



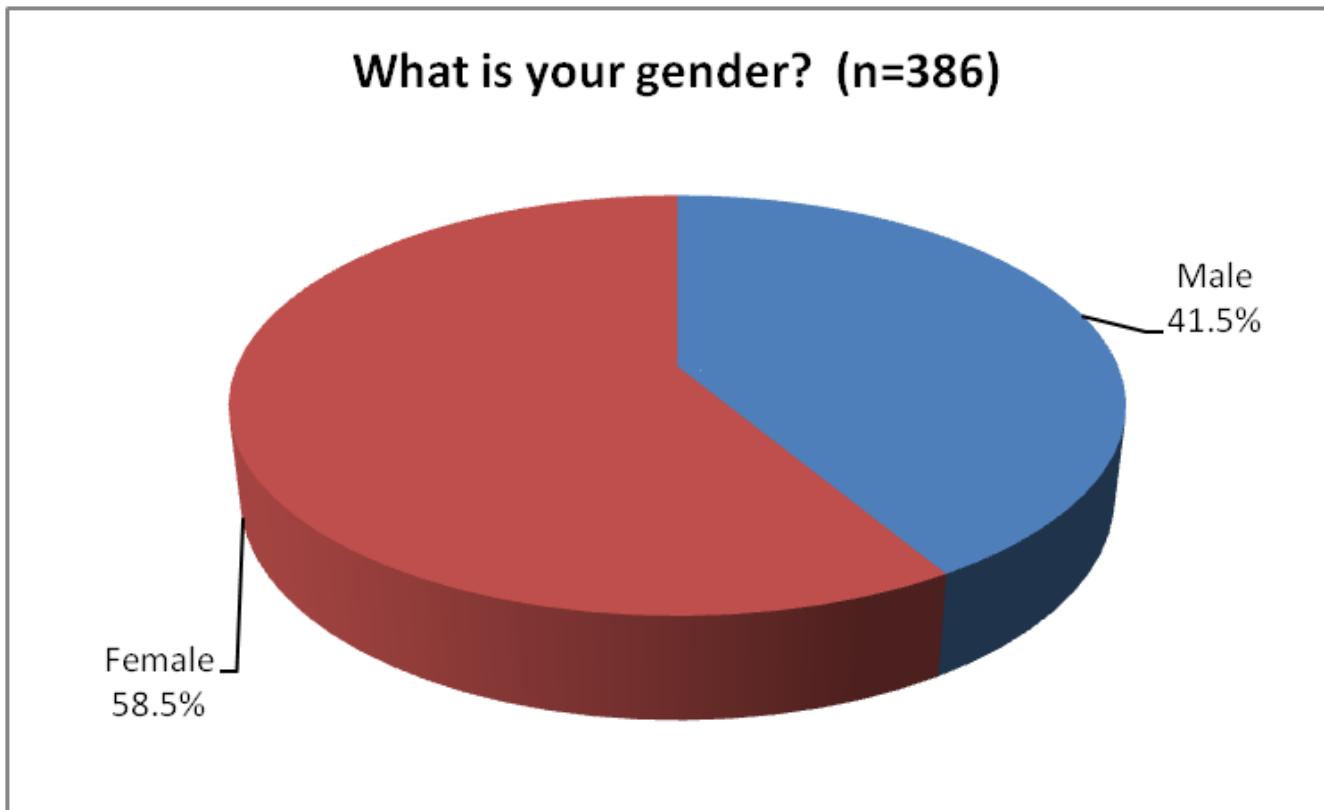
for the Arts and
Entertainment
Industries

Demographics

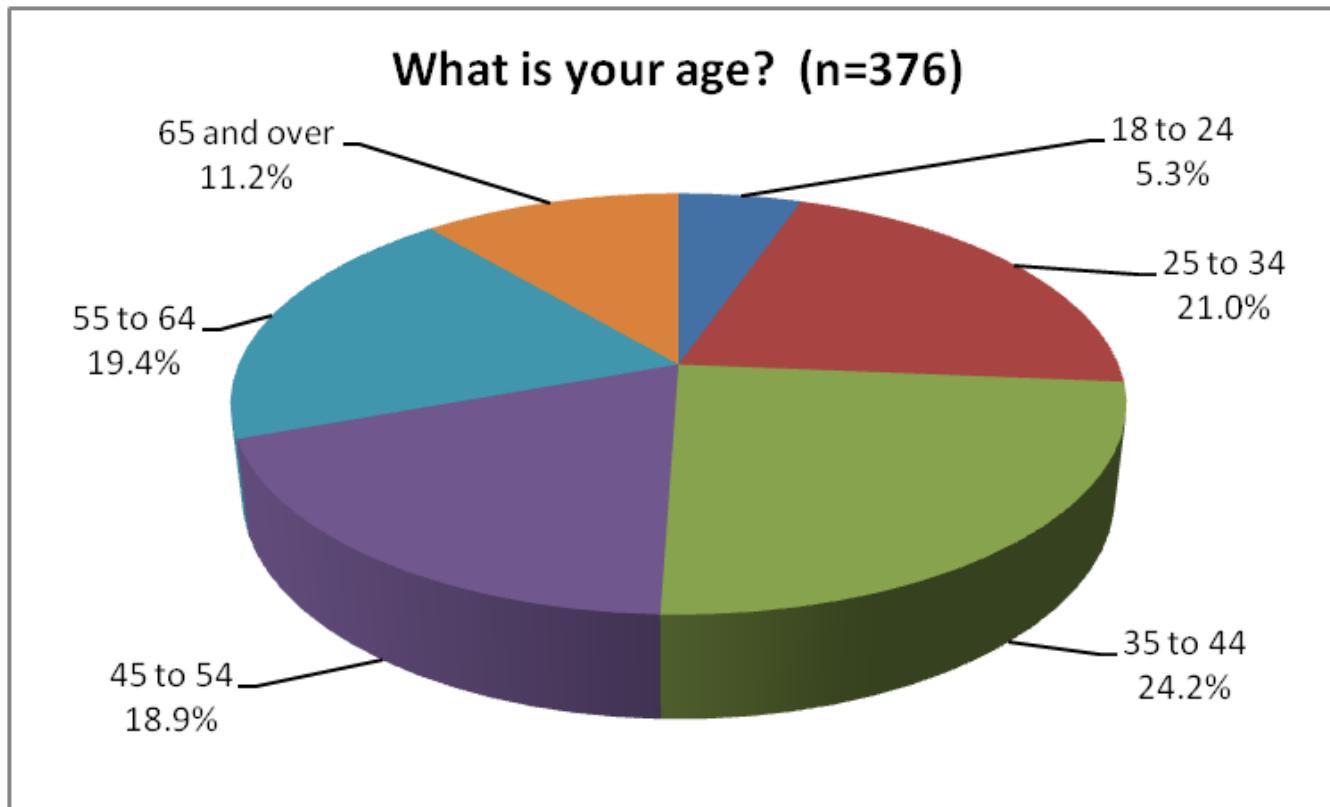
Demographic Profile of Respondents

Respondent Profile	
Gender	Female (58.5%)
Age	Under 45 (50.5%)
Race/Ethnicity	White (94.0%)
Education	At least a College Degree (67.2%)
Income	Under \$75,000 (70.0%)
Children	No children under 18 (56.9%)
Residency	Goshen (71.5%)

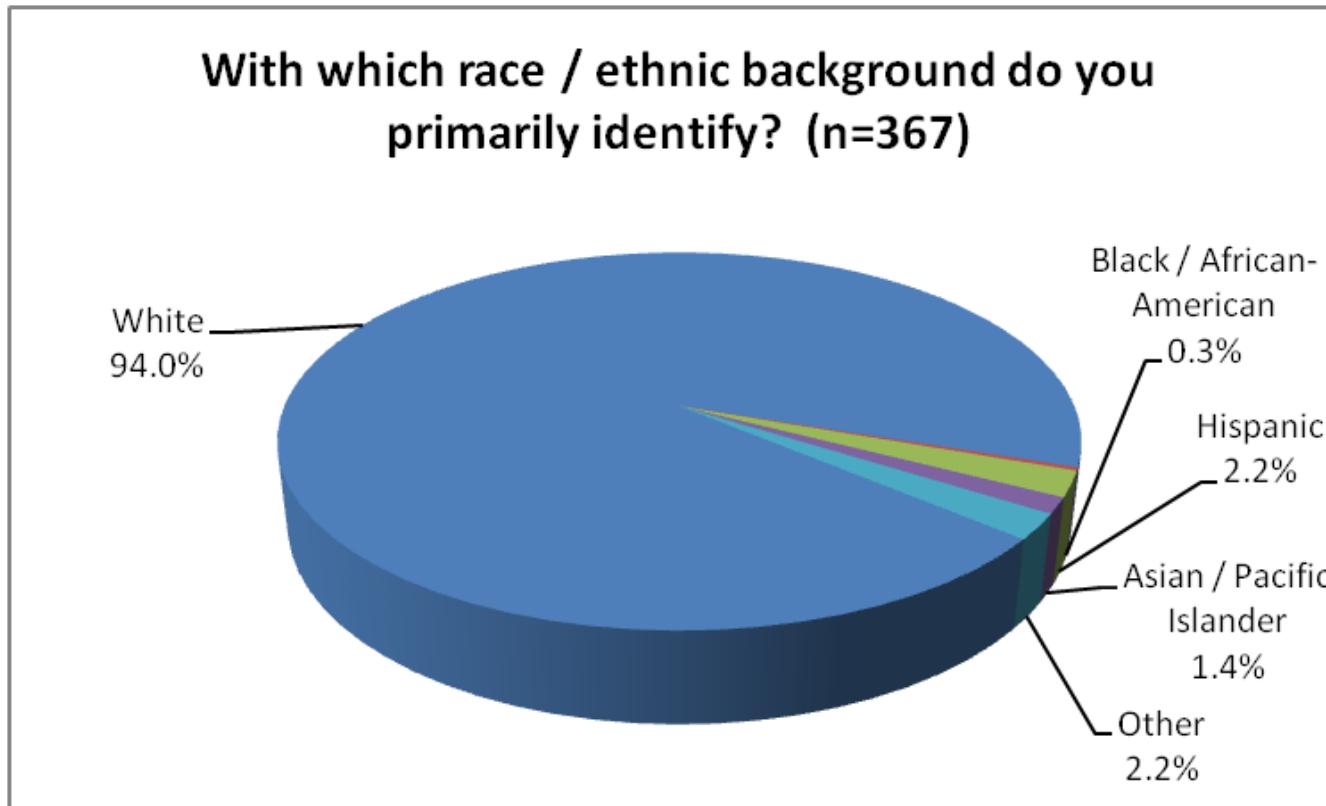
A slight majority of respondents were female



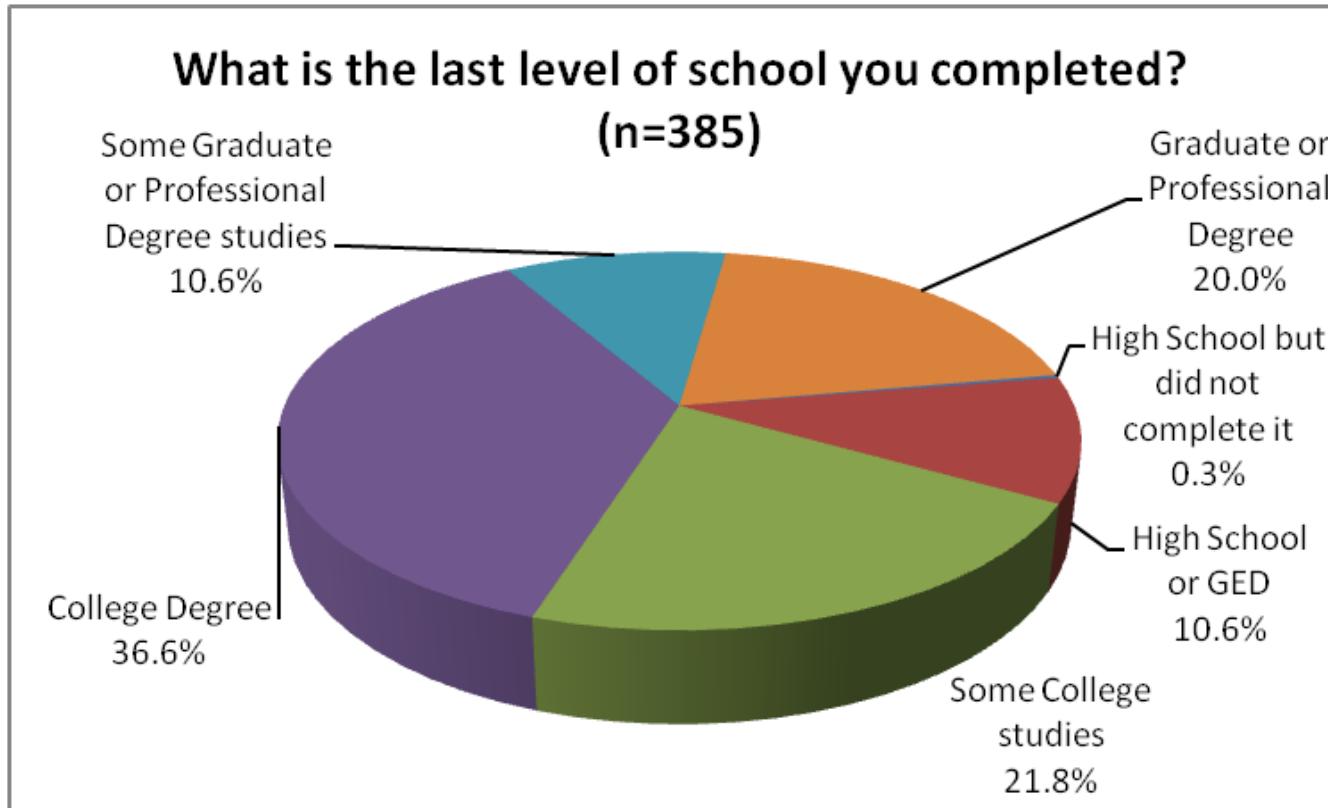
Respondents were almost evenly split between being under 45 and over 45



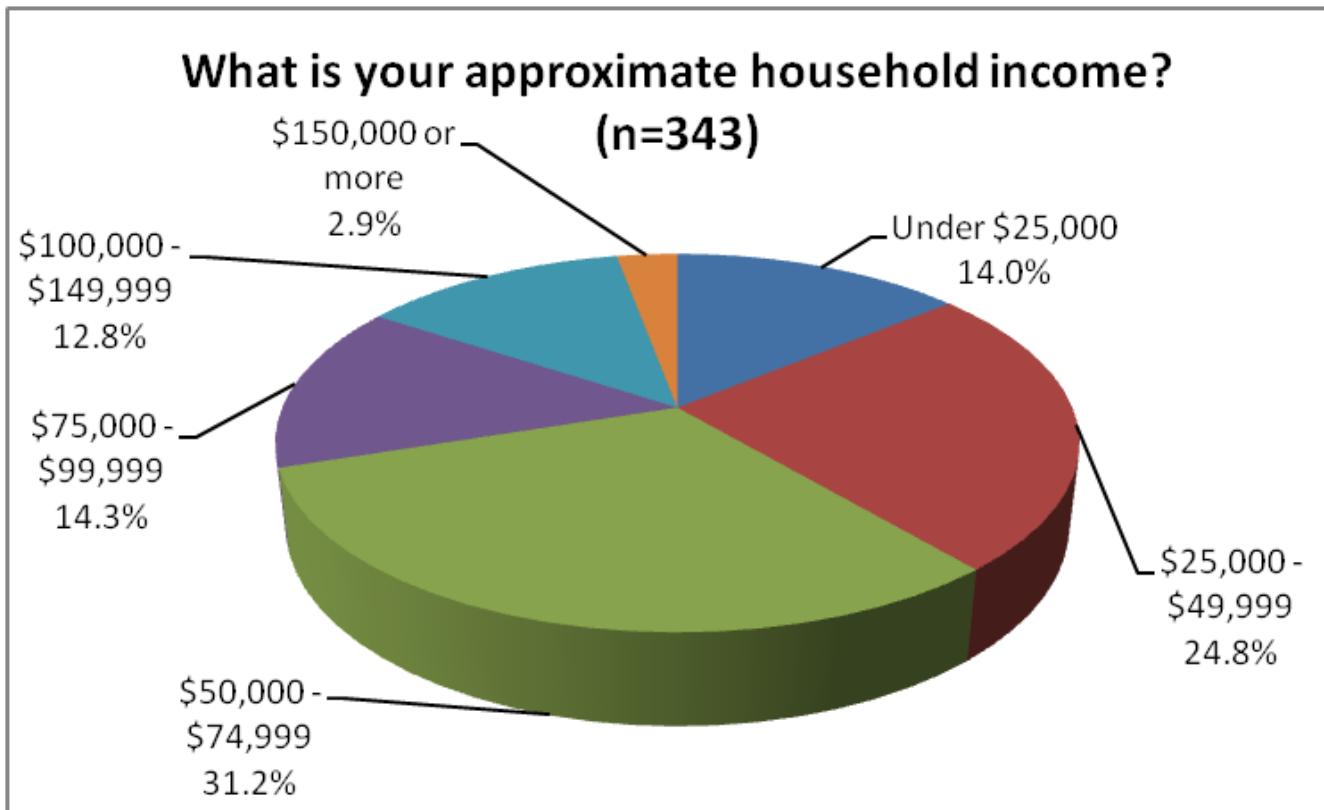
Most respondents were White, with Hispanic being the next most represented ethnicity



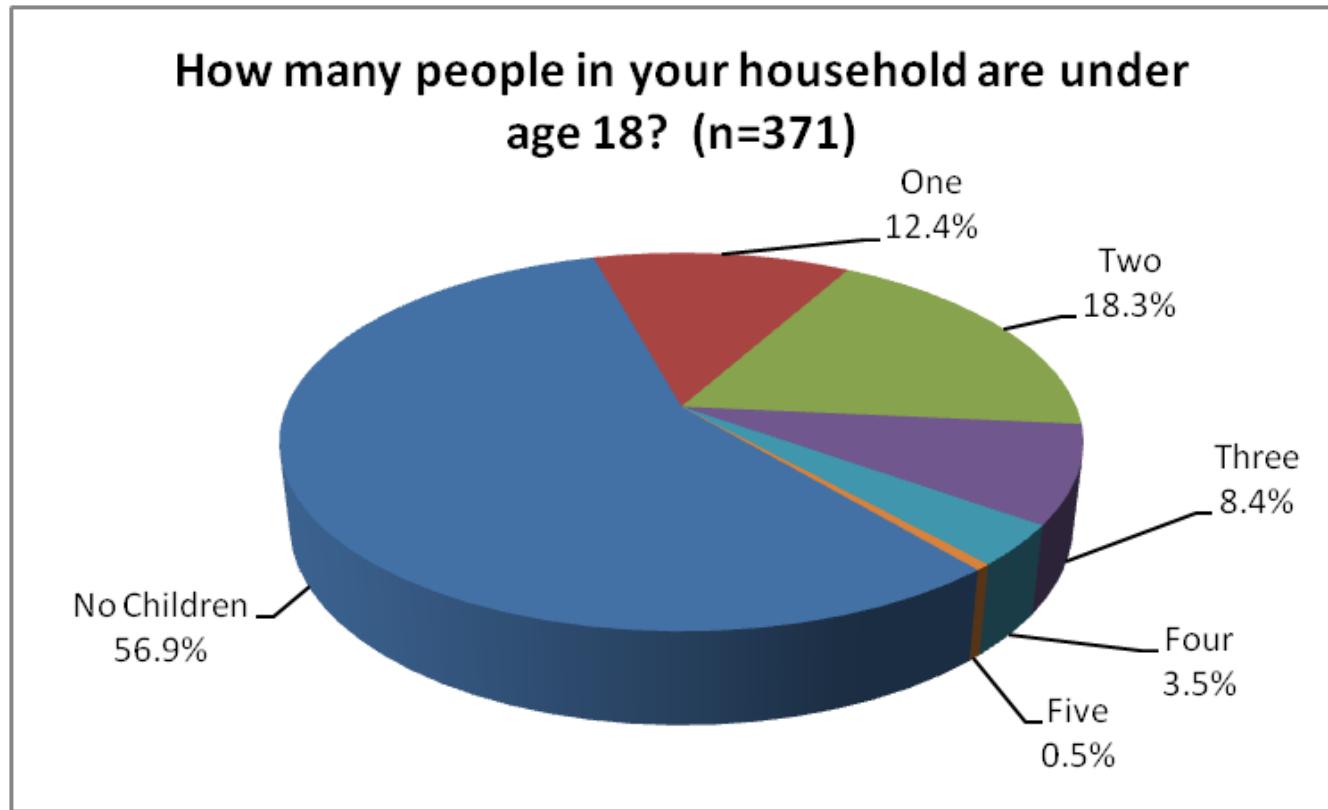
A majority of respondents had at least a college degree



Most respondent households make less than \$75,000 annually



While a majority of respondents did not have children under 18 living in their households; those that did had two or less children



Appendix

Verbatim

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

It's a beautiful building and I think it's incredibly important to the Goshen downtown.

We are a family of seven. It is very hard to find wholesome family activities that do not cost a fortune by the time we pay for everyone.

The Learner Theater in Elkhart is a good "template" of what Goshen Theater can do! I would like to see it saved. I would like to see stories about it.

a renovated theater is EXACTLY what the downtown are needs!

A renovated theater usually attracts persons who remember and enjoyed the space in years past. They are usually inviting and often present quality performances.

Adaptive reuse can be a glorious thing; but you have to accept the fact that the overall wants of the many are more important than the wants of a few...(translation: the kids want rock and roll, not opera)

Advertising in the region (all of Northern Indiana) will be crucial to success (for performers and spectators), a variety of events/organizations should use the theater, private lessons are a good way to keep constant traffic in and out

Already seems like an asset and I think it has great potential especially given the renewed interest in the arts in this area over the past 10 years. I think Goshen is becoming a very interesting place to come for dinner and a night out and very interesting to touring groups. We have a really nice variety of types and sizes of venues for all kinds of performers....Sauder Hall, Ignition Garage, and others in between. Best wishes on your project!

Any renovation will need to support a wide variety of uses as opposed to a single purpose in order to be successful long term
Any renovations should be donations and not use of the city money.

As a child/young adult in the 40's & 50's my family and I attended Goshen Theater nearly weekly. I can remember singing and dancing after seeing a musical movie! The theater is an important part of Goshen!

As a teen I remember many good memories of the Goshen Theater, it would be wonderful to have it back & well attended.

Beautiful building, hope it gets renovated and used more.

Before any such renovation goes forward, I would be interested to know where the funding will come from. The city via the taxpayers? A private concern? This is a gigantic and cost-laden project and funding sources should be entered into public debate.
being able to stay local for events would be awesome !!

Certainly, it needs more bathrooms! More parking, a better sound system and movie screen. Acoustics need to be MUCH better to bring in music groups that would command a high ticket price.

does the church meeting there own the building?

Elevator, extended meeting space upstairs, accessible throughout (men's room is currently a nightmare), and plenty of parking nearby are all important.

expanded restroom space :)

Facility desired for community use. Current church ownership causes confusion who can use it. having public ownership, or neutral management would encourage more public use.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

Goshen has an active arts community and I think it would be supported. I currently live in Mishawaka, so I don't get to Goshen as often as I would like. I think all the grand old theaters should be renovated and used for arts and education in the communities. The Lerner in Elkhart is a great example of what can be done with community support. Theater, arts and music helps keep kids off of drugs and other harmful activities.

Goshen has done a good job at keeping its downtown alive and vital to the community. A renovated GT would only enhance this even more.

Goshen is blessed to have so many opportunities already in place. Value is more in preserving and enhancing historic downtown Goshen than in providing needed performance space. Still, enhanced space would bring in additional entertainment and cultural events.

great location, can be very nice space

Have popular movies showing on a weekly basis, perhaps Tues–Thursday. Develop a more intentional screen/sound system for this. Leverage the outside ticket booth – bring back a nostalgic flavor of the space in this way, while keeping it current with popular movies. Perhaps use a dollar theater approach, keeping it affordable for people. Also, promote the ballroom space as a conference venue. Many regional organizations, non-profits would enjoy this.

Haven't seen the inside of this space but expect it is not as 'rich' as the Lerner in Elkhart...and it doesn't need to be. Design it to fit the desires indicated in this survey but keep the costs in hand so it can survive and can be maintained at reasonable cost. Goshen is doing a great job 'reinventing' itself and staying alive through difficult times. I wish you well.

Having a space like this downtown is vital to our community

Headliner entertainment would be a great plus for Goshen. Allow the sale of alcohol at the event would help bring in more people. Hopefully it will be a quality renovation. I realize it won't be on the same level as the Lerner in Elkhart due to the much smaller size, but it still needs to be classy.,

Hoping to see a comeback along the lines of the Lerner Theater, with acts like the Morris, and events like the South Bend Civic.

How much I am willing to pay and how interested I am in attending depends very much on what the event or who the performer is.
Impossible to give a good response with no event context.

I always enjoyed going the movies there as a teenager.

I am 9i and need good audio sound, easy parking, comfortable seats. on long programs have intermission so one is not sitting too long.

I am always annoyed if a venue does not have a standing/dancing area. Being stuck at seats is frustrating. I like to have a beer while enjoying a concert that is reasonably priced.

I am not sure that with the amount of seating that if renovated it would be able to bring the income needed to pay for the renovations. If the renovations are paid for by a grant it would be great to see more things performed there.

I answered the question about children including grandchild

I believe it would be a good place for the community to gather

I believe the theater can be an integral part of the downtown arts community and would appreciate seeing it used to its fullest potential.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

I believe the theater has a lot of potential. I think it needs to be done in a professional manner. Lights and sound need to be up to par with what's expected of a theater of that size... I think there could be more done in terms of networking and trying to generate interest in the space and attending events in the space. At some point there may need to be the discussion of maybe a temporary liquor license for certain events. I have yet to attend an event there (other than national acts with their

I can remember my mom taking me to my first movie there back in the 60's, It was Snow White. I don't think I'll ever forget it. I do think it would enhance the experience of Goshen citizens and guests in town. A restored space such as the Spohn Ballroom exemplifies community pride, as does all of the downtown restoration since I moved here 12 years ago, and sends a message of welcome to all.

I don't think the theater should be used as a church as well.

I favor the renovation of historic buildings, especially in a downtown venue. If well done, I think it the renovation of the Goshen Theater would tremendous value to the overall feel of a downtown. If it was designed as a multi-use space, I think it would bring a lot of people to downtown who might not otherwise come downtown. I went there as a child to see movies, and I've appreciated the efforts made during the past 10 or so years to fix it up and bring community together in different ways for a wide r

I feel it is vital to enhance the livelihood downtown Goshen. The Goshen Theater would be another asset to our vibrant community.

I feel with the current personnel, any money that is spent on this venue will be wasted money. They will not get enough acts returning to the theater year after year with the non professional personnel. Parking is another huge issue for people coming to a theater. They don't want to have to walk in the chilly weather in nice clothes for a block or more. This was one of the biggest complaints we received when our group performed at the theater in 2011. Without proper parking, the money will be spent and the

I grew up in Goshen and moved away some years ago. I moved back to Indiana in 2006 and could not WAIT to see movies in the theatre as I remembered it, and was so sad it wasn't in use. I want very much to see it restored and enjoyed again.

I have a nostalgic interest in this, as it was the place I first saw films in the 1950s. And I am concerned about the cultural prosperity of Main Street Goshen, even though I do not live there any more.

I have enjoyed performances there, and have heard similar comments from others. A renovation would be wonderful to continue to enjoy the facility for years to come.

I have had an inside tour of the theater. It would be my hope that some of the historical aspects would be preserved in a renovation; i.e., dressing rooms, catwalks, molding details. I support this venture and hope it happens soon! I think it would just be another wonderful enhancement of the growing positive features of downtown.

I have lived in Goshen for my whole life. I still remember seeing "Smurfs and the Magic Flute" at the theater when I was little. I was so happy when the building started to be used again. I think the downtown would greatly benefit from the renovation and improvements to the building. I also think it could see greater use with the many updates it could use.

I have many good memories there and would like to see it restored

I HAVE ONE OF THE ORIGINAL FIRE HOSES OUT OF THEATER. YOU CAN HAVE IT, IF YOU WANT IT. LARRY WINKLER 574-457-3588

I have recently been introduced to the Goshen Theater and didn't realize how beautiful it was! I truly hope it will have the opportunity to be renovated and historically preserved.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation.
(n=163)

I have some concern over the community's ability to fund a renovation, and the subsequent cost to rent the venue for events. The Lerner Theater is an example of what NOT to do. While it is spectacular, there is no way that the county can support enough events for this to make economic sense. While it is a great venue for local theater, the quality and costs of the "featured" concerts has been a HUGE DISAPPOINTMENT. Bringing tired old entertainers and charging \$50 + will not fly.

I have used the downstairs theater space and the top floor for dance classes. I do not know much about the facilities as a whole, or the middle floor. Those spaces are comfortable and adequate. The "old-time" feeling of the theater is a plus for me; I would not think there is a great need to replace all the seats (for example) if that had a huge price tag. Bathrooms have been fine. I've never been there when it was even one third full, so I don't have the perception of a shortage of space. I think it

I hope that grant money and specific contributions – from local business and individuals could be used first. A third source could be taxpayer money, but I don't think this should be the major source. There are too many other really urgent needs right now – like education, and general upkeep of the streets and transportation system.

I hope that it would preserve the historic elements – that is probably my greatest concern. It would be great if it would have more backstage and wing space. Some flexibility in the use of the space would be nice, too – i.e., possibility of setting it up for intimate performances, room to dance, large seated concerts/plays, etc...

I hope the funding can be found to restore it as the Lerner has been restored. Not to that extreme.

I know of theaters that use the lobby areas or other large public areas to host changing art exhibits. I think the Lerner Theater is quite successful at bringing in large crowds. Anytime I've attended a performance there, there has been a large crowd.

I like it, but it's important that it retains the old-ish feel in some way shape or form.

I like the Theater's old feeling. Changing out the lighting from incandescent would be nice!

I look forward to seeing all this theatre can become.

I love the Goshen Theater and support whatever maintenance or renovation that is necessary to keep it a vibrant part of Goshen's cultural life.

I love the Goshen Theater, and have been attending various events there for years. It is a wonderful space for local artists.

I love the Goshen Theater. I would love to see it keep its same look, but practical renovations are always necessary to keep up appearances and what not. I am all for anything that is decided to give the Goshen Theater what it needs.

I love the Goshen Theatre! It's been a big part of my life and I would love to see it renovated. I used to work in the ticket booth in the early 80's and loved it!

I think a large part of any renovation would be letting people know that the Goshen Theater still exists and has stuff going on. I think that alone may get more people in the door.

I think a renovation would be wonderful for Goshen. I know it wouldn't be to the scale of the Lerner renovation but if it would be half as nice it would be worth the effort.

Would love to see the Goshen Theater renovated.

Would love to see an elevator if possible. Hauling a baby seat up to the 3rd floor for my daughter's dance class was torturous...and I was not the only one and I'm sure I won't be the last!

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

I think disassociation with any particular church or religious organization is important.

I think it fits nicely with the whole downtown revitalization and could be a real asset.

I think it is a beautiful space that should be used but I have often wondered about whether it is up to safety code. Depending on the cost, I would favor renovation. It is a historic feature in a prime location and should be preserved/maintained.

I think it is important to the downtown

I think it is very exciting to have this local gem used more many different venues!

I think it would be good for downtown.

I think it would be great to have classes there.

I think it's a great idea to renovate the Goshen theater. I love what it already brings and think a renovation would just add even more positives to downtown Goshen.

I think it's an awesome venue doing great with what it currently has with the help of hard working staff making it happen. It also has great potential to be amazing!

I think it's beautiful now.

I think its important that if time and money is put into the Theater that it be used as much as possible.

I think it's sad that the Goshen Theater has fallen into private religiously affiliated hands. Not that I have anything against religion (I'm a Christian), but that filter can limit what can be seen/done there, and if it interferes with the church's goals, then it will be compromised. I would love to see a renovated Goshen Theatre be the center stone of our thriving downtown. Why not seek grants to renovate, and get volunteers to assist? Seek a matching grant and canvas the community for donations. You

I think renovating the Goshen theater could be a vibrant part of what has already been a wonderful transition for Goshen into an artistic community that draws people from all over the region

I think renovating the Goshen Theater would be an excellent way to incorporate it with downtown Goshen. The work that Dave Pottinger & Jeremy Stutsman have done has created an interesting downtown that would be complimented by a space that offered entertainment for adults & families alike. It would be nice to see Goshen with an arts cinema or theater that got larger names a la The Vickers in Three Oaks or The Morris in South Bend. I believe there is a community in Goshen that would support a variety of entertainment

I think renovation of the Goshen Theatre could really add a great deal to downtown Goshen, and become a real gem for downtown, and add so much to life and entertainment and culture downtown. Would love to see an established theatre group/organization (or two) make the Goshen Theatre their regular home for productions. There are a couple of such organizations right now locally that could make it their new home (full or part-time) such as Elkhart Civic Theatre, and New World Arts. In the same vein, it would

I think that Goshen has been leading the Michiana area in the arts. This would be a great opportunity to continue that emerging reputation.

I think that having a resource like the Goshen Theater would be wonderful for the community. The Lerner in Elkhart has been a wonderful addition to the Elkhart community, and Goshen could benefit by having the theater restored to its former glory like the Lerner. The Goshen community is unique, we have a vibrant downtown and the community appreciates and supports what goes on.

I think that the community would rally behind the theater and support it.

I think that the theater is an important part of Goshen's cultural history. I would like to see utilized more.

I think the current design is beautiful, and I want to maintain that as much as possible.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

I think there's a great opportunity for there to be multiple performance spaces in Goshen with the addition of a renovated Goshen Theater. I'm excited about the possibility of local/regional music acts, ones who are too small for the Learner, but draw too big of a crowd for A Constant Spring. I think one way to help the success of the Goshen Theater would be to partner with venues like Goshen College's Sauder Concert Hall, Umble Theater, and New World Arts to book and advertise the venues in town effective

I think this would be a positive boost to our downtown as well as preserving a local historic landmark.

I think with a future renovation of the theater it would bring many more people into Goshen, especially since first Fridays have become much more popular. I live in Dunlap and always enjoy my journeys to Goshen and look forward to every first Friday to have fun and unwind and spend time with family and friends.

I wonder about competing venues...The Brew, World Books, new music store...those are all down-town locations. Is there any collaborative effort or desire to utilize Goshen Theater or does each entity need the on-location exposure to ensure ongoing business success?

I would be excited to hear that it be renovated. I attended events at other locations and loved seeing the renovations of other older theaters and seeing them used for events. Examples: Morris Civic, Embassy in Fort Wayne

I would greatly appreciate the Goshen Theater being renovated.

I would hope it would still feel "old-school", even if it were to be renovated. That's part of the charm.

I would like the name to be the Jefferson Theatre.

I would like to get involved if there is any opportunity.

I would like to see it renovated to its original status. It makes the whole experience more enjoyable to be surrounded by beautiful decor instead of walls, ceiling, and flooring in disrepair.

I would love it if Goshen Theater could host community awareness projects: maybe invite people to speak about what it's like to live in Goshen as a Latino(a), a gay person, a trans person, an African American person, a person living in poverty, etc.

I would love to see it used as a movie theatre again, showcasing classic films, art films. I so enjoyed the evening a James Dean classic was featured. It would be a refreshing change from the adolescent films at The Linway. I have so many fond memories of going to the theatre on Saturday mornings as a kid.....it kindled my love for films.

I would love to see the Goshen Theater be renovated in a way to allow for a maximum amount of types of entertainment. I think it's important to do these renovations while maintaining the integrity of the historical style and structure of the building. Excellent work so far!

I WOULD LOVE TO SEE THE GOSHEN THEATRE RENOVATED LIKE THEY DID THE LERNER AND WOULD LOVE TO SEE OUR THEATRE DO FOR GOSHEN WHAT THE LERNER HAS DONE FOR ELKHART!!!

I would love to see this as a beautiful and viable part of downtown Goshen's renovation process! Hoping it would bring in more art/cultural activities to the downtown, and give small groups a place to perform. We do have other good places for some groups (Sauder Center for the college and Maple City Chamber Orchestra, and Goshen schools have good facilities in the main) but this would be an additional venue. Having an elevator to the upper floors would be a HUGE help.

I would support the renovation of the Goshen Theater if the funding ALL is to be private money. Governments should not be in this business. Much more important things for their resources.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

I'd love to see a project similar in scope to the Lerner Theatre in Elkhart.

I'd love to see it happen. Goshen has a great downtown and this would strengthen it further.

If I may be of future assistance in co-developing and/or executing strategic marketing and public relations plans to assist with fundraising for the renovation and marketing of our beloved Goshen Theater, please contact me at mccraecommunications@gmail.com or 574-971-0805. It would be a privilege to be part of the great Goshen Theater renaissance. Thank you for conducting this important survey and for all efforts towards ensuring the vital role of our downtown theater in arts, culture, historic preservation

I'm very supportive of this possibility. It is in line with the ongoing artistic growth this city is cultivating. How do the aspirations of this project compare to what Goshen College already offers? Having more quality performances which nourish one's soul and mind is a thrilling thought. More public lectures by recognized authorities is lacking in our area. Thank you for your vision and effort whoever you be.

In medium to small towns where a theater has been renovated, it provided a quantum increase in cultural and artistic exposure to the population. One of the most successful is the State Theater in Falls Church, VA. But it does require financing and hard work up front. If the Goshen Historical Society decides to become a partner in the renovation, I will be very proud of us. Bill Bigler

It definitely needs renovated. It is already a great component of a thriving downtown and it has huge potential for getting another/additional crowd downtown.

it doesn't need a ton of work in my opinion. but I don't mind things that are a little shabby...

It feels too closed, private, and dark. The entrance and signage needs to invite people into the space. There's no email or regular communication about events happening at the theater.

It is a beautiful building and needs to be preserved and used. Our vibrant downtown should be able to support its use.

It is a great building with neat history and it adds a lot to the down town area

It really needs renovated before more time passes and renovation costs really get high.

IT WOULD BE ASHAME TO LOSE THE GOSHEN THEATER, EVEN THOUGH I DO NOT ATTEND FUNCTIONS AND IT WOULD COMPETE WITH ELKHART AND GOSHEN COLLEGE, IT IS STILL WORTH SAVING.

it would be great to have the theater renovated for community use with acoustical upgrading

It would be interesting to see how it would coexist with the Elkhart Theater and still be successful.

It would be nice to have older movies at a reduced rate maybe once a month for families to go see. Like maybe \$5 to see a movie that was popular in the 80's or something like that.

It would draw a broader group of people.

It's a beautiful building with so many possibilities. Just needs a lot of TLC!

It's a beautiful historical place in Goshen and if a grant to renovate it can be received, it would be great to preserve its historical value and make it more useful to the community.

It's a lovely spot that has not lost all its charm over the years and could with sufficient funds be brought back to past glory and community pride.

It's exciting to me to think about the theater being a hub of the community in downtown Goshen. I think a diverse range of events would serve our community well. The thought of civic events and community dialogue happening there feels like it strengthens the theaters place in the community.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

Just that I wish they had a parking lot that was secure for evening performances.

keep it looking like it did when I was a kid in the 60's and early 70's.

Let's go for it. It's a downtown treasure, and is critical to the community and financial health of the downtown.

Long time Goshen resident and have found memories of going to the shows when a I was a child and would like it to remain a vibrant fixture of the downtown.

Our family enjoys going to the movies there. A renovation doesn't need to take place for this activity, but there are activities that may attract more income that would require a renovation.

Please use the space below to share any additional comments you might have ab...-

Providing constructive entertainment for children and families is important for bringing busy families together and keeping children safe and out of trouble. A successful First Friday event would also provide something for the teens to do other than loitering.

Raised in Goshen from 1946 until I left for college, army, etc. Attended many movies as a child and teen. Would like to see the Saturday morning children movies/news/cartoons again.

right now...it sucks

Seria una buena inversión para la comunidad, pues el edificio ha sido abierto para servir la comunidad de Goshen y de sus alrededores.

Some good acts would be awesome. Rock, country, blues.

Some type of concessions or catering would be nice

The bathrooms need to be completely overhauled and modernized, but fitting with the architectural design of the building. As usual, twice as many stalls should be provided for the women than for men.

The Goshen Theater could really use a renovation now, before the repairs keep building up and might cost a lot more in the future

The Goshen Theater has tremendous potential as a fully-functional traditional theater as well as a facility that has other areas available for a variety of use. It is a genuine asset to this community, especially to the arts community. It does still need additional work, especially in the areas of redecorating, updating, and accessibility, but it is demonstrably moving in the right direction. I want to add that I am not just saying this because I'm the Mom of the venue manager, but because I have a semi-p

The Goshen Theater is a fantastic addition to the Goshen community. The city of Goshen is really beginning to be a great artist community and a renovated Goshen Theater would be a huge plus for this. There are some great local designers and visual artists that are always looking for more spaces to show their work. Along with visual artists, we have musicians, actors, and writers who need a great venue to showcase their talents. It is my hope that the Goshen Theater can be rehabbed and that people really will

The Goshen Theater is part of the city's history and provides the community with a place that not only contributes to the spiritual well-being of Christians but also other groups – both children and adults in a variety of artistic and cultural activities. Renovation of the Goshen Theater could put it in a place where it can continue to serve and enrich the community as it has in the past but also give it the capability to expand its offerings. The more reasons there are for people to participate in event

The Goshen Theater is such a beautiful building and has the potential to become so much more. I am personally in favor of having it renovated to restore the beauty that it once held in its day. I can see the many possibilities that the Goshen theater can provide and with a renovation it can become so much more.

The Goshen Theater should be used and not get any more deteriorated.

The last time we were in the Theater, we were commenting on how nice it was. I'm not convinced it needs renovating.

Please share any additional comments you might have about the Goshen Theater and the possibility of its future renovation. (n=163)

The Lerner in Elkhart has, since it's renovation, had top selling acts such as Kansas and Willie Nelson (I know, I created the posters for each show). I think Goshen Theatre could obtain the same quality performers... and would love to create posters for those acts :)

The Lerner Theater in Elkhart is a good model for this. It seems to have made a nice contribution to the revitalization of the downtown. It is important for it to be a really good restoration. Acoustics will be very important. If they are poor, good acts won't be interested in the venue and audiences will be disappointed with the experience.

The more we can use it the better for Goshen

The renovated Lerner Theater in Elkhart has been great for that community. Goshen deserves a great venue like the Lerner. The theater has a lot of great qualities but does need a lot of repairs to up grade areas. I hope the right people are able to give it the attention it needs to be updated with the right funds. It's a beautiful building & so many events more events could be held in there once its more updated.

The theater has great possibilities for future guests and artists that it could host, and that is just the auditorium, that's not including the rest of the building which also has the potential to be beneficial for the Goshen community.

The theater renovation would be an asset for the Goshen community a source of local pride.

The theater space on Main St. is certainly an asset to Goshen and needs to be maintained and improved. New seats would be the first improvement that comes to my mind. Definitely needed.

there are a variety of performances that could and should be brought in to increase the arts and entertainment in Goshen if the Theatre got the renovation it so desperately needs. I look forward to seeing future productions at the Goshen theatre.

There are very few high-quality venues for local and up-and-coming musical artists east of the South Bend – Mishawaka area. Enthusiastic arts lovers are the ones who will sustain the arts scenes; fill the events calendar with artists who are creating new high quality work and the enthusiasts will spread the word. "New" is the key word because oldies acts will not generate repeat business or buzz. Downtown Goshen has built a fantastic food scene over the last five years, now it just needs a dedicated arts venue

We have enjoyed events there in the past and it could only get better as the building is improved. It is a good central location to our town and a popular place to meet people. It's only natural to renovate and continue to utilize the building for events, in conjunction with First Fridays and the Christmas Shopping downtown, etc. We live within walking distance so parking isn't a problem for us, however, this might be a snag for attendees; especially in Winter times.

We really need somewhere in Goshen to get a little "culture".

We regularly support and attend the newly renovated Lerner Theatre in Elkhart. A similar venue closer to our home in Goshen would receive our families full support and attention if similarly outfitted and operated.

What an exciting idea!

When I drive through town I always look at the Theaters sign to see what is happening...

While I no longer live in Goshen, I applaud efforts to renovate the theater. I was an important part of my youth and deserves to be the site of entertainment and cultural events again.

While structural modifications and decor are important, during the renovation put a lot of time into planning tech system upgrades. Those are the things that enable performances and bring in the acts.

With the way Goshen has grown, it seems fit to bring the old theater back to life. Lets get people to town more often then just on First Friday!



Goshen Theater Feasibility Study

Appendix 3: Comparable Facilities Report

June, 2012



Venue Name	The Paramount Theatre & Visual Arts Center
Venues	Paramount Theatre – 714 seats, Visual Arts Center; Paramount Gallery and Gifts
Location	St. Cloud, Minnesota
Owner / Operator	Owned By – City of St. Cloud Operated By – Paramount Arts Resource Trust, 501(c)(3)
Mission Statement	The mission of the Paramount Theatre & Visual Arts Center is to provide opportunities for artistic production, creative exploration, arts education and the enjoyment of arts and entertainment.
Description	The Paramount Theatre & Visual Arts Center is an historic theater located in downtown St. Cloud. A rental-only facility, it supports community and artistic groups and artists of many genres. The Visual Arts Center hosts studio arts classes in a variety of media.

MISSION STATEMENT

The mission of the Paramount Theatre & Visual Arts Center is to provide opportunities for artistic production, creative exploration, arts education and the enjoyment of arts and entertainment.

The facility is managed to ensure use by a diverse set of patrons, enhance artistic opportunity, provide a creative environment for community involvement in the arts and generate a positive economic impact on Downtown St. Cloud.

BACKGROUND AND HISTORY



On Christmas Eve 1921, citizens of Central Minnesota paid fifty cents to attend the grand opening of "St. Cloud's Largest and Finest Playhouse," The Sherman Theatre. The event, featuring D.W. Griffith's silent film "Way Down East," accompanied by a live orchestra, was the beginning of generations of entertainment at the theatre, including Vaudeville acts, operas, concerts, Broadway road shows, animal acts, wrestling matches, speeches, political rallies, plays and movies.

Although it was not the first theatre of its kind in St. Cloud, it was said to be the grandest, with seating for 1,700, a decorative lobby and foyer, a majestic theatre organ and a stage to accommodate large sets and up to 30 dancers. Entertainers and celebrities enjoyed the Sherman's private dressing rooms, state-of-the-art "air conditioning system" and its proximity to St. Cloud's finest hotel, the Breen. Also built in 1921, the Breen Hotel served as the perfect companion for this

lush new theatre, with its 180 mahogany-finished rooms, two dining rooms and elevators that brought guests up to a roof garden which, at the time, was the highest point in the city.

Today, these landmark buildings stand as symbols to residents of what a lively, bustling downtown St. Cloud might have been like in the "Roaring Twenties." In 1997, the Breen Hotel became known as the Germain Towers; the upper floors having been converted to housing units for elderly residents. The Sherman Theatre (originally named after well-known Minneapolis motion picture executive Harry A. Sherman) was renamed the Paramount in 1930, when the theatre underwent its first renovation, adding sound equipment to accommodate the new "talkies" and featuring a new marquee.

Although movies had become the primary focus, the generation that followed enjoyed various types of entertainment, including road shows, movie stars and, eventually, WWII rallies and performances. The Paramount, like so many theatres of its stature, played an integral role in

helping the citizens of Central Minnesota through the Great Depression and WWII. After the war, the Paramount was remodeled once again to further improve the acoustics and to change the marquee to its present form.

By the mid 1960s, the Paramount had fallen into disrepair. The theatre was used for small scale viewings, but was not being used to its fullest potential. After years of neglect, the Paramount fell victim to fire on Tuesday, January 15, 1985. The damage was fairly extensive, estimated at \$60,000.

During the early 1990s, the Paramount was patched and upgraded enough to provide a home to live theatre once again. The major renovation to return the Paramount to its rightful place as the cultural centerpiece of downtown St. Cloud was underway!

It has taken the cooperation of many groups to see the Paramount Theatre's renovation through to completion. Task force groups had to be organized, while fundraising events were established. In the end, local support and volunteer efforts were integral in building the Paramount Resource Trust into something that the St. Cloud community could once again be proud of. More than just a theatre, the Paramount is working to improve the artistic opportunities for all people of Central Minnesota.

FACILITY



The Paramount Theatre & Visual Arts Center is a multi-use venue located in downtown St. Cloud.

There is a visual arts center that is a part of the theatre complex, as well as a gallery and gift store located next door. There are 706 seats in the theatre; 445 on the main level and 261 in the balcony.

The stage is 29' deep. The apron downstage of the plaster line is 6'. The orchestra pit elevator extends the apron 12'. Altogether, the stage measures 47' deep by 40' wide. The decorative proscenium arch is 39'11" wide x 21'8" high. Stage right has 12' of clear space from the upstage edge of the plaster line tapering to 10'2" to the back wall. Stage left has 12' of clear space from the upstage edge of the plaster line tapering to 9' at 20'6" upstage of the plaster line. There is a 4' crossover from the last batten used to the furthest upstage wall of the stage. Grid height from the deck to top of catwalks is 44' with effective flying height of 43'.

The front edge of stage is 2'10" above first row floor. The orchestra pit elevator is 40' wide. It measures 12' from the downstage edge to the upstage edge at the centerline and 8' at the offstage ends. The pit drops to two double hung doors into the pit storage room and also one door to the green room. The two double hung doors for storage area have openings that are 5'10" high and 5'4" wide.

The loading area has direct access to the stage, however, this access is from a busy street. The loading doors are 3' above the sidewalk. For heavy equipment and cases with wheels, there is an accessible hallway from the sidewalk to the theatre house.

PROGRAMMING

The Paramount Theatre & Visual Arts Center is a rental only facility, which hosts approximately 50 performances each year. Performances include jazz music, folk music, musical theatre, theatre, comedy, film, dance, choral music, country music, community band, lectures and popular music. Ticket prices range as follows:

Jazz Music	\$10-\$20
Folk Music	\$20, \$13-\$17
Musical Theatre	\$10-\$35, \$16-\$22
Theatre	\$21-\$23, \$17-\$19
Comedy	\$20
Film	\$5, Free
Dance	\$15-\$18
Choral Music	\$6, \$15
Country Music	\$17-\$20, \$15-\$18
Community Band	Free
Lecture	\$15-\$30, \$7-\$12
Popular Music	\$20, \$20-\$26, \$28-\$44

Group and student pricing are available for some performances. The Paramount operates its own box office and sells tickets online, in person and over the phone.

There are no resident companies, but details on programming offerings are divided into community versus commercial activities:

Community	Musical Theatre, Film, Choral Music, Community Band, Lectures, Dance
Commercial	Jazz Music, Folk Music, Theatre, Comedy, Country Music, Popular Music

80% of the events on the Paramount's stage are community rentals. The following organizations and performers annually rent the facilities, with the balance being commercial renters:

- St. Cloud Municipal Band
- Stroia Ballet Company
- Hepcat Junction
- Jim Brickman
- Three Sisters Publishing
- The GREAT Theatre
- St. John's Boys Choir
- Gone Fishin' Gospel Group
- Ozark Jubilee
- GLBerg Entertainment
- St. Cloud Singing Saints
- Minnesota Dance Ensemble
- LEAF Empty Bowls
- St. Cloud Christian School
- Ring of Kerry
- St. John's Preparatory School
- The Peterson Family
- Helps International, Inc.
- Cathedral High School
- Company North Crest
- Visual Arts Minnesota
- Robert Robinson
- Independent Lifestyles

The Visual Arts Center offers a variety of studio arts classes, Monday through Friday, 10am-9pm, with weekend and summer programs as well. Open Studio and Teen Night meets every Thursday from 6-9pm and offers experimentation in a variety of mediums.

OWNERSHIP/OPERATING STRUCTURE

The facility is owned by the City of St. Cloud and operated by Paramount Arts Resource Trust, a 501(c)(3) private, nonprofit organization. The board of directors is 16 members.

STAFF

The Center employs nine staff, as shown below:

- Executive Director
- Visual Arts Director
- Performing Arts Director
- Finance Director
- Technical Director
- Gallery Manager
- Event Manager
- Visual Arts Center Office Manager
- Marketing Assistant

The staff is complemented by a volunteer usher program.

FINANCIAL INFORMATION

The annual operational budget is \$944,911, with total revenues of \$1,027,018 and a year-end surplus of \$82,107. Revenues by category include the following:

Earned Revenues

Program service revenue	\$758,210
Investment income	\$ 669
Other income	\$ 59,240
Contributed revenues	\$208,899

UNIVERSITY PRESENCE and OTHER VENUES

St. Cloud is the home of St. Cloud University, with a student body of 18,000. St. Cloud Technical and Community College, Rasmussen College, Globe University/Minnesota School of Business and College of St. Scholastica also make their home in St. Cloud

St. Cloud University is east of the downtown area and houses a Performing Arts Center, which was built in 1968. Music, theatre, film studies, dance classrooms and offices are located in this building. There is also a main theatre (seating 450), a studio theatre and recital hall (seating 300), a rehearsal hall and private practice studios. These venues only present student productions.



Venue Name	The State Theatre
Venues	571-seat theatre
Location	State College, Pennsylvania
Owner / Operator	Owned By – City of State College Operated By –The State Theatre Inc., 501(c)(3)
Mission Statement	We are a vibrant, inclusive theatre, offering our venue as a community stage, a center for local, regional and international performers, an experiential learning environment and a responsive philanthropic space.
Description	The State Theatre is a 571-seat theatre that was renovated and reopened in 2006 as a community facility to support local arts groups and artists. A smaller reception lobby or studio theatre supports community organizations. The State Theatre organization seeks to provide broad community support through reasonable rental fees and marketing support.

MISSION STATEMENT

The mission of the State Theatre is: *We are a vibrant, inclusive theatre, offering our venue as a community stage, a center for local, regional and international performers, an experiential learning environment and a responsive philanthropic space.*

BACKGROUND AND HISTORY

In 1938, Warner Brothers opened the State Theatre as a test market for new films. It was built by John Hamilton Henzey for RCA Films at a cost of \$70,000. The first showing at The State Theatre was "The Sisters" — from "the best-selling novel" — was accompanied by "The Outstanding Short Subject of the Year: 'The Declaration of Independence.'" The State, said Warner Bros., was one of only three theatres "in the United States to premiere" the new featured film.

The State Theatre opened with a general admission price of 30 cents for matinees, 35 cents after 5pm; children were admitted for 15 cents "at all times." The film schedule to be followed would provide patrons with four different offerings each week.

A "Colonial Motif" graced The State. "The general architecture of the building and front is of colonial style in keeping with the architectural scheme of State College, but the interior is markedly modern and simple with pastel colors, [rich] drapes and a unique lighting system." Suggesting that the opulence of older theatres detracted from the film itself, one of the news stories proclaimed: "The day of the over-decked, gilded and ornate theatre palace that was the high point of its day, ten years ago, has given way to the functional theatre. That is a theatre whose beauty is designed to further the requirements of sound, projection and comfort."

Over time the theatre deteriorated and finally its doors closed in 2001. However, some dedicated community members envisioned a new life for the dilapidated theater: an arts performance center, owned and operated by the community. Local groups would have a home stage and citizens would be able to enjoy diverse music and theatre in an intimate setting. The State Theatre had the potential to revitalize the downtown, expose a range of people to artists, both national and international, and bring additional income into the community.

An enthusiastic local contingent threw their weight behind the revival, hosting events, selling pavers and touting the case of the State. Sidney and Helen Friedman generously gave both the theatre and a monetary gift to the community and renovations began. The reconstruction unearthed many lovely architectural elements that were subsequently preserved. The lush glory of the State's former life was being renewed and State College regained its historic gem. The theatre was renovated in 2006 and received a 1,170 square foot expansion and excavation under the stage and beyond the back corner wall.

FACILITY

Stage Left.

The main theatre has total seating of 517; 430 seats at the orchestra level and 141 seats in the balcony. The theatre is complemented by a box office, star dressing room, with full facilities (shower, toilet, sink), two chorus rooms, with full facilities, green room, production office and show office.

The stage is 29' deep by 40' wide, with a proscenium 34' 4" wide by 21'0" high. The upstage, 8'6", is only 27' wide due to the Stage Right spiral stairway that provides the crossover down thru the green room. The spiral stairway is hidden by an up and downstage, dead hung, 7' deep black velour leg and a matching up and downstage leg is on



Upper Lobby

RENTALS

The facility is rented each year for film, performances, lectures, meetings and receptions and family-based educational programming.

Rental Rates

Main Theatre	Full Day 1 show: Non Profit - \$1,750; For Profit - \$2,250 Full Day 2 shows or portion of day: Variable
Upstairs Lobby	\$300

Labor: The theatre requires a client to utilize the technical staff of the theatre for their event. Any expense for labor incurred by the theatre is billed to the client per the following rates:

- Lighting Designer \$25/hr, (4 hr min)
- Sound Operators \$25/hr
- Spot Operators \$20/hr
- Sound System \$400
- Film Projectionist \$30/hr
- Head Ushers \$15/hr, (4 hr min)
- Concessions \$15/hr, (4 hr min)
- Stage Crew \$20/hr, (4 hr min)
- Security \$25/hr (The State Theatre reserves the right to require security depending on the nature of the programming)
- Piano \$150 plus tuning
- Technical Director \$25/hr

While the State Theatre is available to a myriad of community organizations, requests for rental of the theatre may be denied if the proposed event presents a potential conflict to the market target of a previously scheduled event or does not meet community standards. No X rated films may be screened at the State Theatre.

PROGRAMMING

Programming at the State Theatre is a mix of presentations and promoters. The more community-based film series and family events are produced by the theatre itself. Popular music is booked through promoters. Details on program offerings divide them into community versus commercial events, with the following distinctions:

- | | |
|------------|---|
| Community | Film, Musical theatre, Choral music, Variety, Theatre, Lecture, Family |
| Commercial | Film, Popular music, Orchestral music, Variety, Jazz music, Dance, Comedy |

Including film, there were 177 performances from August 2011 to May 2012 in the State Theatre. Following are the number of events and average ticket prices by genre:

Genre	Number of Events	Average Ticket Price
Film	93	Free, \$6-\$8, \$10-\$15, \$15-\$22
Musical Theatre	12	\$15-\$22
Popular Music	15	\$10, \$25-\$30, \$22-\$28, \$49
Choral Music	1	\$6-\$10
Orchestral Music	1	\$6-\$10
Variety	2	\$6-\$10
Jazz Music	1	\$25-\$30
Theatre	38	\$16-\$18
Dance	4	\$10-\$20
Comedy	3	\$28
Lecture	1	\$6-\$10
Family	6	\$10

Student and Senior discounts are available, as well as a discount for Group Sales. In collaboration with Schlow Library, the theatre hosts "Read It and Watch It!," a program where local children read children's classics and then see the movies for free.

The State Theatre is committed to involving local non-profits in programming, sponsorships, fundraising, visibility and support and has worked with the following local community organizations:

American Red Cross Centre County
 ARC of Centre County
 Boy Scouts of America
 Bridge of Hope Centre County
 Centre County Breast Cancer Awareness
 State College Area Food Bank
 Centre Region Parks and Recreation
 Centre County Women's Resource Center

Philipsburg Oseola High School
 PILF
 PSPCA
 PSU PRSSA Charity auction
 PSU United Way
 Radio Park PTO
 Roland Theatre Second Mile Clinton County
 Schlow Library

Centre County Volunteers in Medicine	Second Mile Centre County
Child Development Family Council	Central Counties PSPCA (Centre Hall, PA)
Central PA Festival of the Arts	State College Chinese Alliance Church
First Night Centre County	State College Area High School
Friends School	State College Friend's School
Habitat for Humanity	The Music Academy
House of Care	PAWS
Housing Transitions	WIC (Women, Infants, Children)
Leadership Centre County	State College Area Y.M.C.A.
Make a Wish Foundation	Youth Service Bureau
Millbrook Playhouse	Big Brothers-Big Sisters Centre County
Next Stage	Big Brothers-Big Sisters Clinton County
Our Children's Centre Montessori	Family Decision Making Group
Our Lady of Victory Daycare	Stepping Stone Transitional Housing
PA Centre Orchestra	Stormbreak Youth
PA Dance Theatre	Youth Haven
Penns Valley High School	Youth and Family Services
Philipsburg Mainstreet Program	Zerby Gap Family Works

OWNERSHIP/OPERATING STRUCTURE

The State Theatre is owned by the City of State College and operated by The State Theatre Inc., a private, non-profit 501(c)(3), with a 14-member Board of Directors.

Operating committees include Finance Committee, Programming Committee, Web Site Committee, Development Committee, Special Events Advisory Committee, Membership Committee and Theatre Décor.

STAFF

The theatre employs 24 staff:

- Executive Director
- Technical Director
- Operations Manager
- Assistant Operations Manager
- Marketing Manager & Membership Director
- Accountant Administrator
- Projectionist (2)
- Lighting Designer
- Sound Assistant
- Box Office (4)
- Head Ushers (2)
- Concessions (6)
- IT
- Photographer

The staff is supplemented by volunteer ushers and a street team for promotions.

FINANCIAL INFORMATION

The annual operating budget for fiscal year 2010 was \$1,618,838. Salary expense is \$498,217.

Total revenues are \$1,305,781 and breakdown is as follows:

Ticket Sales	\$845,136
Production Income	\$263,726
Other Revenue	\$ 3,035
Contributions & Grants	\$193,844

In fiscal year 2010, there was an operating loss of \$300,000. The State is “fine-tuning its programming approach, courting community and corporate interests and maturing its fundraising efforts.”

UNIVERSITY PRESENCE and OTHER VENUES

State College is the home of Penn State University, with a student population of 86,205. A portion of the campus is located downtown. The State Theatre is occasionally used by student groups for film showings for university students only. Penn State hosts student productions at its Penn State Downtown Theatre Center, which has 192 seats.

MARKETING

The State Theatre marketing department provides the following options to help promote a renter’s event:

- Event listing on its website, with hyperlink to organization’s website
- Online ticket sales
- Event listing in the calendar distributed in the Box Office
- Event inclusion in the theatre’s regular email marketing
- Listing in the calendar section of the playbill
- A window box display for promotional posters (limited availability)
- Ability to place flyers in the Box Office

ECONOMIC IMPACT

With the rave reviews the State has received, State College is garnering press beyond the region, making it a magnet destination for patrons as far away as Harrisburg, Pittsburgh, Buffalo and Frederick. It encourages the use of the downtown restaurants, parking garages and hotels. In addition, the State creates jobs in the area and serves local charities by providing them with a venue for fundraising.



Venue Name	Avalon Theatre
Venues	900-seat theater
Location	Grand Junction, Colorado
Owner / Operator	Owned by - City of Grand Junction Operated by - Two Rivers Convention Center
Mission Statement	The mission of the Avalon Theatre is to serve as the cultural hub for Grand Junction. We strive to serve the diverse tastes of our community with a balanced mix of cultural opportunities; to provide a supportive environment for local arts organizations and a welcoming experience for audiences and to be an economic catalyst for Downtown Grand Junction.
Description	The Avalon Theatre is a downtown anchor that currently seats 900. A three-phase renovation plan includes accommodations to better support performances by the Grand Junction Symphony Orchestra, as well as a smaller film screening room.

MISSION STATEMENT

The mission of the Avalon Theatre is: *to serve as the cultural hub for Grand Junction. We strive to serve the diverse tastes of our community with a balanced mix of cultural opportunities; to provide a supportive environment for local arts organizations and a welcoming experience for audiences and to be an economic catalyst for Downtown Grand Junction.*

BACKGROUND AND HISTORY

Built for the residents of Grand Junction by local publishing giant Walter Walker, the Avalon Theatre was, and still is, one of Western Colorado's largest performing arts halls. It is located in the Downtown Shopping Park at 645 Main Street. Built in 1923, it was renovated in 1947 for film and again in the early 1990s, including restoration of the historic facade, lobby and upgrades for concerts and film presentations. The Avalon Theatre is currently in Phase I of a three-phase expansion and renovation that will result in a second, smaller film screening / rehearsal / theatre space and, ultimately, a renovated auditorium and lobby with expanded back of house and loading areas.

FACILITY

The Avalon Theatre is a 900-seat historic theater in downtown Grand Junction.

PROGRAMMING



In addition to playing first-run movies, the Avalon Theatre shows independent and foreign films. Live productions include concerts, theatrical performances and dance recitals and the theater is rented for private functions. There is a Broadway series and it is the home of performances by the Grand Junction Symphony Orchestra. The Avalon Theatre hosts 65 events per season.

The Broadway series presents four productions, each with three weekend performances. The 2012 season includes *Forever Plaid*, *Cats*, *Miss Saigon* and *Oliver!*. Single tickets are \$20, \$30 and \$40; a four-show subscription is \$100.

admissions to the movies.

The Avalon also hosts "Dinner and a Movie" every Tuesday. Patrons who enjoy dinner at any Downtown Grand Junction Restaurant, and bring their receipt to the Avalon, receive two free

OWNERSHIP/OPERATING STRUCTURE

The Avalon Theatre is owned by the City of Grand Junction and operated by the Two Rivers Convention Center, an agency of the City of Grand Junction, which is supported by a Business Improvement District tax, as well as the General Fund.

STAFF

Operated under the umbrella of the Two Rivers Convention Center, the Avalon Theatre has two full-time and four part-time staff members, which are shared between the facilities:

Full Time:

- Interim Manager
- Director of Sales and Marketing

Part Time:

- Sales & Planning Assistant
- Operations Supervisor
- Banquet Manager & Building Maintenance
- Movie Projectionist

FINANCIAL INFORMATION

The expense budget for fiscal year 2012 was \$236,000, broken down as follows:

Salaries, Wages & Benefits	\$99,035
Building	\$66,250
Operations	\$66,900
Administration	\$ 4,137

UNIVERSITY PRESENCE and OTHER VENUES

Colorado Mesa University, a liberal arts university with a student body of 9,000 is located in Grand Junction. It is the home of The Moss Performing Arts Center, which was built in 2002 to house theatre, music and dance programs. The Center includes a recital hall, an experimental

theatre, choral and instrumental rehearsal rooms, a music library, dressing rooms, offices, music practice rooms, classrooms, a costume shop, an outstanding dance studio, a scene shop and the Robinson main stage theatre.

Recital Hall: Seats 288 and hosts more than 30 events each year, including senior recitals and the Guest Artist Recital Series.

Robinson Theater: Serves as the department's main stage venue and hosts four theater productions and more than 20 music department concerts each year. This 600-seat theatre has a fly loft and a modern drama lighting system.

Mesa Experimental Theater: Also known as the MET and "Black Box", this venue seats up to 150 people and has almost an unlimited number of possible performance configurations conducive to experimental theatre performances.



Venue Name	The Babcock Building
Venues	750-seat theater, apartments and retail space
Location	Billings, Montana
Owner / Operator	Owned and Operated By – Babcock, LLC
Description	The Babcock Building (in which the Babcock Theater is housed) is owned by Babcock, LLC. Babcock, LLC consists of four stakeholders and was granted a development agreement in 2009 to redevelop and restore the historic Babcock Theater, where they will turn over the theater to the city (or the city's designated party) in 2016.

BACKGROUND AND HISTORY

A.L. Babcock purchased this site as undeveloped property in 1889 before the downtown business district had spread to the north. By 1889, a couple of homes were erected on the south portion of the block, but this north half remained open. This building succeeded the 800-seat Billings Opera House (also built by Babcock), which had its first performance in 1882, but burned down in 1906. Babcock built the new Theater Building

on the current site, replacing what had been a tennis court. In 1935, the theater interior was completely gutted by fire, but was immediately rebuilt by a well-known theater designer based in California during the 1920s and 1930s. The original building exterior was brick, accentuated with columns with floral carving. All of the original exterior has since been covered with blue metal paneling. It is best noted for once being the largest theater located between Minneapolis and Seattle.

A.L. Babcock was one of Billings' leading businessmen. He arrived in town during its founding year and established a hardware company with a partner, Babcock and Miles. In 1892, he bought out the partner, and in 1902, Babcock Hardware sold to Billings Hardware. In 1895, he founded the Yellowstone Valley Flouring Mill and it became a keystone in Billings' agricultural economy. Later on, he was founder of the Yellowstone National Bank and an organizer of the Billings Telephone Company.

The building has had only three owners in 104 years. The building has been accepted for placement on the National Register of Historic Places.

Renovation

The Babcock Building was most recently renovated after Babcock, LLC purchased it in 2008. The renovation was done in phases, addressing the apartments and retail spaces first. Then the theater itself was addressed. The renovation was financed by the owners in conjunction with the City of Billings.

FACILITY



The Babcock Building features the historic Babcock Theater, apartments and retail spaces. It is located in the center of downtown Billings and takes up one-quarter of a city block.

In addition to the 750-seat theater, there is a lobby, a small box office kiosk, a green room and dressing rooms downstairs off the stage.

A multi-use facility, there are also 14 apartments for rent and five main floor retail spaces. The apartments are currently fully occupied, along with the retail spaces. The retail tenants are Moore's Market (market/convenience center), zPizza, Billings Gallery of Fine Art, Cline Fine Art, Jimmy John Sandwiches, and Rock Creek Coffee Roasters. The 14 apartments feature studio, one and two bedroom layouts. All tenants and businesses pay rent to Babcock, LLC.

PROGRAMMING



The Babcock hosts First Friday events and is a part of the downtown ArtWalks. A rental-only facility, it will host 33 programs from August 2011 to July 2012 (12 First Fridays are included in the total). The building is used for film, popular music, poetry readings, comedy, band and orchestral music, dance and meetings.

While there are no resident companies, the Billings Symphony and Community Band do perform there.

Tickets range from free (Billings Symphony, First Fridays) to \$40 (popular music).

Details on programming offerings divide activity into community versus commercial, with the following distinctions:

Community	ArtWalk, First Fridays, Meetings, Community Band, Symphony
Commercial	Film, Popular Music, Poetry readings, Comedy, Dance

A variety of promoters rent the space, including Jade Presents, Level 1's After Dark and Toy Soldier Productions and Yellowstone Bluegrass Association. Marketing is at the discretion of the promoter/renter of the theater, but the theater does provide event listings on their website, which links to sites where people may buy tickets or directs them to businesses that are selling tickets (the Babcock does not operate a box office).

All events are considered rentals except for the First Friday events and ArtWalk events, which are community-sponsored events that use the facility for free.

OWNERSHIP/OPERATING STRUCTURE

Babcock LLC consists of 4 stakeholders who were granted a development agreement in 2009 to redevelop and restore the historic Babcock Theater. The operation of the theater will revert to the City of Billings in 2016.

UNIVERSITY PRESENCE and OTHER VENUES

There are several institutions of higher learning in Billings. These include state schools:

- Montana State University Billings (5,000)
- MSU Billings College of Technology (vocational/technical school affiliated with the school district of Billings)

And private schools:

- Rocky Mountain College (liberal arts)
- Yellowstone Baptist College (limited secular curriculum)

The main campus for MSU Billings is not located in the downtown area, however, they do have a downtown campus where some classes are held. All residences are on the main campus. Petro Theater, located in the Student Union Building, houses some 48 student theater productions annually.