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FROM THE PAST... TO THE PRESENT... AND BEYOND

For over 67 years, Burlington's Memorial Auditorium has served the people and businesses of Vermont as the state's premier civic center. Memorial contributes heavily to the economic vitality of the region by attracting nationally-recognized exhibitions, conventions, sporting events, trade shows, meetings, and touring attractions such as Nickelodeon, and the Worldwide Wrestling Federation.

Since 1993, Burlington City Arts has been charged with the stewardship of Memorial Auditorium. With the community's help, we have started the restoration and revitalization of the facility. Major improvements have been made to both the physical structure and the public perception of Memorial. A new color scheme, improved signage, the stripping of doors and floors and the sandblasting of walls have uncovered a glimpse of Memorial's past glory. Our audiences are rediscovering why Memorial Auditorium has played such an important role in the life of their community for over half a century.

In the past 24 months, the City of Burlington has renewed its commitment to the renovation and revitalization of Memorial Auditorium, investing in excess of \$250,000. A community-based fundraising effort headed by Skip Farrell and the Friends of Memorial Auditorium is underway; the facility has obtained a program grant from the VCA, and a \$4,500 grant from the Vermont Historical Society and a \$15,000 grant from the Howard Bank to build a state-of-the-arts Information Kiosk. In the midst of all these improvements, 1996 launches the Friends of Memorial Auditorium two-year Capital Campaign, which aims to complete the building's much-needed renovations.

In addition to new safety and renovation features, major changes have been made to augment the auditorium's amenities. Memorial's primary box office entrance has been moved to the Memorial Auditorium Annex at 250 Main Street. The doors open at least an hour before every show in order for the public to enjoy greatly expanded concessions and a full beverage service.

This year, Memorial proudly presents the Pepsi/Howard Bank Family Series, sponsored by Skip Farrell and the Pepsi Cola Bottling Company of Burlington and our new major sponsor, Mark Wetmiller and the Howard Bank. The line-up for the '95-'96 series is nothing short of impressive, including Sesame Street Live!, The Pickle Family Circus, Avner the Eccentric, and the Boys Choir of Harlem.

Through the partnership between City Arts and the Vermont Symphony Orchestra, Memorial also proudly hosts the VSO's Symphonykids concerts, which bring live classical music to over 2,000 area school children. Through an anonymous grant, our partnership expands yearly, confirming City Arts' commitment to youth education and arts appreciation, and enhancing Memorial's

role as a multi-purpose facility.

In addition, Memorial hosts over 500 events annually, offering everything from community basketball and the Burlington Food Shelf to the Vermont Symphony Orchestra and nationally acclaimed pop concerts.

As part of long-range planning for Memorial, the City of Burlington is allowing City Arts to explore the possibility of the development of a hotel/retail center on the corner of South Winooski and Main Street. Not just another "Super Block" plan-- this opportunity would allow for the increased utilization of Memorial, enhanced venues in the building, and potentially give to downtown Burlington structured parking as part of this public/private development.

The outcome of the region's Civic Center Study will determine the long term role of all of Burlington's facilities, including Memorial Auditorium. Investments made in Memorial, the Flynn Theatre and other community resources should be protected in any long-range plan. Whatever the scenario, Memorial will continue to play an important role in Burlington's cultural life and the Vermont community as a whole.

MISSION STATEMENT:

BURLINGTON CITY ARTS

Burlington City Arts nurtures and promotes arts and culture in the greater Burlington area through a wide range of programs and services that are accessible to the diverse members of our community. Burlington City Arts implements its mission by:

- * Serving as the City's cultural planner by making the arts integral to the area's economic and educational development and its urban design'
- * Fostering partnerships among the arts, education, human service and business communities;
- * Recognizing and meeting our area's cultural needs through quality arts programming that benefits all members of the community;
- * Supporting Vermont artists and the region's burgeoning talent; and
- * *Providing the stewardship of Memorial Auditorium, the state's civic center.*

MISSION STATEMENT:

MEMORIAL AUDITORIUM

As Vermont's civic center, Memorial Auditorium strives to meet community and regional needs through its role as an Arts and Performance Facility, a Community and Recreation Center and an Exhibition Hall. Memorial carries out its mission by:

- * Bringing high-quality, diverse entertainment to the community;
- * Offering subsidized space to performing artists, social service organizations, youth groups and community education classes;
- * Providing flexible, full-service space for recreational and competitive sporting events, and consumer and trade shows;
- * Creating a positive economic impact on downtown Burlington and the region.

MEMORIAL AUDITORIUM PROGRAM STATEMENT

Memorial Auditorium is a multi-purpose facility serving a broad range of community and regional needs. A critical challenge in the management of this facility is balancing the often conflicting demands on the building and its programming in order to provide maximum benefit to the community.

*Commercial rentals

* Subsidized art and social service rentals

* Self-produced events (produced by or jointly with Burlington City Arts)

In 1993 Burlington City Arts became the stewards of Memorial Auditorium and began the long journey of returning the "grand old dame" to her former glory.

Major Capital Improvements to Date

- Fire Alarm/Sprinkler System
- New Stage Curtains
- New Lobby/Hallway Lighting Fixtures
- "Star" Dressing Rooms
- Floor Sanding/Refinishing of Loft Floor & Second Floor
- New Paint & Color Scheme
- Stripping/Refinishing of Interior Doors
- Bulk Amount of Windows Replaced
- Railings Sanded and Refinished
- New Map/Sign Display Case in Lobby
- New Handicap Bathrooms
- New Ventilation Fans in Main Floor Ceiling
- Expanded Concession Facilities in Lobby
- Sand-Blasted North Staircase Walls to Original Brick
- Remodeled Office Facilities on Second Floor
- New Lights & Sound Board
- Improved Sound Equipment in Club 242
- New Lighting in Annex
- New Stage Ropes and Weights
- 3rd Floor Bathroom Facilities

A LOOK AHEAD:

THE TWO-YEAR PLAN

- * Launch Capital Campaign
- * Meet all safety code and ADA requirements
- * Continue to apply restoration fees to the building's improvements
- * Seek new funding sources for Memorial's expansion
- * Expand programmatic and physical capacity for all venues within Memorial
 - Target: Annex-- flat-floor exhibition space
 - 242 Main-- black box theatre and recording studio
- * Continue dialogue with the City of Burlington and area developers to increase utilization of Memorial Auditorium through joint development projects
- * Increase gross revenue generated by the facility by 25%
- * Add two new full-time positions:
 - Program Director
 - Building Operations Manager
- * Design and implement long-range marketing plan

After what sometimes seems like nothing less than a miracle and \$250,000 in renovations, Memorial Auditorium is experiencing a renaissance. 1996/1997 offers the continuing challenge of meeting our capital improvement goals in an increasingly difficult economic landscape.

\$1.1 Million Capital Improvements Plan

• Replace Roof Covering & General Roof Repair	\$60,000
• Replace Remaining Windows & Doors	\$50,000
• Replace Bleacher System	\$150,000
• Renovate All Bathrooms	\$50,000
• Install Loading Dock on North Side of Building	\$11,000
• Repoint Building & Step Repairs	\$130,000
• Expand Club 242 Into Maintenance Room	\$15,000
• Install In-House Box Office	\$30,000
• Renovate All Concession Areas	\$35,000
• Sandblast Remaining Paint from Stairwells & Annex	\$10,000
• Sandblast Paint From Main Hall Walls & Radiators	\$15,000
• Sand & Refinish Balcony Floor	\$8,000
• Replace Balcony Chairs	\$15,000
• Purchase, Mobile Risers for Stage & Floor Seating	\$18,000
• Modernize Lighting in Main Hall & Annex	\$100,000
• Improve Building Signage	\$36,000
• Replace Annex Floor	\$35,000
• ADA Improvements: Club 242 Entrance, Stage Lift	\$35,000
• Acquire New Theatrical, Sound/Lighting Equipment	\$100,000
• Refinish All Seats	\$45,000
• Install NCAA Approved Bball Hoops	\$17,000
• Gut & Renovate Day Care Space	\$35,000
• <u>Air Conditioning in Main Hall</u>	<u>\$100,000</u>
• TOTAL	\$1,100,000