

# Prescott Center for the Arts

## Case Summary Statement

### Summary

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The Prescott Center for the Arts, as part of a long range strategic plan, seeks to expand its performance, rehearsal and storage space, and address key deferred maintenance issues to improve its ability to serve the arts community in the quad city area. If realized, this effort would be the first new construction for the Center in nearly 50 years.



### Introduction

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The Center was founded in 1968 and is recognized as Yavapai County's premier community theater. The Center has two primary venues. The 195-seat *Mainstage* Theater is housed in the former Sacred Heart Catholic Church, dedicated in 1895, and gifted to the Center in 1969. It is on the National Register of Historic Places. The 50-seat *Stage Too* Theater occupies leased space off an alley behind the Center's property. The Center's Art Gallery/Gift Shop is in the basement of the *Mainstage*.

Our stage productions encompass all genres of theater: musicals, comedies, dramas, and revues. The Center's annual offerings include six mainstage productions, two family theater productions, seven black box productions, and a holiday show. Each season the Center produces up to seven plays or musicals (all of which sell out), in the *Mainstage* Theater. There are another four productions in its 50-seat *Stage Too* black box theater, plus three summer repertory productions and a Halloween



Ghost Talk production in conjunction with the Yavapai Guidance Clinic. The Center’s Youth Summer Theater and Teen Summer Stock is one of the few opportunities in Yavapai County for teens and younger children to learn and celebrate the theater arts. The summer session concludes with the production of a full-scale musical. It is a full schedule!

Prescott Center for the Arts’ gallery also sponsors ten shows each year, featuring its signature Youth Theater Scholarship Art Show. The youth program at PCA includes a scholarship program



Stage Too Entrance

for the Visual and Performing Arts that awards over \$20,000 a year to youth 12 to 18 years of age. Twenty of this summer’s 80 participants received scholarships.

The vision of the Prescott Center for the Arts is to be the community’s foremost leader in providing complete, personal and collaborative experiences. Our mission is to create opportunities for the greater community to engage in and experience all facets of the arts. The Center does so with a full-time staff of five and 2,000 volunteers.

**Challenges**



Stage Too Theater

**Stage Too** – Unlike the *Main Stage* theater, *Stage Too* is in leased space which was never designed as a public building. Fire regulations and space required for the cast and production crew reduce patron seating to 35. There are no rooms for changing, and limited restroom facilities.

Theater access is via a poorly lit back alley with an uneven surface, which remains a constant concern for attendees, especially for our senior and limited mobility patrons.



Stage Too Box Office

*Stage Too* productions over the last five years could easily have filled a 100-seat house, and generated an additional \$450,000 in ticket sales. That revenue could fund additional staff, allow for extended runs for popular offerings, and provide additional scholarships for our youth program. Indeed, we could serve up to 200 additional youth in our summer program with larger physical capacity. The Center has leased this space through 2019. It is not a viable long term-term solution.

## Vintage Buildings

The church building and attached rectory in which the *Mainstage* theater and Center offices are located are well over 100 years old. Although the internal structures of both buildings are sound, stabilizing external brick and mortar repair and sealing are needed now. Lighting is decades old and needs to be updated to more modern and energy efficient technology. Finally, there are plumbing and HVAC issues in the art gallery that are a constant drain on the annual maintenance budget.

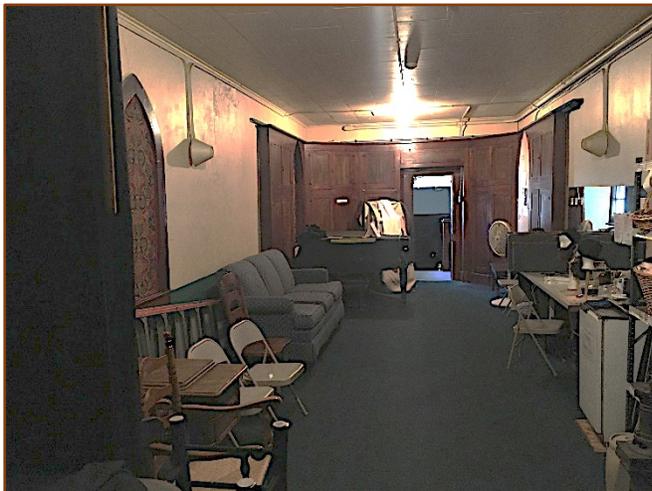
### Space

Rehearsal – As a rule, it takes two weeks of performances to cover expenses for a play, three weeks for a musical. Set building and rehearsal generally take between three and four weeks. Because there is no rehearsal space besides the theaters themselves, popular revenue generating shows cannot extend because the set work and rehearsal for the next show has to begin.

Costume Storage and Administrative Offices – Costume design and production takes place in cramped and inconvenient quarters. Limited space also means the Center's considerable and growing collection of costumes has to be stored piecemeal, wherever hallway or closet space be found in the rectory or Main Stage building. Also in the rectory, our five fulltime employees share office and meeting space with volunteers, visitors, costumes and set elements.



Curtain and costume storage...anyplace we can put it!



*Mainstage's* Green Room

Box Office – Finally, there is no formal box office for either the *Main Stage* or the *Stage Too*. *Main Stage* box office operations are housed inside the Gallery without an external ticket window. The *Stage Two* box office is in a coat room.

These space challenges effect our performances, their preparation, their run time, our audience capacity, operating revenue, and limit our ability to bring on much needed additional staff to broaden our offerings and educational programs.

## Meeting the Challenges

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With input from its long-time supporters, the Center's board recently approved plans to build a new 6,950 sq. ft. Prescott Center Theater, Studio and Gallery with a larger *Stage Too* (99 seats), along with rehearsal, storage, and administrative space, and a street access box office. Renderings and layout for the new facility are attached.

The new facility is located just south of the current facilities on property already owned by the Center. The completed projects will also address the lighting, gallery HVAC and external stabilization of the *Main Stage* theater.

Once these two projects are complete, PCA will be able to increase both our offerings and revenue to support the increased staff needed to ensure that the Prescott Center for the Arts remains economically healthy and can continue to grow its artistic contributions to Prescott.

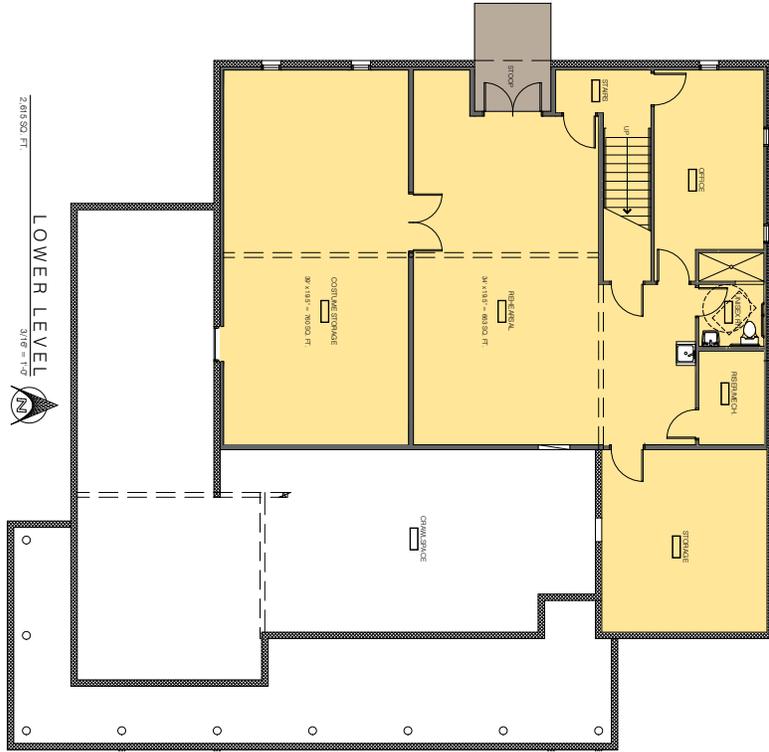
The plans call for \$3.2 million in capital improvements in two phases, funded by philanthropic support from individuals, foundations, and businesses who know and appreciate PCA's nearly five decades of professional community theater, theater arts education and gallery presentations; those who understand the economic and cultural benefits of sustaining a full menu of vibrant performing arts options. The \$2.6 million phase I of the *Setting the Stage* campaign will fund construction of the new Prescott Center Theater, Studio, and Gallery, and new state of the art lighting, audio equipment, and exterior painting for the *Main Stage* theater.

Once open, and the remaining \$600,000 is secured, the new facility will house performances, rehearsal, storage and administrative functions while the Phase II elements: exterior stabilization, seating, renovations to the current gallery, and administrative and volunteer space in the original church buildings housing the *Main Stage* are completed.

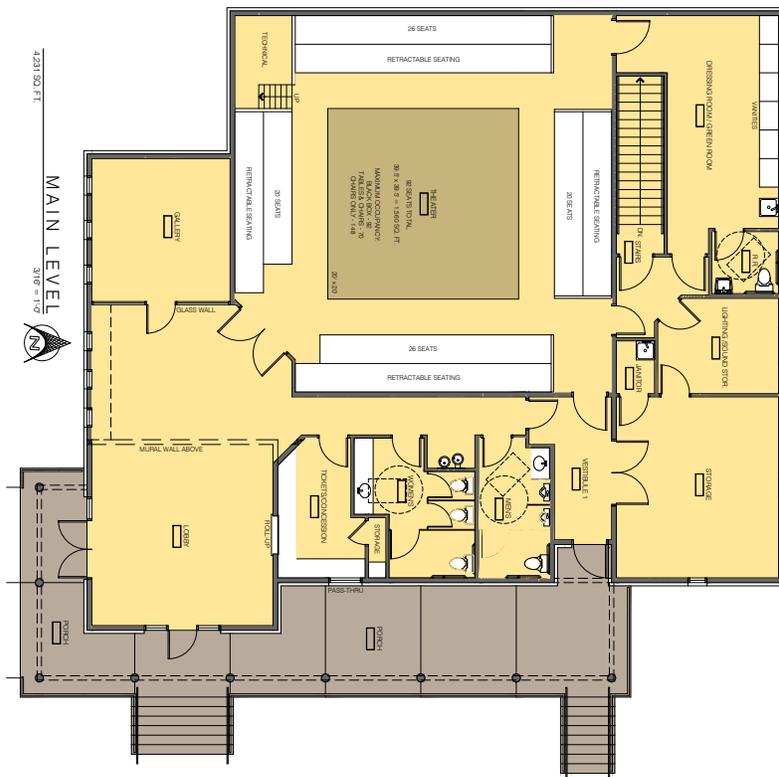
The Center has been hampered for too long by lack of performance, storage and rehearsal space. The current lease on less than adequate space used for *Stage Too* will expire in 2019, after which PCA will enter into a series of short term leases until the new facility is finished

Once the master plan is completed, the Prescott Center for the Arts will be able to produce the full range of popular and long run shows it takes to grow our revenue, guarantee a sustainable future as central Arizona's premier community theater, and continue its long history of entertainment and education in the theater and visual arts.





2,615 SQ. FT. LOWER LEVEL 3/15 = 1/2" N



4,231 SQ. FT. MAIN LEVEL 3/15 = 1/2" N



PROJECT NO.  
**A2.2**  
DATE: 4/26/2016  
DRAWN BY: RMB  
CHECKED BY: M.G.  
JOB NO.: 101

REVISIONS:

**MULTIPURPOSE FACILITY**  
Prescott Center for the Arts  
PRESCOTT ARIZONA

**OTWELL ASSOCIATES ARCHITECTS**  
121 East Goodwin Street, Prescott, Arizona 86303 (928) 445-4951

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NOT FOR CONSTRUCTION