

THE SHOWPLACE PROJECT: ACT II



Photo by: Evan Holt

REBUILDING HISTORY
showplace.org

SHOWPLACE
PERFORMANCE CENTRE

CASE FOR SUPPORT



Serena Ryder



Paul Brandt



The Tragically Hip

KEEPING THE SHOW IN SHOWPLACE

For 23 years, Showplace has been a place where friends and neighbours can come together to celebrate artists from “down the street and around the world.”

With over a million patrons through our doors, it’s time to refresh the space - to replace the tired seats and update the front of the building to ensure that the professional nature of the organization is reflected in the building itself.

The heart and soul of any community is its performing arts space and we invite you to join us and take centre stage as we embark on **The Showplace Project: Act II.**

Emily Martin,
General Manager

Showplace continues its Mission to present, promote, and sustain the performing arts; encourage and support active community involvement; maintain its facility; provide opportunities for local and touring artists to perform in a professional quality venue; entertain, inspire, nurture, educate, and empower artists and audiences alike.

OVER A MILLION PATRONS THROUGH OUR DOORS IN 23 YEARS!

Each year, Showplace welcomes thousands of visitors, patrons, performers and renowned artists such as Tragically Hip, Serena Ryder, Colm Wilkinson, Jann Arden, Burton Cummings, Dave Broadfoot, Sharon, Lois and Bram, Paul Brandt and many more.



Emily Martin

THE SHOWPLACE PROJECT: ACT II

Meet the Cast

Showplace is lucky to have a dedicated team spearheading the “Act II” project including Champions **Pat Hooper** and **Beth McMaster** and Ambassadors **Linda Kash** and **Megan Murphy**. Along with a team of incredible community leaders and visionaries, the organization is in great hands.



L - R: Linda Kash, Pat Hooper, Beth McMaster, Megan Murphy.

PAT HOOPER, *Project Champion*

“It is a privilege to be Board Chair. In this role I have had an opportunity to work with staff and volunteers to ensure its ongoing operational viability. This project is the next step in preserving a solid future for this downtown cultural gem.”

BETH MCMASTER, *Project Champion*

“Because I helped create the original Showplace, it is important to me to keep it attractive and comfortable for all who come through its doors.”

LINDA KASH, *Project Ambassador*

“When we first moved to this area, I appeared in a Michel Tremblay play with The New Stages Company at Showplace. This experience not only assured me that Peterborough could produce theatre of the highest quality, but also that I had found a home in this vibrant, creative community that I love so dearly.”

MEGAN MURPHY, *Project Ambassador*

“Through theatre, concerts, fundraisers and film, Showplace has been my creative home for more than twenty years. I’m excited to give back to a place that has been so kind to me.”

OUR CITY, YOUR SHOW

- 1947** The J. Arthur Rank Organization opened the state-of-the-art Odeon movie house at 290 George St. with the mystery thriller "Green for Danger" along with a newsreel of the recent royal wedding of Princess Elizabeth and Philip Mountbatten.
- 1979** The theatre was divided into two spaces and operated under the ownership of Trent Cinemas.
- 1995** The building, still in its original form, was purchased by the newly created Showplace Board of Directors. Architectural firm Lett/Smith was selected to design the 650-seat space, through a complete reconstruction of the building, transforming it into the beautiful theatre it is today.
- 1996** On October 5, Showplace officially opened. The dream-come-true was saluted with the song "This is the Moment."
- 1998** A Tragically Hip show sells out within minutes.
- 1999** With the bequest of his estate, Joseph Leslie adds \$100,000 to the campaign total.
- 2000** Within four years of opening, Showplace exceeded its fundraising goal and burned the mortgage.
- 2006** Peterborough's Rock n' Roll roots were remembered and celebrated with a popular show and documentary screening.
- 2013** A TRIEM study identified that Showplace has a \$3.6 million economic impact annually on the local community. Showplace rejuvenated current spaces and welcomed new corporate partners with the addition of the Nexicom Studio, Darling Insurance Box Office and Publican House Bars. Future years would also see the David Goyette Green Room and David Goyette Stage added.
- 2015** Showplace was viewed by a national audience as comedian Ron James filmed his popular New Year's Eve special for CBC Television.
- 2017** Celebrating the contributions of Erica Cherney to the City of Peterborough, the main theatre was named the Erica Cherney Theatre.
- 2018** 250 volunteers donated over 9,000 hours with an economic impact of \$237,000.
- 2019** Showplace launches The Showplace Project: Act II - a refurbishment of the exterior to reflect the vibrancy and quality of the entertainment offered inside while all theatre seats will be upgraded to ensure maximum comfort and ultimate experience of our guests.

SHOWPLACE TODAY

Diverse and Personal

Showplace Performance Centre is the region's premiere space for enjoying world class artists and artistically diverse productions. We are dedicated to providing the highest quality experience to all who visit Showplace - an experience that is personal, engaging, and that transports audiences to another world.

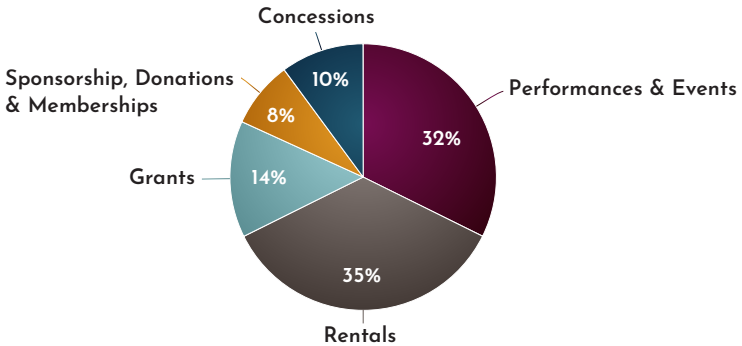
Showplace is also home to a vast array of recitals, business meetings, celebration events and graduations. Large community events such as the Business Excellence Awards, the Pathway of Fame Induction Ceremony and the Downtown Business Association Annual General Meeting are just some of the many community events we are honoured to host at Showplace.

Showplace is an independent, non-profit, charitable organization that relies on the generosity of individuals, the City of Peterborough and businesses in the community, along with our members to support both the facility and the performances. Ticket sales and grants also provide important revenue for the ongoing operations of Showplace.

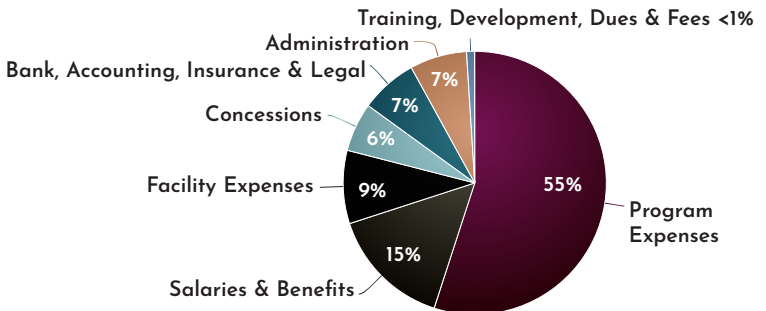
"The theatre, built by the residents' over 20 years ago, is unique in that it is not a municipal building. Showplace has become an integral part of the community, a jewel which grows brighter with each passing day"
- Len Lifchus, Community Leader

ANTICIPATED FUNDING THROUGH FISCAL YEAR OF JULY 1 2019 TO JUNE 30 2020

REVENUE



EXPENSES



ANNUAL OPERATING BUDGET: \$1.01M

SPOTLIGHT ON THE FUTURE

Showplace welcomes thousands of visitors each year. By attracting celebrated performers and diverse entertainment, we will continue to contribute to Peterborough's history of being a vibrant place to live, work and play. The Showplace Project: Act II will upgrade our building inside and out for future generations of performers and audiences. Our goal will be to have the majority of the work finished by September 2021 in time for the Performance Centre's 25th Anniversary.

- The Showplace seats were purchased in 1996 and were used at that time. With well over a million people coming through the building since opening, the seats are tired and need to be replaced. Each new seat will have a holder so guests can enjoy a beverage during performances without worrying about a spill and will reduce the workload for our dedicated volunteers! Replacements will also ensure that the seats return to an upright position when not in use, so that exit from the theatre is unobstructed. As well, new aisle lighting will make the theatre safer and more accessible.
- The current marquee has been there since well before the Performance Centre was purchased and is no longer safe or functional. It is time for the aging marquee to be replaced with one that is upgraded to current standards and reflects the creative spirit of Showplace. A handsome marquee with energy efficient lighting will create a positive impression for people passing by and for those coming through our front doors.
- Showplace is a non-profit, charitable organization that owns its own facility. With so many diverse and exciting events happening each and every season, this leads to fatigue on a variety of assets including technical equipment, washrooms, carpets, etc. As well, staff and volunteers deserve an appropriate and comfortable working space and currently this is in short supply. For this reason, building renewal and sustainability funds has been incorporated into the project to ensure that these necessary upgrades and refurbishments become a reality. This fund will be managed by the Board of Directors for future use.
- Because this work will require Showplace to close for a period of approximately 10 weeks, a Project and Contingency cost has also been incorporated into the project goal. The industry standard for the cost of running a project such as this is 15%.

Rendering by Lett Architects



THE SHOWPLACE PROJECT: ACT II

Through the support of generous donors, a revitalized Showplace Performance Centre will become a reality. Many people rely on the comfortable, welcoming space that Showplace provides as a cultural hub in this great community. In order to continue to bring high-quality performing arts to Peterborough we must update our aging space. The cost for these projects is estimated at \$2 million, therefore, we are launching a fundraising project in support of this important community initiative.

While this is a significant undertaking, we are encouraged by the level of support Showplace Performance Centre has received throughout our history. We will be turning to all avenues of funding municipal, provincial, and federal as well as from individuals, businesses, foundations and corporations to ensure this fundraising initiative is a success.

Help us usher in a new era of performing arts for our community to ensure Showplace continues as the cultural focal point of our community for many years to come.

"We all work to make downtown Peterborough the dynamic and welcoming place it has become. A performing arts centre is an essential part of this. Showplace performs this role beautifully, **IT IS DOWNTOWN PETERBOROUGH'S JEWEL AND IS WORTHY OF OUR SUPPORT.**"
- Michael Cherney, Partner, Cherney Properties

"SHOWPLACE PERFORMANCE CENTRE is a living testament to the most admirable of our artistic traditions: artist-driven, community focused and accessible to all. An investment in Showplace is a measure of support not only for those valuable traditions, but for the concept that when we celebrate the arts, the arts allow us to celebrate each other."
- David Goyette

ESTIMATED PROJECT BUDGET

<i>Budget Line</i>	<i>Projected Cost</i>	<i>% of Goal</i>
• Theatre Seats	\$500,000	25%
• Marquee	\$300,000	15%
• Building Renewal	\$500,000	25%
• Sustainability	\$400,000	20%
• Project & Contingency Costs	\$300,000	15%
TOTAL PROJECT COSTS	\$2,000,000	100%



SPOTLIGHT ON THE FUTURE

Transforming More than a Building



THE SHOWPLACE PROJECT: **ACT II**

Showplace Performance Centre

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The Showplace Project: Act II

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To find out more about how you can join us in celebrating the arts by helping us rebuild history, please contact:

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Beth McMaster, Project Champion
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General Inquiries: project@showplace.org

We respectfully acknowledge that Showplace Performance Centre is located on the Treaty 20 Michi Saagig territory and in the traditional territory of the Michi Saagig and Cheppewa Nations, collectively known as the Williams First Nations, which include: Curve Lake, Hiawatha, Alderville, Scugog Island, Rama, Beausoleil, and Georgina Island First Nations.

Showplace respectfully acknowledges that the Williams Treaties First Nations are the stewards and caretakers of these lands and water in perpetuity, and that they continue to maintain this responsibility to ensure their health and integrity for generations to come.