be the most economical and useful way to offer varied spaces while maintaining historic integrity.

An expanded front lobby will host a specialty food café that will provide a community gathering space while helping underwrite programming costs. The current restrooms and adjacent manager's office will be updated but will mostly retain their current configuration.

Finally, the old theater's fly-loft space, behind the existing movie screens, will become 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.

REVENUE

EXPENSES

Sources in Hand

| | |
|-----------|-------------|
| IRF Grant | \$1,500,000 |
| Cash | \$709,000 |
| Pledges | \$222,250 |

TOTAL \$2,431,250

Fundraising Goal

| | |
|--------------|-----------|
| Donors | \$870,000 |
| Corporations | \$100,000 |
| Grants | \$430,000 |
| Government | \$300,000 |

TOTAL \$1,700,000

Overall Costs

| | |
|------------------------|-------------|
| Hard Costs | \$2,952,999 |
| Soft Costs | \$202,499 |
| Working Capital | \$450,000 |
| Fixtures & Furnishings | \$426,423 |

TOTAL \$4,031,921

\$1M construction loan required for cash flow to be repaid in 3 years



Architectural rendering of the performance space

Why NOW?

Bringing this building back to life will instill new energy throughout the downtown economy, especially with the upcoming departure of the Courthouse. We are updating the building and the programming to appeal to a wider contemporary audience.

We received a once-in-a-generation **\$1.5 million Industrial Revitalization Fund (IRF) grant from Virginia's Department of Housing and Community Development.** However, it requires we complete the renovation within 18 months.

With **\$2,431,250 raised**, our gap to completion is within reach. Your participation is necessary to see us to the finish line.

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

How you can HELP

We invite you to:

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

Abena Foreman-Trice, Vice-President

Communications, Diversity & Inclusion, Applied Theater

Stanley Grimm, Treasurer

House of Representatives Tax Attorney, retired

Chance Crawford, Secretary

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

Linda Baker, Trustee

Chief Financial Officer, Blue Ridge Area Food Bank

Alex Weller Blanton, Trustee

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

Robert "Danny" Brown, Trustee

Architect, retired

Cass Cannon, Trustee

Owner, Peg's Salt

Kim Davidson, Trustee

Community Engagement, JMU

Elaine Echols, Trustee

City Planner, retired.

Nancy Ivey, Trustee

Conservationist, DOD Contractor - Navy Submarine Program Manager, retired

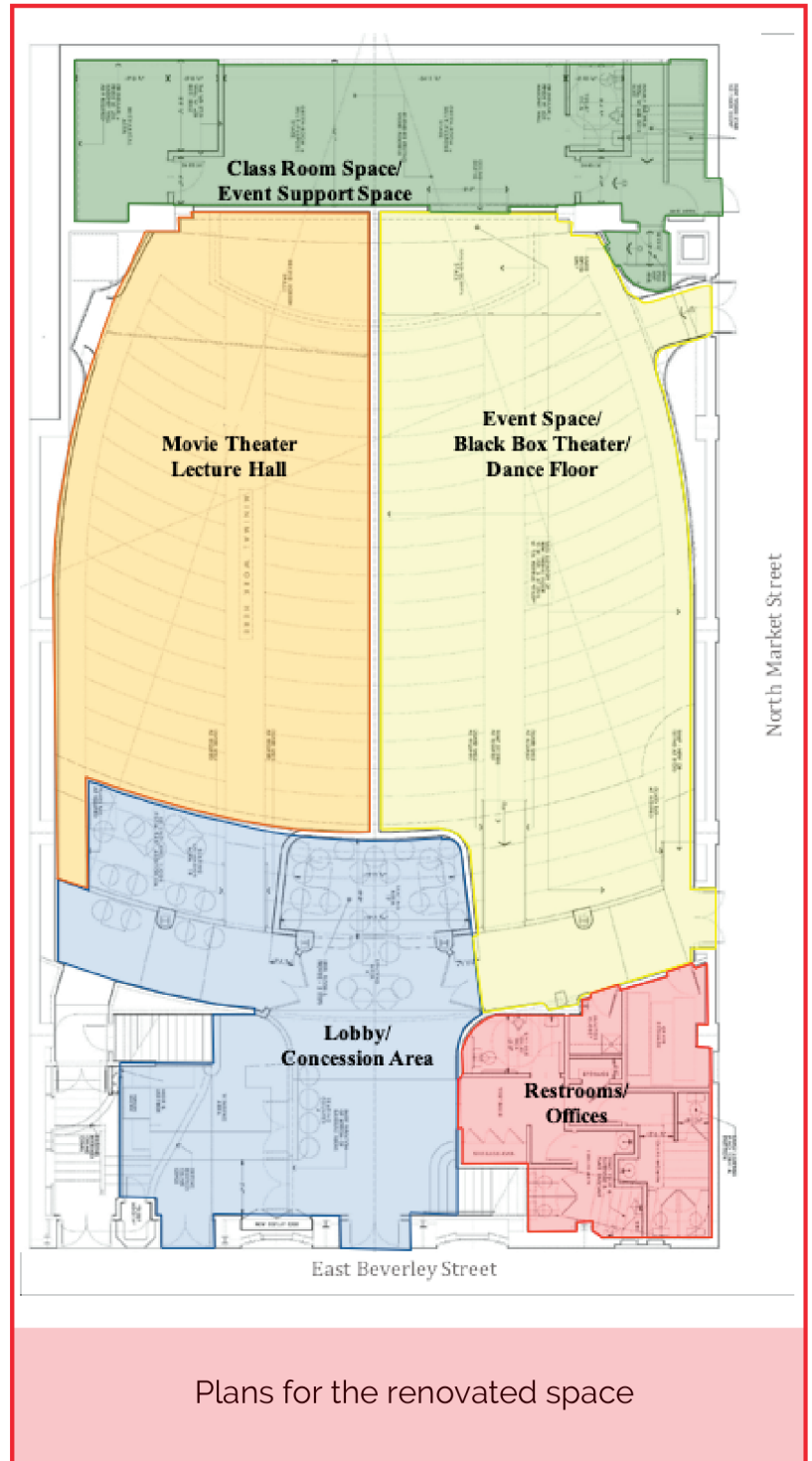
Elizabeth Respass, Trustee

Executive Director, Arnold & Porter, retired

Pamela Mason Wagner

Executive Director

Emmy Award-winning director, writer and producer



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