

**Agency: Commerce, Community and Economic Development****Grants to Named Recipients (AS 37.05.316)****Grant Recipient: First City Players****Federal Tax ID: 92-6004567****Project Title:****Project Type: Remodel, Reconstruction and Upgrades****First City Players - Ketchikan Performing Arts Center****State Funding Requested: \$1,800,000**  
One-Time Need**House District: 33 / Q****Brief Project Description:**

A new 21,000 sq. ft. performing arts center for the Community of Ketchikan.

**Funding Plan:**

Total Project Cost:	\$5,842,000
Funding Already Secured:	(\$1,129,000)
FY2014 State Funding Request:	<u>(\$1,800,000)</u>
Project Deficit:	\$2,913,000

*Funding Details:**Raised to Date:**Ketchikan Gateway Borough - \$500,000**City of Ketchikan - \$172,000**State of Alaska - \$220,000**Capital Campaign - \$237,000**Pending Funding:**Historic Tax Credits - \$620,000**Rasmuson Foundation - \$1,250,000**Merdock Foundation - \$500,000**Other Foundations - \$200,000***Detailed Project Description and Justification:**

Ketchikan Performing Arts Center Development: First City Players proposes to fully remodel a 21,000 sq. ft. building in the downtown core, creating a performance space with flexible seating for up to 300, four dance studios, business offices for its two anchor tenants, First City Players and Ketchikan Theatre Ballet, workshop, set and costume storage space, and public restrooms for downtown visitors. First City Players currently occupies 1,500 sq. ft. of office space that was remodeled in 2012. An ADA accessible entry and a public ADA accessible bathroom were part of this first remodel phase.

In addition to the current 7 full-time jobs, 5 more full-time jobs will be created at the center. Increased downtown activity and support of overnight visitor industry is expected to generate a minimum of 20 indirect jobs.

**PROJECT DESCRIPTION:**

Project Background: The Arts are increasingly recognized as a significant economic driver in Ketchikan. A considerable number of residents have cited the arts as a leading reason for relocating to or remaining here. It is now an integral part of

our community brand, actively promoted by the recruitment teams of our leading employers who are marketing Ketchikan as a great place to live. Sustaining the performing arts with permanent infrastructure by constructing a performing art center in the historic Fireside/Elks Club building at 335 Main Street, will play a significant role in ensuring a more visible cultural destination appealing to individuals and families who reside here and businesses considering relocation to Ketchikan.

This is not a new project. After thirty-seven years, and feasibility studies on five different locations, the vision for a modest performing arts center for Ketchikan finally has traction. Over \$1.12 million in funding has been raised including \$237,000 from local individual supporters. The Fireside/Elks building has been purchased. In addition to the purchase of the building, funds have been used to perform pre-engineering studies, obtain design concept with construction estimate, and build initial ADA accessible office and public restroom. First City Players moved their office into the facility August 2012.

The performing arts play a vitally important role by providing our youth with constructive activities and education and by helping them develop confidence, discipline, and self-esteem. Approximately 550 youth were engaged in First Players and Ketchikan Theatre Ballet camps, classes and performances last year. The lives of many of our children are enhanced by the availability of these programs. Yet, the ultimate capacity of both FCP and KTB to serve our youth remains constrained by a lack of consistently available rehearsal and performance space. This places heavy demands of time and resources on staff and volunteers, which could otherwise be spent on greater program development and implementation.

Millions of dollars have been invested in downtown Ketchikan for infrastructure to serve daytime cruise ship visitors, leaving a large vacancy when they depart. To date, there has been little investment to serve over-night, independent and heritage travelers, or the local community. Investment in a performing art center across the street from the Ketchikan Area Arts And Humanities Council Building, will anchor a downtown cultural corridor offering authentic events that will help boost this abandoned sector of our community. Ketchikan's downtown will become a vibrant destination for year-round residents and over-night visitors alike.

First City Players and Ketchikan Theatre Ballet, combine over 90 years of non-profit experience, and have combined annual operating budgets of over \$600,000. They are well poised to manage this performing arts center to the benefit of the entire community. Additional user groups who are in the greatest position to utilize a downtown performing arts center include: UAS Ketchikan, Ketchikan Gateway Borough School District, Ketchikan Area Arts & Humanities Council, Ketchikan Visitors Bureau, Greater Ketchikan Chamber of Commerce, Ketchikan Indian Community, Ketchikan Medieval and Renaissance Society, Ketchikan Community Chorus, and Ketchikan Community Concert Band.

This is the number one priority of the Ketchikan Gateway Borough.

### **Project Timeline:**

Create and Approve Request for Proposals for Architecture and Engineering Services: Completed 1/2013

Solicit RFP for A&E: 2/2013-4/2013

A&E Development: 04/2013-10/2013

Begin Construction: 10/2013

Construction Completion: 08/2014

### **Entity Responsible for the Ongoing Operation and Maintenance of this Project:**

First City Players

**Grant Recipient Contact Information:**

Name:	Elizabeth Nelson
Title:	Artistic Director
Address:	335 Main Street Ketchikan, Alaska 99901
Phone Number:	(907)225-4792
Email:	firstcityplayers@ak.net

Has this project been through a public review process at the local level and is it a community priority?  Yes  No

<i>For use by Co-chair Staff Only:</i>
2:00 PM 5/9/2013



# Ketchikan Performing Arts Center

## Private Fundraising Accomplishments

- The “silent phase” of our Private Capital Campaign has **raised \$237,000** toward a goal of **\$700,000**. These funds are comprised of local citizen and corporate donors.
  - Notable early donors are:
    - First Bank    \$25,000
    - Wells Fargo   \$25,000
    - Norm Ream    \$25,000
  
- Fundraising events to date include
  - Classics a’la Carte Concert I 6/11
  - Tongass School of Arts & Sciences 6<sup>th</sup> grade class 5/12
    - Lemonade Stand
  - First Bank Happy Hour Open House 6/12
  - Classics a’la Carte Concert II 7/12
  - Austin Hays Jazz Benefit Concert 8/12
  - Mark Wolbers Clarinet Benefit Concert 9/12

# Ketchikan Performing Arts Center

## Money Raised to date

January 2013

Date of Funding	Source	Amount	Use Status
2009	Ketchikan Gateway Borough	\$500,000 CPV Funds	Purchase of building
2009	City of Ketchikan	\$172,000	Purchase of building
2009	State of Alaska	\$220,000	Purchase of building, condition survey, initial A&E, repairs, remodeling of 1000 sq. ft for office, temporary project manager
2010 (on going)	Private Capital Campaign	\$237,000	

## Ketchikan Performing Arts Center Information Summary Sheet

**Ketchikanpac@ak.net**

### **This project is important to Ketchikan and Southern Southeast for the following reasons:**

- KPAC will provide critical infrastructure to attract people to Ketchikan to work in Ketchikan's growing industries; Healthcare (PeaceHealth Ketchikan Medical Center), Maritime (Vigor/Alaska Ship and Dry Dock) and Mining (Niblack Mtn.).
- KPAC will create a hub of activity downtown allowing businesses to stay open outside of the cruise ship season.
- KPAC will revitalize a historic structure in downtown core that will increase Ketchikan's appeal for cultural and heritage tourism, further showcasing Ketchikan as one of America's top small arts communities.
- KPAC will provide a permanent home for the performing arts as well as multi-use rental space for community activities that expand educational opportunities in the arts across all ages.
- KPAC is a key economic development opportunity for Ketchikan in an area that builds on one of the Ketchikan's strategic core strengths: The Arts.
  - Projected 5 FTE and 14 PTE jobs will be created over time<sup>1</sup>

### **Project Quick Facts**

- 17% of the total project funds have already been raised. A portion of these funds were used to purchase the building, perform initial engineering and architecture, and remodel 1000 Sq. ft. of space for an office for an anchor tenant.
- Private capital campaign goal is \$700,000 of which \$237,000 has already been raised through donor contributions and 5 fundraising events.
- Local government supported the project early, providing over \$670,000 in initial funding and has placed this project high on the community priority list for FY 14.
- **State request is for \$1,800,000 for FY14.**
- Major grants will be written to match state investment, and private foundations are keenly aware of this project.
- The \$6.4M facility will contain flexible performance space for up to 300 people, dance and rehearsal studios, support offices, public restrooms, storage space and a set workshop.
- Two well established 501c (3) organizations; First City Players and Ketchikan Theatre Ballet, each with over 50 years of successful programs and educational opportunities are the anchor tenants.
- Anchor tenant and community rental fees will fully fund operation of the facility once it is built.

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<sup>1</sup> FTE (Full Time Equiv.) & PTE (Part Time Equiv.) numbers were built on a "bottom-up" basis by reviewing incremental programming and accompanying staffing needs. The Americans for the Arts Economic Indicator database was used to confirm validity of assumptions.