

Meet the Arcadia Project



ARCADIA
PROJECT

BRING WHO YOU ARE

info@thearcadiaproject.org

www.thearcadiaproject.org

(540) 885-3211

Two historic buildings



Survey Community Needs 2018



\$350K Total Debt Elimination

2019



**38 individuals gave
\$70,000 in amounts
varying between
\$50 and \$10,000**

 **Atlantic
Union Bank**
forgave \$280,000

\$25K VA Main Street Feasibility Grant

2020

A Market Analysis for the Arcadia Project

Staunton, VA

1 INTRODUCTION

The Arcadia Project is the successor organization to the Staunton Performing Arts Center that is seeking to bring back to life the former Dixie Theater and the adjacent Arcadia Building in downtown Staunton. The Dixie Theatre first opened as the New Theater in 1913 at the corner of East Beverley Street and North Market Street. It served as one of two operating movie theaters in downtown Staunton until it closed in 2014, the other being the Visulite Cinema which still operates only two blocks away from the Dixie. The Dixie was severely damaged by a fire in 1936 after which its interior was rebuilt in the Art Moderne style popular at the time. It reopened as the New Dixie Theatre with seating for 885 on the main floor and a balcony. When it closed it had four smaller screens, two on each level.



The Dixie Theater on the Right with the Arcadia Building on the Left

main retail corridor. Both the Dixie Theatre and the Arcadia Building are in the Beverley Historic District which is on the state and federal registers. As a major rail hub for the Chesapeake & Ohio Railroad, Staunton developed as the “Queen City” of the upper Shenandoah Valley. Staunton has also served



1st IRF application & COVID 19 2020



\$50K Virginia Economic Development Partnership Grant 2021

\$50,000



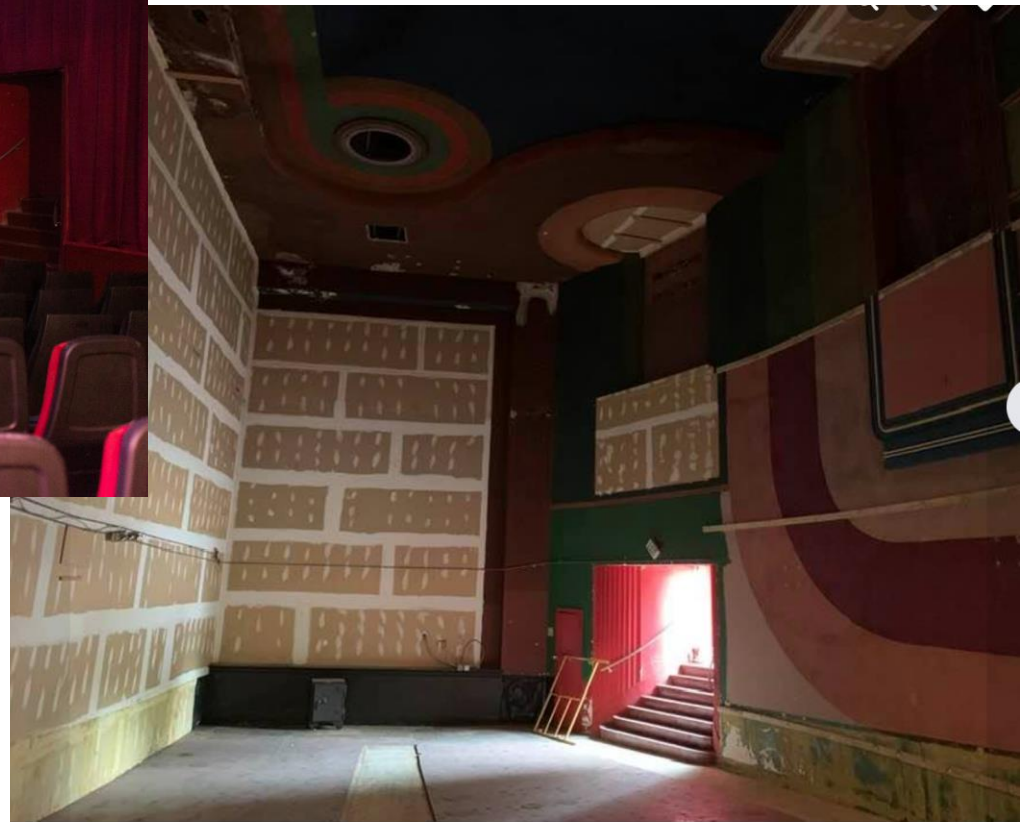
Roof — Before & After



Marquee – Before & After



Interior - Before & After Remediation



Historic Tax Credits



FRAZIER ASSOCIATES

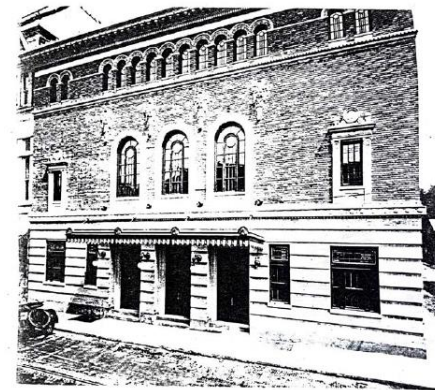
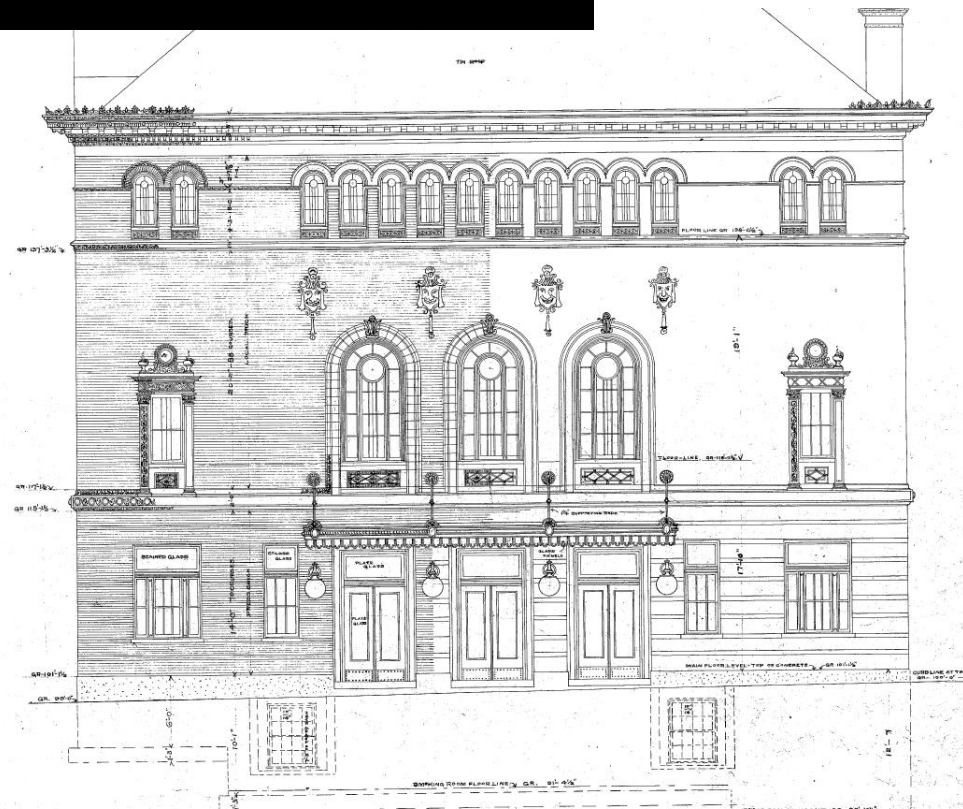


Fig. 62 New Theatre. Old photograph of exterior.



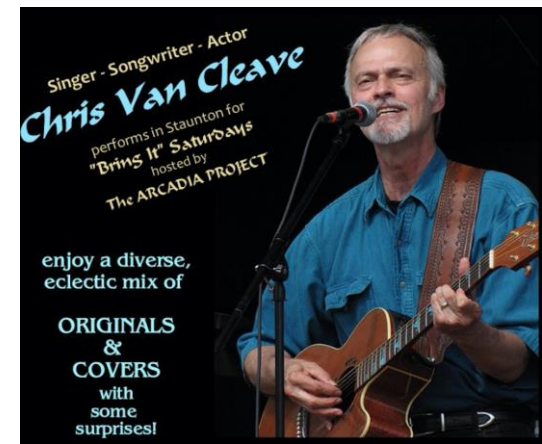
Programming 2020



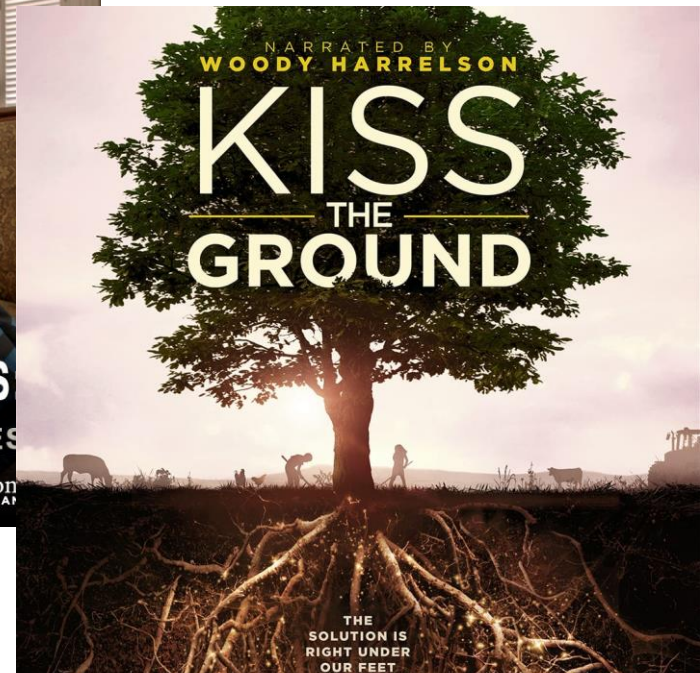
NBC29.COM

Arcadia Project creates Artists Interrupted performance series

Featuring:
The Bouncers
Kathy Lafon
Old Hat
Roundabout
23 Skidoo
Boxcar Speakeasy
DJ Adonis
Chris Van Cleave



Programming 2021



Programming 2022

THE ARCADIA PROJECT

VISULITE CINEMAS

MUSIC AT THE MOVIES



23 SKIDOO

CONNECTING PEOPLE THROUGH MUSIC
WWW.THEARCADIAPROJECT.ORG



NIKKI WEST



THOMAS WAGNER



NATHAN MOORE



Buy a Pass

SEPT 6TH - OCT 4TH - NOV 1ST - DEC 6TH



ROBIN AND LINDA WILLIAMS

CONNECTING PEOPLE THROUGH MUSIC
WWW.THEARCADIAPROJECT.ORG



MOLLY MURPHY



GEORGE HUNTER



DANIEL HEIFETZ



AUSTIN FOX



PURCHASE TICKETS AT THE EVENT

Once in a lifetime opportunity

- State of Virginia's Dept. of Housing and Community Development receives \$50M in Federal ARPA funds
 - Must be distributed by the IRF in two years
 - Arcadia Project already on their radar given our earlier 2020 application
 - IRF encourages Arcadia to apply for \$1.5M

\$100K IRF Planning Grant 2022



Architectural Services
Michael Brown (right)

Fundraising Services
Suzi Martinez-Carter &
Ben Sandel

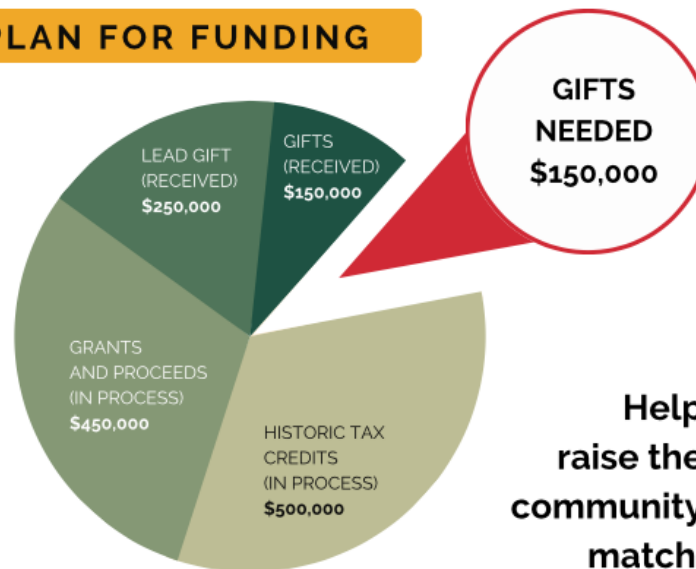


It's all about readiness 2023

2023 CAPITAL CAMPAIGN

We have a **once-in-a-lifetime opportunity** to receive \$1,500,000 from the Virginia Department of Housing and Community Development as a grant from the Industrial Revitalization Fund.

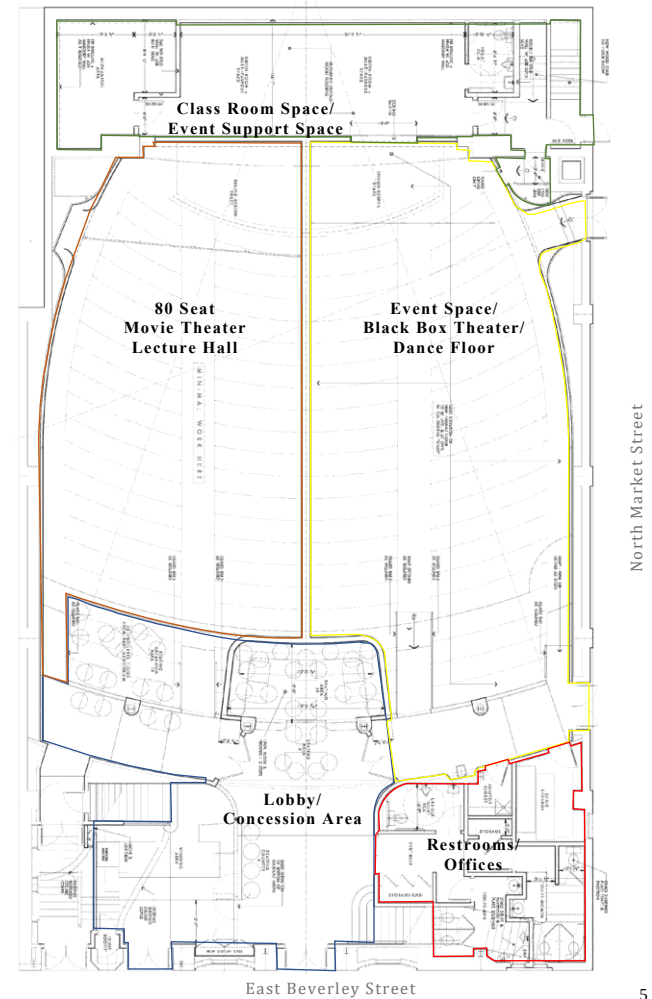
OUR PLAN FOR FUNDING



**Help
raise the
community
match.**

Your donation will transform our downtown!

Multi-use venue



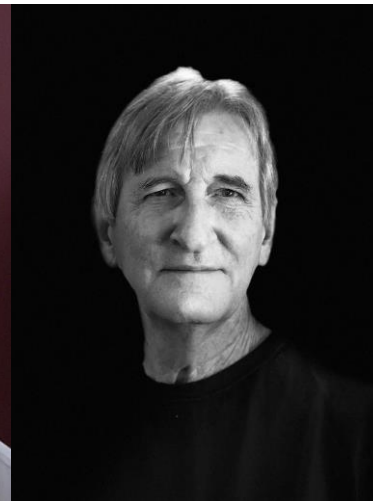
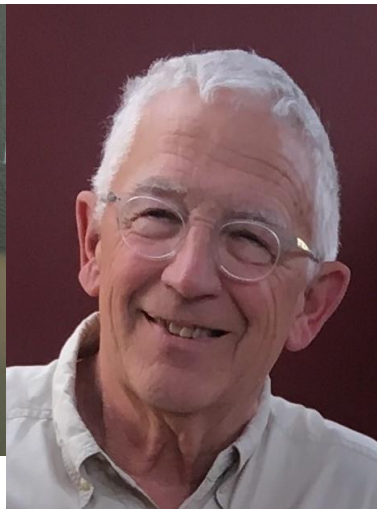
Arcadia Pop Cafe



Flexible Event Space



2022 – 2023 Board of Directors



To find out more

The ARCADIA PROJECT Theater

Capital Feasibility & Program Business Plan

Mixed Use Mixed Income Development
In the Historic Dixie Theatre Building

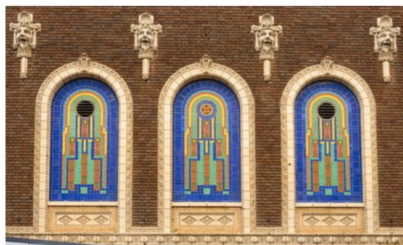


Photo Credit: Les Kipp

Arcadia Project Theater Business Plan July 28, 2020 CAD renderings Alex Rodriguez

1



Restore • Reimagine • Revitalize

Our VISION:

The Arcadia Project is a locally led effort to transform the former Dixie Theater into a cultural center. We envision a Queen City where everyone can find a cultural landscape relevant to their lives. Our mission is to connect people through culture and creativity.

This restoration will allow the Arcadia Project to turn the historic theater into a well-trafficked, sustainable, adaptive mixed-use facility featuring: a movie theater; an event space to host conferences, events, and performing arts; digital media classrooms; and a small specialty food café. This project seeks to fill an untapped need in the community, by delivering creative, educational, and enrichment resources for the Staunton community.

Our STRATEGY:

The restoration of the historic theater and future management of the project will be led by the Arcadia Project, a local non-profit which owns New Theatre LP, the entity that owns both the theater and the adjacent Arcadia Building.

In 2019, the Arcadia Project used a private fundraising campaign to retire all previous debt on both buildings. The strategy is to open with little to no debt by gearing the redevelopment into phases and creating innovative commercial enterprises that will support the cultural and learning programs.



The flexible Event Space will be capable of hosting a wide array of uses

Our PLAN:

Phase One: Starting in fall 2019, the Arcadia Project received a \$25,000 Virginia Department of Housing and Community Development (DHCD) Main Street grant to conduct a feasibility study. This study not only provides a road map for the project; it serves as the basis for a \$600,000 DHCD Industrial Revitalization Fund (IRF) Grant (submitted July 2020.)

In the summer and fall of 2020, while the grants and architectural plans are being finalized, a volunteer campaign is performing selective demolition inside the theater and implementing façade improvements on the exterior based on historically appropriate professional designs by architects Frazier & Associates. In 2021, with the grants and additional fundraising in hand, Phase Two will begin.



CAPITAL CAMPAIGN PLEDGE FORM

PLEDGE INFORMATION

I, _____, pledge a total of \$ _____ to be paid to the Arcadia Project capital campaign. Please send me a pledge reminder now _____ quarterly _____ yearly until paid in full.

I will begin pledge payments in _____ (month) _____ (year) and will continue for _____ years.

Gift will be matched by _____ (company/family foundation). _____ form enclosed _____ form will be forwarded.

DONOR INFORMATION

Signature _____ Date _____

Name (please print or type) _____

Address _____

Email _____

Telephone _____

ACKNOWLEDGEMENT INFORMATION

Please use the following name(s) in all acknowledgements:

_____ Use wish to have our gift remain anonymous

Please make checks, corporate matches or other gifts payable to:
The Arcadia Project
P.O. Box 571
Staunton, VA 24402
(540) 885-3211

P.O. Box 571
Staunton, VA
24402
540.885.3211
Tax ID
54-2003615
info@thearcadiaproject.org

Board of Directors:
Linda Baker
Juan Pablo Bernabe
Albena Foreman-Trice

Adam Greenbaum
Jim Harrington
Christina Harrison
Erin O'Connell
Thomas Wagner

Executive Director:
Pamela Mason Wagner

Arcadia Project
is a 501(c)(3)
non-profit
organization

Request our feasibility study, brochure, or pledge form at: info@thearcadiaproject.org