



**THE \$4.7 MILLION CAPITAL CAMPAIGN
FOR
THE SOLVANG FESTIVAL THEATER**

"Powerful magic happens when a living, breathing human on stage connects with a living, breathing human in the audience! A theater is the hallmark of a healthy, thriving community. It is where we are able to gather together—face-to-face, without a screen in the way—to laugh, to cry, and to hold a mirror up to our humanity."

Polly Firestone Walker



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A Legacy of Partnership

In 1971 the Solvang Danish Days Committee invited the Pacific Conservatory of the Performing Arts (PCPA) to perform Shakespeare's *Hamlet* on a temporary stage in Hans Christian Andersen Park. Those four September performances under the stars laid the groundwork for a partnership that endures as a vibrant part of Solvang's identity and enriches the quality of life in this Danish heritage community.

By 1974, a group of inspired local business leaders headed by Earl Petersen, Royce Lewellen, Roger Nielsen, Leonard Parsons, Vince Evans, Ken Mills, and PCPA's Artistic Director Donovan Marley, raised funds and brought together craftspeople and community volunteers to build the Solvang Festival Theater. Under the direction of General Contractor, Erling Pohls, the 700-seat outdoor theater opened after just 58 days with the performance of three PCPA plays under the banner of the newly formed Solvang Theaterfest—a remarkable achievement and truly a labor of love.

Today, the Solvang Festival Theater celebrates its 46th year as the only performing arts facility of its kind on the California Central Coast, providing a large open-air venue for audiences of all ages. The PCPA summer season continues to be the theater's primary attraction, with professional productions of plays and musicals performed nightly between Memorial Day and Labor Day.

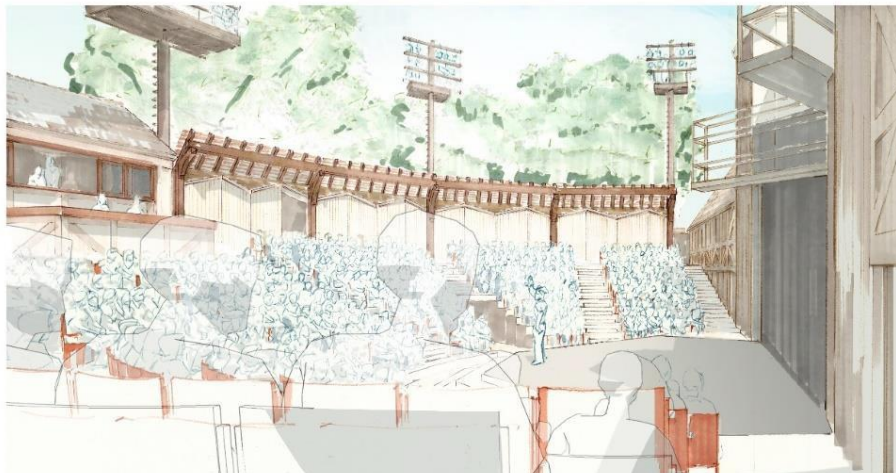
The last 20 years have seen the emergence of topflight Theaterfest-produced concerts featuring well-known recording artists. 2019 will mark the eighth year of the summer Jazz & Beyond series in the intimate Patron Garden. The theater is also made available at reasonable rates to other nonprofit organizations as the site of numerous fundraisers and community events.

Photos: On the cover - PCPA's 2017 production of *Newsies*; Above - the set for PCPA's 1971 *Hamlet* in Hans Christian Andersen Park; the groundbreaking group for the Solvang Festival Theater, June 10, 1974 Front row (left to right): Axel Johnson, Judy Lewellen, Sue Vaughn, Leonard R. Parsons, Roger Nielsen, Hanna Nielsen-McNamera and Erling Pohls; Second row: Johannes Jeager, Niels Nielsen, Bob Raleigh, Steve Gill, Donovan Marley, Peter Weber and Ashton Vaughn; Third row: Royce Lewellen; the Solvang Festival Theater under construction.

The \$4.7 Million Capital Campaign

After decades of enjoyment, substantial portions of our beautiful Solvang Festival Theater now require a renewed investment from the community to sustain this vibrant legacy as a cultural and community anchor point for the decades to come.

The Solvang Theaterfest Board of Directors, working with PCPA staff, professional consultants and architects, has identified necessary capital improvements to strengthen and modernize the 46-year old facility; address aging infrastructure; and improve accessibility, technical capability, and audience amenities. Once the funding goal is achieved, construction is estimated to take 8 – 10 months.



PMSM/19six Architects' interior view rendering of the new wall and steel lighting poles.

These planned capital improvements will accommodate modern theatrical requirements and audience expectations, including:

- **Infrastructure**

Complete replacement of the rear wall and walkway of the theater surrounding audience seating. New steel lighting poles. Electrical and dry rot repairs. New stairs, including an additional entrance to audience seating, for improved entrance and exit.

Eight-foot higher wall behind the audience with cantilevered panels to block wind, capture more warmth, and buffer external noise. Acoustically engineered paneling on the back wall for sound enhancement from the stage.

\$3,184,840
- **Accessibility**

Improved, code compliant, access to the box office for staff and patrons. Re-grading of access to entry stairs and a new wheelchair ramp to audience seating, along with improved and increased accessible audience seating.

\$415,812
- **Technical Capacity**

Enhanced technical capacity of new lighting poles and new lighting dimmers. Replacement of decades old, work-around electrical systems. Improved placement of new control booth, sound mixing position and new equipment room.

\$1,117,661





PMSM/19six Architects' street view rendering of improvements to the Solvang Festival Theater.

What Will Change

Structural Integrity—For the safety of all who use and enjoy the Solvang Festival Theater, and the structural integrity of the facility itself, we must be proactive in addressing potential structural issues. Elements in the original construction—all of which are subject to damage due to long term moisture and environmental exposure—are approaching the end of their useful life. The wooden poles supporting the lighting platforms will be replaced. The integrated rear wall and audience walkway in which the poles are embedded will be completely demolished and replaced. These structures and the corresponding tunnel that connects the back-stage area with under-audience-aisle entrances are critical features of the total theater infrastructure.

The new, higher wall will result in reduced wind and outside noise, thus increasing the comfort of patrons seated in the theater.

Lower Maintenance Costs—Annual maintenance costs have risen sharply in recent years and will increase as the facility ages. In 2018, costs for emerging maintenance issues related to plumbing, electrical, water damage, mold abatement, and structural dry rot were approximately \$80,000, forcing the Solvang Theaterfest to dip into reserves to cover unanticipated expenses. The capital campaign is a vital step toward proactively addressing basic, core infrastructure issues for the theater's long-term sustainability.

Enhanced Production Values—A great deal has changed in performing arts technology in the years since the Solvang Festival Theater was built, and the theater's technical capacity, power systems, mechanical and data capabilities have fallen well behind the current state of the art. Further retrofitting is no longer feasible or cost effective. The planned capital improvements will correct these deficiencies and ensure the continuance of professional caliber theatrical performances by PCPA as well as meet the needs of other artists and groups. Bottom line, sound within the theater will be significantly enhanced for patrons.





Positive Economic Impact

The Solvang Festival Theater has a measurable economic and cultural impact on the Santa Ynez Valley business community. Theater patrons shop in local stores, dine in local restaurants, and stay in local hotels. The *Americans for the Arts Study: Arts & Economic Prosperity 5* estimates that, in addition to the price of admission, the average attendee at nonprofit and cultural events in Santa Barbara County will spend an estimated \$28.25 locally, and the average nonresident audience member will spend \$51.88.

While not all progress can be measured by statistics, some types of progress can be measured by monitoring ticket sales and revenue as well as patron and community satisfaction with the theater environment and variety of productions.

Since its first summer in the Solvang Festival Theater in 1974, PCPA has given **3,146 performances** of **242 productions** of plays and musicals, for an estimated audience of over **1.3 million people**.

In 2018, 29,083 patrons attended PCPA performances and 10,000 attended Solvang Theaterfest concerts and other performances, including those presented by community nonprofit organizations.

5-Year demographic data for audiences of PCPA performances in Solvang:

| | | |
|--|---|-----|
| Total Tickets Sold | Santa Barbara County residents | 65% |
| | Southern California counties (Ventura to San Diego) | 14% |
| | The rest of California, other states, and internationally | 21% |
| Total Households (unique ticket buyers) | Santa Barbara County households | 51% |
| | Southern California households (Ventura to San Diego) | 20% |
| | All other households | 29% |

A conservative estimate is that, in 2018, audience members attending PCPA productions at the Solvang Festival Theater contributed over \$820,000 to the local economy.

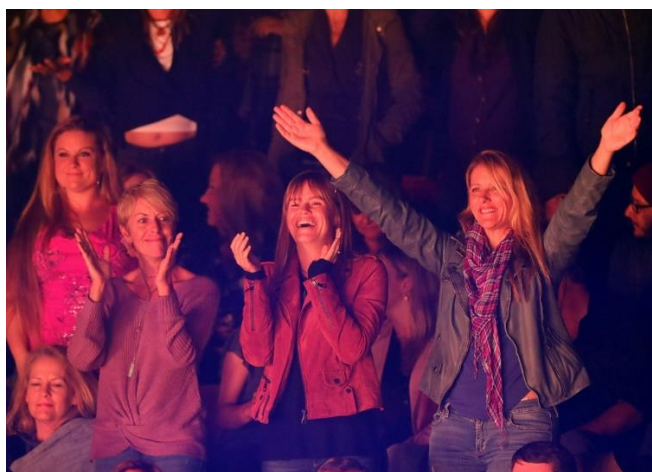


Solvang Theaterfest's 2018 NASA multimedia show.

Social, Cultural, and Educational Value

The Solvang Festival Theater is among the primary training facilities for students of PCPA's 2-year career and technical education programs and professional internships (Acting and Technical Theater) of Allan Hancock College. The programs offer students the learning, preparation, and experience in a professional environment they need to enter the work force. This unique, long-standing PCPA/Solvang Theaterfest partnership mutually benefits students and the Central Coast community by providing an exemplary training environment while bringing professional theater into the community, and by promoting the local economy. PCPA's nationally recognized training programs have a high retention and success rate. PCPA graduates are found working in theaters throughout the country.

The Solvang Festival Theater is increasingly the venue of choice for area nonprofit organizations to stage their own fundraising events. In 2018, these organizations included the Solvang Rotary Club Foundation, Boy Scout Troop 41, Artists Advocacy Foundation, Solvang Friendship House, City of Solvang and City of Buellton Parks and Recreation Departments, Santa Barbara Vintners' Foundation, and Valley Christian Fellowship. Combined, these nonprofits raised an estimated \$300,000 for their organizations.



Matt Kearney Concert 2019



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Volunteer Red Coat ushers receive their pre-show instructions.

The planned capital improvements will enable Solvang Festival Theater to book additional popular attractions and concerts on either side of PCPA's summer season.

The Solvang Festival Theater trains community volunteers in theater etiquette and the skills of ushering, ticket taking, and personable interaction with patrons through its Red Coat program. Nearly 150 Red Coat volunteers, ages 13-100, work at the theater each summer—in 2018, over 5,000 hours were donated. One of the main sources of Red Coats is the National Charity League which uses the theater as a training site for young women learning the value of volunteering in the community and the importance of cultural institutions.

The popular Star Patrons Program provides a lively social aspect to evenings at the theater by bringing together enthusiastic supporters of the theater for each PCPA production.

The high quality and variety of PCPA theater productions and the Solvang Festival Theater's popular live concerts and other events, such as 2018's multimedia show from NASA, enrich the lives of Santa Ynez Valley residents and attract visitors from outside the area.



Jazz & Beyond in the Patron Garden.



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Act Now to Preserve the Legacy

It is important that the planned capital improvements get underway as soon as possible, given the theater's advancing age. The Solvang Theaterfest Board of Directors, PCPA staff, and the Capital Campaign Steering Committee are working with a responsible, proactive sense of urgency *before* our treasured community asset deteriorates further.

For 46 years, Santa Ynez Valley residents have enjoyed the community effort that created the great Solvang Festival Theater legacy. Together we can ensure that the theater's inspirational history is alive, available, and stronger than ever. We respectfully ask your financial consideration to help create our new legacy for the next generation.

The Board of Directors of Solvang Theaterfest dedicates itself to protecting and enhancing the Solvang Festival Theater to ensure the community will have a place where citizens and visitors will be entertained, learn, celebrate, and imagine. The board invites you to join with us to build the theater's legacy for the future.

Thank you.

"The art of the theatre is a powerful, transformative force, capable of moving us from being mere cohabitants into true community. As our technological advancements incline us more and more to isolation, the shared experience of investigating, expressing and celebrating our humanity through story in the theatre becomes even more precious."

Mark Booher, Artistic Director, PCPA, Pacific Conservatory Theatre



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Solvang Theaterfest—Owner and Steward of the Solvang Festival Theater



The mission of Solvang Theaterfest is to provide a unique live performing arts venue that promotes the highest quality experience for artists and audience members in a space that is safe and accessible to all. Our goal is to connect and enrich the community while encouraging the understanding, learning, and appreciation of diverse ideas and cultures.



Gift Naming Opportunities

| | | |
|---|-------------|--------------|
| Solvang Festival Theater | | \$ 3,000,000 |
| Stage | | \$ 1,000,000 |
| Patron Garden | | \$ 1,000,000 |
| Box Office Tower | | \$500,000 |
| Lawn Lobby | COMMITTED | \$500,000 |
| Entrance Gate | COMMITTED | \$250,000 |
| Back Barrier Wall of Audience Seating | | \$250,000 |
| Theater Entry Staircase—Left | | \$200,000 |
| Theater Entry Staircase—Right | | \$200,000 |
| Terraced Steps | | \$150,000 |
| Control Booth | | \$200,000 |
| Concession Stand | COMMITTED | \$100,000 |
| Central Audience Sections (2-4) | | \$100,000 |
| Audio Bay | | \$100,000 |
| Stage Door | | \$75,000 |
| Patron Garden Stage | | \$75,000 |
| Lighting Towers (6) | 1 COMMITTED | \$50,000 |
| Theater Store | COMMITTED | \$50,000 |
| Access Ramp to Seating | COMMITTED | \$50,000 |
| Box Office Accessibility | | \$50,000 |
| Green Room | COMMITTED | \$50,000 |
| Oak Tree, Patron Garden | COMMITTED | \$50,000 |
| Oak Tree, Lobby Lawn | | \$50,000 |
| Upstairs Dressing Rooms (4) | | \$25,000 |
| Backstage Dressing Room/Production Office | COMMITTED | \$10,000 |

All gifts to IMAGINE! will be recognized in a visible and appropriate manner.



Capital Campaign Leadership

Campaign Steering Committee

Ann Foxworthy Lewellen, Ph.D.

Chair

Carol Anders

Mark Booher

Linda Stafford Burrows

Jim Farnum

Judy Frost

David Walker

David Wyatt

Chris Nielsen, *Ex-Officio*

Scott Coe

Executive Director

The Kellogg Organization, Inc.

Fundraising Counsel

Campaign Honorary Advisory Committee

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Kathleen Campbell and Alan Hitt

Bruce Cleveland

Randall Day

Polly Firestone Walker

Erik Gregersen

Jan Jurgensen and Bob Jurgensen (1932-2019)

Royce Lewellen

Richard Nagler

Roger Nielsen

Frank and Jami Ostini

Aaron Petersen

Sue and Erling Pohls

Barry Prescott

Tresha Sell

Jefferson Woeste

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David Wyatt

Advisor

Mark Booher, *Artistic Director*

PCPA—Pacific Conservatory Theatre



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Ways to Give

Solvang Theaterfest is a 501 (c)(3) nonprofit corporation. All gifts to Solvang Theaterfest are tax-deductible to the extent allowed by law.

OUTRIGHT GIFTS AND PLEDGES—Your gift of cash makes the most immediate impact and allows you to receive full tax benefits to the extent allowed by law. We encourage you to also consider a multi-year pledge to maximize the power of your gift. Most pledges are for a three-year term, but, depending on the size of the gift, other terms can be arranged.

GIFTS OF SECURITIES—Making a gift of appreciated securities can sometimes provide larger tax benefits. By donating appreciated securities, you may claim the current market value of the shares as the gift amount and thereby avoid capital gains taxes.

MATCHING GIFTS—Many employers match their employees' charitable giving. If your employer does, please ask your HR department for the appropriate forms and Solvang Theaterfest can help you increase the impact of your contribution.

FOUNDATION GIFTS—Solvang Theaterfest welcomes grant awards from personal, private, and public foundations.

SHARED GIFTS—Shared gifts allow donors to pool their resources and make larger gifts than they might make individually. Typically given in exchange for naming rights, Shared Gifts provide prominent recognition to the donors.

CORPORATE SPONSORSHIPS—Corporations wishing to demonstrate their commitment to the well-being of the community in which their employees live, and work are encouraged to consider corporate sponsorships. Sponsorships can provide marketing visibility and corporate philanthropy benefits.

CHALLENGE GIFTS—Donors wishing to increase the impact of their individual gifts should consider making a Challenge Gift. Challenge Gifts require a matching component from other donors, thereby generating two or three times the amount of the original gift. These types of gifts provide visibility to the original donor and allow matching donors to help generate increased support.

DEFERRED GIFTS—Solvang Theaterfest has a bequest and deferred gift program—the Solvang Festival Theater Legacy Society. Donors interested in this option should consult with their attorneys and financial advisors.

BLENDED GIFTS—A blended gift is one that has both current and deferred components. Donors can have an even greater impact on Solvang Theaterfest by combining current and future giving options. Naming Solvang Theaterfest in your estate plans or naming it as a beneficiary of an IRA or retirement plan, can supplement current gifts and help secure Solvang Theaterfest's future.

Solvang Theaterfest
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