



## Fox Theatre Renovation Project

Presented by  
The Alliance for the Encouragement  
of the Visual and Performing Arts

# Act I — A Brief History

The building known to area residents as the "Fox Theatre" was built by A. Barnett and opened its doors January 28, 1927 as The World Theatre, featuring five Vaudeville acts of live entertainment every Sunday. The World Theatres, a Nebraska chain out of Omaha, operated the theatre for about three years, then turned their lease over to the Rocky Mountain Theatre Co., who in turn sold their lease to The Fox Theatre Corp.

The building was remodeled in the late 1940's and early 1950's. The screen area was enlarged to accommodate the latest cinemascope film, seating was upgraded, and the lobby was remodeled with the relocation of the ticket booth and the addition of a concessions area. The east façade of the building was changed in 1955, with the addition of a lighted marquee, and the stage area was also remodeled at this time.

The Barnett Company held title to the property until 1974, when it was purchased by Bison Enterprises, Inc., a local company that also operated the Bison Drive In Theatre.

In 1978, John and Eileen Hubert bought the building, and several operators leased the theatre until 1987, when the showing of movies ceased. In 1988, the Huberts sold the building to the Alliance for the Encouragement of the Visual and Performing Arts, a non-profit corporation. The Alliance has made the facility available to Theatre Groups, The Community Concert Association, Storytelling Festivals, Church Concerts, School Movies, School Band Concerts and many other non-profit organizations.

In May of 2005, a group of community-minded citizens assumed control of the non-profit corporation with the intent to completely renovate/refurbish the theatre, while preserving its historical integrity, and then to give the completed project to the area citizens as their own Community Theatre.

Renovation plans and construction cost estimates are now complete, and we are initiating the fund raising process.

The Fox Theatre shall once again be a "Show Place" for the Visual and Performing Arts.



## Act II — The Project Plan

The Fox Theatre is typical of buildings of its era. After three quarters of a century of use and steady deterioration, the theatre no longer meets the demands of a 21st Century presentation facility, either in comfort, code compliance or technical capabilities. With this renovation, we will take a major step in resolving these issues.

The basic intent of the project is to preserve the character and charm of the theatre, while upgrading the facility to current life safety needs, code compliance and ADA accessible conformity. The following building modifications will be made:

- Performer dressing rooms and restrooms will be built
- Public restrooms for men and women will be enlarged
- An orchestra pit will be constructed
- All seating will be repaired, refinished and reupholstered
- A new insulated roof will be installed
- New insulated exterior wall surfaces will be installed
- Interior ceiling, wall and floor surfaces will be repaired and repainted or acoustically treated
- New heating, ventilating and air conditioning systems will be installed
- A new plumbing system will be installed
- New electrical service, lighting and power distribution will be installed
- The Marquee will be refurbished

In addition to the building modifications, the following will enhance performance technical capabilities:

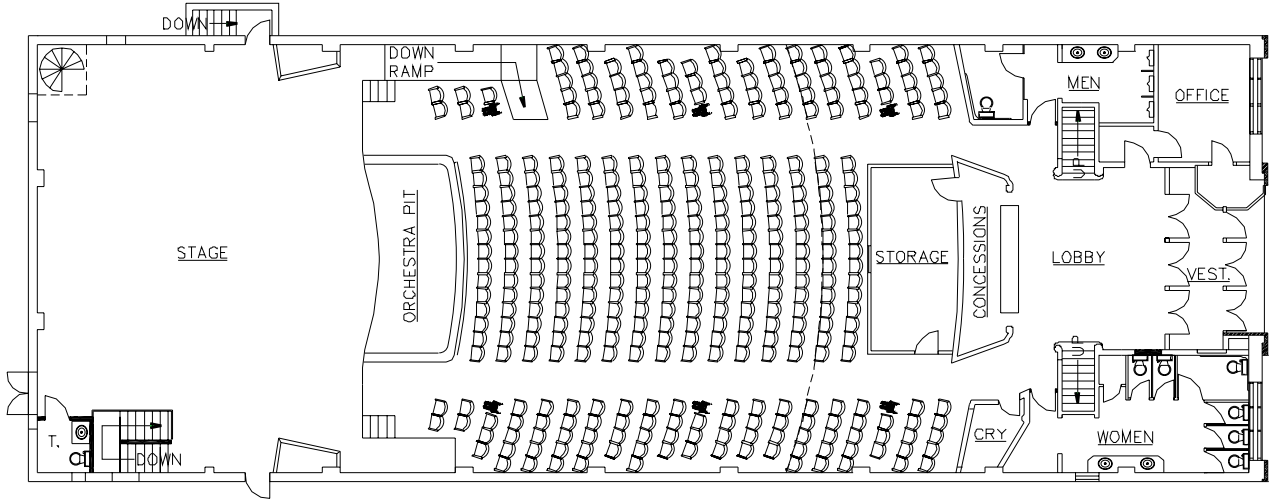
- Relocated front stage curtain with new rear, center and side curtains
- Retractable movie screen
- New stage lighting
- New sound booth and sound system
- The original pipe organ will be rebuilt
- Backstage access from the exterior will be enhanced with double doors

The estimated capital cost of the project is \$950,000.00, which includes an initial endowment of \$100,000.00 to assist with ongoing facility operation.

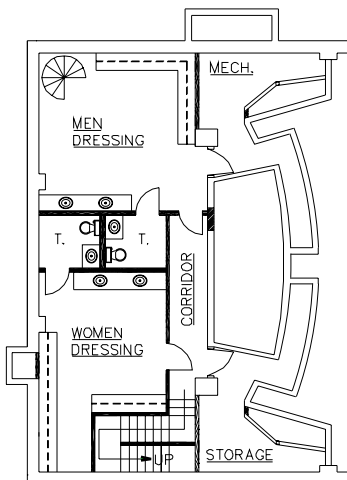
When completed, we will have a rare opportunity to develop an outstanding performing arts venue, while preserving a beautiful historic landmark at the same time. With a sloping main floor, a large cantilevered balcony, a seating capacity of over 700, an orchestra pit and spacious stage, The Fox Theatre is extremely well suited to being developed as a Community Performing Arts Center.



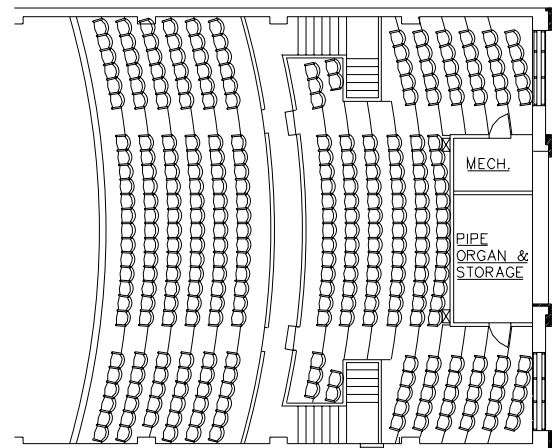
# Act II - Part II — Floor Plans



**First Floor Plan**  
Not to Scale



**Basement Floor Plan**  
Not to Scale



**Balcony Floor Plan**  
Not to Scale

# Act III — Operations

Operations of The Fox Theatre Performing Arts Center will require a staff of two individuals, a Director and a Technical Operations Manager, engaged on a part-time basis for at least the first two years. Both individuals will be employed by the Alliance for the Encouragement of the Visual and Performing Arts, the non-profit corporate owner of the existing building.

The Director will be responsible for day-to-day operations, including booking, scheduling, contracts, budget, marketing, ticketing, fund-raising, grants management, labor, volunteers, maintenance, liaison with area arts organizations, community outreach and communication with the board of directors.

The Technical Operations Manager will be responsible for theatre operation, including lighting, sound, rigging systems, event set-up and theatre maintenance.

Both staff positions will train and supervise volunteers in areas such as ticketing, ushering, fund raising activities, event set-up and clean-up.

<b>Estimated Annual Operating Costs</b>		<b>Estimated Annual Revenue</b>	
Director/Administration	15,000	Endowment Income	6,000
Technical Manager	10,000	Grants/Foundations	10,000
Total Staff	\$25,000	Fund Raising	15,000
		Facility Rental	6,000
Maintenance	12,000	Ticket Sales (net)	10,000
Utilities	8,000	Concessions (net)	3,000
Insurance	5,000		
Total Estimated Cost	\$50,000	Total Estimated Revenue	\$50,000



## Act IV — The Challenge

It is not often that the chance arises to make a lasting difference to the well-being of our community and region. The Fox Theatre Renovation Project represents this exact kind of opportunity today. The project needs your generosity, your enthusiastic commitment, and your dedicated service to help preserve a historical site. We invite you to join us in creating a valuable cultural resource for future generations. Financial support of this important project is a prudent investment in our community's future and quality of life.

To move forward with The Fox Theatre Renovation Project, the Alliance for the Enhancement of the Visual and Performing Arts has initiated an intensive capital campaign. The goal of this campaign is to secure a total of \$950,000 necessary to finance the entire project and operating endowment. These funds will be raised from Foundation and Government Grants, gifts and pledges from individuals and families, the area business community and other sources.

General Solicitation of gifts and pledges will be conducted during 2007 by a large volunteer organization of area citizens.

Gifts and pledges may be made in cash, securities, or other property. For donors whose contributions will be made from income rather than other resources, a deferred payment plan is being used, with donors being asked to subscribe to multiple payments over a period of up to five years. All payments to the Alliance for the Enhancement of the Visual and Performing Arts, a 501 c (3) Corporation are Tax deductible within current legal limits.

The Fox Theatre offers many appropriate memorial opportunities to perpetuate the memory of a loved one, one's self, or one's family name. The names of donors and their memorial purposes will be inscribed and presented on a wall display that will be permanently located in the lobby of the theatre. This display will stand as testimony to each donor's part in creating the Fox Community Theatre Project. Donors may remain "anonymous" if so desired.



## Act IV - Part II — Donor Memorials

Named memorials are offered on a first-come basis. The gifting amounts reflect both the cost of each item or space and the memorial spirit of the gift.

Auditorium (main floor)	\$250,000
Balcony	200,000
Lobby	150,000
Marquee	100,000
Lighting	75,000
Pipe Organ	75,000
Stage	50,000
Sound System	35,000
Stage Curtains	30,000
Orchestra Pit	20,000
Dressing Rooms (2)	20,000
Balcony Staircase (2)	10,000
Theatre Office	10,000
Ticket Office	10,000
Movie Screen	10,000
Individual Chair Choice	500/ea.

### Donor Designation Categories

\$250,000 or more	Grand Benefactor
100,000 to 249,999	Benefactor
50,000 to 99,999	Director
25,000 to 49,999	Executive Producer
10,000 to 24,999	Conductor
5,000 to 9,999	Star
1,000 to 4,999	Stage Manager
Up to 1,000	Patron

The Alliance EVPA  
PO Box 211  
McCook, NE 69001

tel. 308.340.3298

[www.foxtheatremccook.org](http://www.foxtheatremccook.org)

