

**Members**

Katie Chase, *Chair*  
Vacant, *Vice-Chair*  
Lauren Flemister  
Chris Granfield  
Jonah Jensen  
Lysa Schloesser  
James Steel  
Eugene Thorne  
Jeff Williams  
Duke York



# Agenda

## Landmarks Preservation Commission Planning and Development Services Department

Marshall McClintock, North Slope Ex-Officio

**Staff**

Reuben McKnight, Historic Preservation Officer  
Lauren Hoogkamer, Historic Preservation Coordinator  
John Griffith, Office Assistant

Date: February 10, 2016  
Location: 747 Market, Tacoma Municipal Bldg, Conference Room 248  
Time: 5:30 p.m.

**1. ROLL CALL**

**2. CONSENT AGENDA**

- A. Excusal of Absences
- B. Approval of Minutes:
- C. Administrative Review:
  - i. 702 N I Street (basement windows)

**3. BOARD BRIEFINGS**

- A. Broadway Center naming proposal David Fischer, BCPA

**4. PRESERVATION PLANNING/BOARD BUSINESS**

- A. Officer Elections Commission
- B. Window replacement submittal requirements Commission
- C. Demolition Review Staff
- D. Events and Activities Updates Staff

**5. CHAIR COMMENTS**

*Next Regular Meeting: February 24, 2016, 747 Market Street, Tacoma Municipal Bldg., Rm. 248 5:30 p.m.*

*This agenda is for public notice purposes only. Complete applications are included in the Landmarks Preservation Commission records available to the public BY APPOINTMENT at 747 Market Street, Floor 3, or online at <http://tacomaculture.org/historic/resources.asp>. All meetings of the Landmarks Preservation Commission are open to the public. Oral and/or written comments are welcome.*



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**Members**

Chris Granfield, *Chair*  
 Katie Chase, *Vice-Chair*  
 Duke York  
 Jonah Jensen  
 Lysa Schloesser  
 James Steel  
 Jeff Williams  
 Eugene Thorne  
 Lauren Flemister  
 Marshall McClintock, North Slope Ex-Officio

**Staff**

Reuben McKnight, Historic Preservation Officer  
 Lauren Hoogkamer, Historic Preservation  
 Coordinator

# Draft



# MINUTES

## Landmarks Preservation Commission Planning and Development Services Department

Date: January 13, 2016

Location: 747 Market Street, Tacoma Municipal Building, Room 248

**Commission Members in Attendance:**

Katie Chase, *Vice-Chair*  
 Duke York  
 Eugene Thorne  
 Jonah Jensen  
 James Steel  
 Lysa Schloesser  
 Lauren Flemister  
 Marshall McClintock

**Staff Present:**

Reuben McKnight  
 Lauren Hoogkamer  
 John Griffith  
 Ricardo Noguera

**Others Present:**

Jeff Iverson  
 Keith Smith  
 Milton Tremblay

**Commission Members Absent:**

Jeff Williams

Vice-Chair Katie Chase called the meeting to order at 5:32 p.m.

**1. ROLL CALL****2. CONSENT AGENDA**

- A. Excusal of Absences
- B. Approval of Minutes: 12/8/2015

The minutes of 12/8/2015 were reviewed and approved as submitted.

- C. Administrative Review: 776 Commerce Street

**3. DESIGN REVIEW**

- A. 2416 S C Street (Nisqually Substation)  
*Windows*

Mr. Reuben McKnight read the staff report.

**BACKGROUND**

Built in 1911, the Nisqually Power Substation is an Individual Landmark on the Tacoma Register of Historic Places. The property is proposed to be rehabilitated for re-use as a brewery and tasting room. It consists of the power substation building, a brick courtyard enclosed by a low brick wall, and a small office building. The substation was constructed in 1911 but was converted to industrial use by the mid-20<sup>th</sup> century. In 2001 it was partially renovated and received Special Tax Valuation for use as a storage building, which was the most recent work done to the structure.

The proposed rehabilitation will proceed in multiple phases with separate Landmarks Commission reviews, but will include restoration of exterior architectural elements, repair and tuck pointing of the masonry, leveling the courtyard, installation of a grain silo within the courtyard, restoration of the main entrance to the original design, and related interior and exterior work.

The current proposal is window replacement, in both the main building and the storehouse, with aluminum clad wood windows with matching profiles, operation configuration and the original "seafoam" green color. The windows are proposed for replacement due to significant observed damage such as dry rot, splitting/warping, and water damage. The sandstone sills would be repaired. Approval of the window replacement is a condition of the purchase of this building.

The aluminum clad window is proposed as a near exact visual match, but with superior long term durability as compared with the modern wood available in today's products.

#### **ACTION REQUESTED**

Approval of the above scope of work.

#### **STANDARDS**

6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

#### **ANALYSIS**

1. This property is an individually listed City Landmark, and, as such, is subject to review by the Landmarks Preservation Commission pursuant to TMC 13.05.047 for exterior modifications.
2. The applicant has included photographic evidence and a window survey to catalog and illustrate the overall condition of the windows, including rot, water damage, and broken/warped muntins, rails and window frames.
3. The existing windows are a distinctive historic feature that characterizes the property. However, due to the extent of the wood damage throughout the building, the applicant is proposing replacement over repair with a replacement product that would be a close visual match. The product selection is based on 1) the ability to replicate existing visual qualities/profiles, and 2) the questionable long term durability of the wood used in modern wood window replacements. Therefore, the proposal appears to meet Standard #6.
4. The window replacement is a component of a larger rehabilitation project that will result in the restoration of this iconic property to active use

#### **RECOMMENDATION**

Staff recommends approval of the application.

Mr. Jeff Iverson reported that their intended use was for a brewery, a tasting room, a storeroom, a brewery school, and a venue for special events. He felt that it was a happy coincidence that they were going into the brewery district and that it could be a catalyst for further improvement of the area. He noted that it would create 15 to 20 full time jobs.

Keith Smith commented that he had been working on the project for two years. He reported that the brewery would be the main use in the main building which would also include event space. The brewery was connected to the store house by a courtyard. He commented that the storehouse would be the tasting room and would include some small offices. The courtyard would be leveled for public events. Mr. Smith reported that the building had deteriorated since the 2001 purchase. He commented that there had been extensive deterioration on the 25<sup>th</sup> street side. He noted issues with the bricks including separating, sliding, and fissures. Issues with the windows included window header failures and vertical elements of the 13 foot tall windows beginning to deteriorate. Mr. Smith reported that they had looked at wood window replacement options, but metal was the most feasible and maintenance free. He commented that the brewery would be creating humidity so they needed a good thermal break system that would keep the moisture from deteriorating the windows. They had contacted a number of manufacturers including St. Cloud which had done a number of landmarked buildings, replacing wood windows with metal while matching the profiles exactly. The color would be close to the existing seafoam color. He discussed the survey of window deterioration which identified cosmetic and structural issues. He reported that they were able to replicate the window detail from original drawings and they would get an exact replica of the profile.

Mr. Ricardo Noguera, Director of Community and Economic Development, commented that one of his strategies has been to utilize historic properties in Tacoma to attract economic development. Mr. Noguera discussed Browne's Star Grill, which is serving as a catalyst for development in the Hilltop area. He reviewed other upcoming and in progress projects utilizing historic buildings including the former Elk's lodge, the Winthrop, and Old City Hall. Mr. Noguera commented that

historic buildings were the key to the economic success of Downtown Tacoma. Mr. Noguera described the Brewery District as the frontier of development for Downtown Tacoma and commented that if the project at the Nisqually Substation could move forward it could serve as a catalyst to advance the Brewery District.

Commissioner Schloesser complimented the team on bringing a thorough package to Commission. She asked what the proposal was for the sandstone sills. Mr. Smith responded that they were considering options including a metal flashing on the top to prevent further de-laminating, but they would be repairing rather than replacing.

Commissioner Steel asked who had done the window survey. Mr. Smith responded that he had completed the survey with a structural engineer. Commissioner Steel commented that having details including the date the survey was completed and the credentials of those involved would be helpful. He commented that typically they need the qualifications of the people doing the survey and clear exploration of the potential for repair with a window restoration company. He added that a change of use that would add economic hardship could also further the case for replacing the windows. Mr. Smith responded that the timeframe had not allowed exploration of repair costs.

Vice-Chair Chase commented that sometimes windows can appear worse than they are and that it can be helpful to have a repair specialist look at them. The applicant responded that the wood windows would be more expensive and have issues with moisture that aluminum clad windows would not. Mr. Smith commented that in 2001 three windows were replaced with non-identical windows and the many others had been repaired but not maintained. Vice-Chair Chase commented that she felt that repair options would need to be explored.

Commissioner Jensen complimented the applicant on the thoroughness of the application and commented that the due diligence and up front work set his mind at ease and that he would not have any issue with approving the application as submitted provided that the applicant returns to provide additional information.

Commissioner York commented that he had been by the building many times and that you did not need to be a contractor to see that at least some of the windows would have to be replaced.

There was a motion.

*"I motion to approve the application for the replacement of the windows. The applicant should return to the Landmarks Preservation Commission with details on product that will be put in and to present specifics that demonstrate that the majority of windows need to be replaced."*

Motion: York

Second: Flemister

The motion was approved with Vice-Chair Chase voting against.

#### **4. PRESERVATION PLANNING/BOARD BUSINESS**

##### **A. Events and Activities Updates**

Mr. Milton Tremblay invited the Commissioners to the groundbreaking at the Tacoma Paper and Stationary building on February 19, 2016 at 4 p.m.

Ms. Lauren Hoogkamer provided an update on the following events and activities:

##### **2016 Events**

1. Heritage Project Grant Workshop (12pm-1:30pm @ TMBN Room 16, January 20th)
2. Heritage League Mixer (12:30pm @ Elemental Pizza, February 6th)
3. CLG Commissioner Workshop (9:30am-4pm @ Tacoma Convention Center, March 15th)
4. Wood Windows Workshop (1pm-4pm @ Earthwise Tacoma, April 9th)
5. Historic Preservation Month, May 2016
  - a) Historic Homes Tour with Tacoma Historical Society( April 30th –May 1st)
  - b) Proclamation (5pm @ City Council, May 3rd)
  - c) Kick-Off with Historic Tacoma (May 6th)
  - d) Amazing Preservation Race (11am @ UWT, May 14th)
  - e) Midcentury Modern Ride—Formerly Known as the Tweed Ride (10:30am, May 21st)

- f) Poetry Slam
- g) Awards Ceremony (1pm-3pm @ The Swiss, May 22nd)
- 6. Neighborhood History Walks with the Councilmembers, June 2016 TBD

Mr. McKnight reviewed that the City would be issuing heritage project grants and that they would like to have a number of Commissioners on the grant review panel. Several Commissioners expressed interest.

**B. Bylaws Amendments**

Mr. McKnight read the staff report and reviewed the proposed bylaw changes.

**BACKGROUND**

Once annually the Commission may amend the Bylaws after receiving public comment at a public hearing, general conducted in November. On October 14, 2015, the Commission reviewed the following amendments to the Bylaws, but there was never a formal motion made to adopt the amendments at the last meeting of the year, which was typical. The Commission did adopt the proposed amendments to the North Slope Historic District Inventory on December 9, 2015.

No changes have been made to the recommended revisions that were presented in October. Amendments include housekeeping (changing the departmental affiliation to Planning and Development Services, for example). In addition, several substantive changes to the Bylaws are proposed:

Page/Section	Summary of Amendment
Page 10, Other Review Policies	Add language regarding Conditional Use Permits. The Commission has long had a policy of not reviewing projects for which a variance is required until the variance is approved. This is proposed to include Conditional Use Permits affecting historic properties. However, proposed code changes primarily resulting from the Affordable Housing Recommendations and Narrowmoor proposal will create an advisory role for the Commission in the processing of both types of discretionary permits. In such a case, the Director or assigned planner will refer completed conditional use permits to the Landmarks Commission for a determination of whether there is an adverse effect or conflict with applicable historic standards upon the historic property.
Page 12, Criteria for Approval	Adding historic district guidelines as a standard for approval of appropriateness of STV projects.
Page 13, North Slope	Language clarifying the relationship between "period of significance" and the contributing buildings inventory. Because there are three different North Slope nominations which differ in "period of significance," this language makes the statement in the bylaws that the inventory is the governing document for determination of contributing versus noncontributing.
Page 13, North Slope	Eliminate "design guidelines interpretations." These were written prior to the revisions to the North Slope Guidelines in 2012 and are now redundant.
Page 19, Calendar	Removal of the quarterly deadlines for nominations, since these aren't currently followed.

**RECOMMENDATION**

Adoption of the revisions as presented.

Mr. McKnight noted that the piece requiring that the Landmarks Preservation Commission be consulted on variances did not make it through the process as it had been part of the Narrowmoor ordinance. Instead, the Planning department would begin to consult with the Historic Preservation Office and the Landmarks Preservation Commission on discretionary permit decisions.

There was a motion.  
*"I move to approve."*  
Motion: Steel

Second: York

The motion was approved.

## **5. CHAIR COMMENTS**

There were no comments from the Chair.

Mr. McKnight reported that Chair Granfield had recently moved and they would be asking the Commission for nominations for the officer election at the next meeting. Vice-Chair Chase was nominated as Chair. Vice-Chair nominations would occur at the next Commission meeting.

The meeting was adjourned at 6:33 p.m.

Submitted as True and Correct:

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Reuben McKnight  
Historic Preservation Officer





**STAFF REPORT**

February 10, 2016

**BOARD BRIEFINGS**

**AGENDA ITEM 3A: Naming Rights Request**

*David Fisher, Broadway Center for the Performing Arts*

**BACKGROUND**

Pursuant to Council Resolution 38091, the Landmarks Preservation Commission reviews and makes recommendations to City Council on name change requests.

The Broadway Center for the Performing Arts (BCPA) would like to solicit investment in exchange for naming rights, both inside and outside their facilities, as part of its Centennial Campaign fundraiser. The campaign is intended to support programming and fund interior and exterior restoration and upgrades for the historic theaters under the Broadway Center's management. The City of Tacoma owns the buildings (Pantages, Rialto, Theater on the Square and Jones Tower), but has contracted with BCPA to operate and maintain the facilities since the re-opening of the Pantages Theater in 1983.

The operating contract between the City of Tacoma and BCPA provides for the conveyance of naming rights to BCPA; however, the City naming policy still applies.

Because this is a component of a fundraising campaign, it is unlike most renaming requests reviewed by the Commission. Prior to embarking on its campaign, BCPA seeks to provide an overview of the campaign and a preliminary review of the proposed campaign approach. If the Commission concurs with the approach and overall scope, BCPA will conduct its campaign and return to the Commission with its final formal request.

BCPA is requesting concurrence/preliminary approval for the following exterior naming right options:

- Theatre on the Square
- Studio One
- Canopy, entrance to exterior elevator (gives access to 3<sup>rd</sup> and 2<sup>nd</sup> floor rehearsal halls)
- Backstage/Production Load-in Door
- Exterior landscaping and re-organized entrance to the Pantages lobby
- Entrance to educational classrooms at 9<sup>th</sup> and Commerce

**ACTION REQUESTED**

Preliminary approval for the Centennial Campaign donor naming rights. The Broadway Center understands that formal approval, by the Landmarks Preservation Commission, will be required once the proposed names are identified.

**PRESERVATION PLANNING/BOARD BUSINESS**

**AGENDA ITEM 4A: Officer Elections**

*Staff*

Each year, normally in December, the Landmarks Preservation Commission nominates its officers for the coming year. This action has been deferred this year, and at its meeting of January 13, 2016, the Commission nominated Vice Chair

Katie Chase for Chair for 2016. No nomination has been received for Vice Chair. Because no other nominations have been received for Chair, Commissioner Chase can be considered elected by acclamation.

There are no specific requirements in the Bylaws specifying the manner in which officers must be elected.

#### **ACTION REQUESTED**

Nomination/election of a Vice Chair.

### **AGENDA ITEM 4B: Window Replacement Submittal Requirements/ “Tip Sheet”**

*Staff*

Commissioner McClintock has requested a discussion regarding the development of application materials that could assist the Commission in acquiring adequate information regarding window replacement requests. This time will be used for Commissioners to provide feedback and suggestions for the contents/requirements of such a form.

#### **ACTION REQUESTED**

Discussion/guidance

### **AGENDA ITEM 4C: Demolition Review Introduction**

*Staff*

In 2016, staff will be developing procedures for the review of demolition permits that involve historically significant or potentially historically significant properties. Although the City does require review by the Landmarks Commission for properties within local historic and conservation districts, and individual City Landmarks, it does not require review for non-designated buildings that are historically significant but that are not local landmarks. The code revisions will primarily reside within the City of Tacoma’s SEPA (State Environmental Policy Act) regulations (Tacoma Municipal Code 13.12).

Washington State Administrative Code (WAC) 197-11 is the enabling legislation for SEPA review. Under state law, local jurisdictions can set thresholds for exempting certain projects from SEPA requirements. In Tacoma, the threshold for demolition is 12,000 SF. However, there is no exemption for the demolition of historically significant properties under state law.

SEPA regulations require the assessment of potential impacts resulting from development projects within several environmental categories, and proposed measures to reduce those impacts. Impacts to historic resources is one of the categories. Projects that are determined to have no significant impact to the environment receive a Determination of Nonsignificance from the reviewing official, whereas those that would result in an adverse impact that can be mitigated receive a Mitigated Determination of Nonsignificance (DNS). Projects that would result in an unavoidable significant adverse impact may be required to develop an Environmental Impact Statement (EIS).

Although impacts to historic properties is one area of review, there is little in the environmental code guiding this review. A key objective of this initiative is to lend clarity to the code by providing additional guidance in this area. Key issues include:

1. Currently there is no clear review process for the assessment of adverse effect resulting from the demolition of (non-listed) historically significant structures in Tacoma, although review of impacts to historic resources is a general component of SEPA review.
2. Identification of historic resources affected by proposed demolitions. These may include properties identified in the City’s Historic Property Inventory or predictive model.
3. There is also no defined policy or regulations for mitigation of demolitions – which could include documentation, salvage, avoidance or other means.

## TENTATIVE REVIEW SCHEDULE

Amending TMC 13.12 will require the review of the Landmarks Commission and Planning Commission, as well as City Council. Staff will be meeting with stakeholders through the spring.

February	Briefing to the Landmarks Commission (addition briefings as needed)
Feb – April	Policy development/Stakeholder input
March	Infrastructure, Planning and Sustainability Committee Briefing
April	Landmarks Commission recommendation
April	Briefing to the Planning Commission
May	Planning Commission Public Hearing
June	Planning Commission Recommendation

## ACTION REQUESTED

This is an introduction to the topic for the Commission. Staff will provide a more detailed briefing on the framework at its February 24 meeting.

<b>AGENDA ITEM 4D: Events &amp; Activities Update</b>
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*Staff*

### 2016 Events

1. Heritage League Mixer Recap
2. **CLG Commissioner Workshop (9:30am-4pm @ Tacoma Convention Center, March 15<sup>th</sup>)**
3. Wood Windows Workshop (1pm-4pm @ Earthwise Tacoma, April 9<sup>th</sup>)
4. Historic Preservation Month, May 2016
  - a) Historic Homes Tour with Tacoma Historical Society( April 30<sup>th</sup> –May 1<sup>st</sup>)
  - b) Proclamation (5pm @ City Council, May 3<sup>rd</sup>)
  - c) Kick-Off with Historic Tacoma (May 6<sup>th</sup>)
  - d) Amazing Preservation Race (11am @ UWT, May 14<sup>th</sup>)
  - e) Midcentury Modern Ride—Formerly Known as the Tweed Ride (10:30am, May 21<sup>st</sup>)
  - f) City of Destiny Poetry Slam: Lincoln District Edition (6pm @ Lincoln High School, May 20<sup>th</sup>)
  - g) Awards Ceremony (1pm-3pm @ The Swiss, May 22<sup>nd</sup>)
5. Neighborhood History Walks with the Councilmembers, June 2016 TBD



# Tacoma's Historic Theater District Centennial Campaign

## "Serve the Next Generation"

### Conditional Request of Tacoma Office of Landmarks Preservation Commission

#### Broadway Center Overview

- Since 1979, the nonprofit (501c3) Broadway Center has served the South Sound region as an arts and entertainment home for a dozen local organizations, educational service provider, historic building operator and economic development driver.
- The volunteer Board of Trustees provides strategic and fiduciary oversight and support to a staff of 60 FTE employees.
- The City of Tacoma owns the buildings (Pantages, Rialto, Theater on the Square and Jones Tower.) The City has contracted with the Broadway Center to operate and maintain the facilities since the re-opening of the Pantages Theater in 1983, and remains one of the region's pre-eminent public/private partnerships.

#### Broadway Center Vision

- "To energize and help lead a renaissance that brings shared joy and prosperity to our community."

#### Community Impact

- Through all of its programs and partnerships, the Broadway Center serves more than 240,000 visitors to Tacoma Historic Theater District
- The Broadway Center's Education program – among the most impactful and dynamic in the nation – serve more than 40,000 students, teachers and parents annually from a four county region
- The Broadway Center provides deep support to the South Sounds performing arts leadership organizations by offering below-market rent, staffing and marketing services to eight Resident Arts Organizations including the Tacoma Symphony Orchestra, Tacoma Opera, Tacoma Youth Symphony, Tacoma City Ballet, Northwest Sinfonietta, Puget Sound Revels, Tacoma Concert Band and the Broadway Center's Presenting/Education programs itself.
- Among its key focal points, the Broadway Center has been serving diverse audiences of all kinds (ethnic, economic, sexual orientation, religious, military, etc.) with great success and setting the measure for other organization's statewide.

#### Capital Investment History

- Beginning in 1979, the Broadway Center and its non-municipal donors have partnered with the City of Tacoma to bring approximately \$45 million to revitalize Tacoma's historic Theater District –
  - Renewal of the Pantages Theater – 1983
  - Renewal of the Rialto Theater – 1991
  - Building the new Theater on the Square – 1993
  - Pantages lobby expansion and patron upgrades – 2006
  - Multiple projects to infrastructure (HVAC, Energy Efficiencies, Catwalks, Pit-Lift, initial structural improvements) – 2011-15

#### Readying for Centennial - Needs Assessment and Team-Build Solutions

- Pantages Theater celebrates 100 years in 2018
- Both ticket buyers and facility renter surveys have focused need for patron comfort improvements as well as improvements to business systems

- Historic preservation and structural engineering consultants have assessed needs and recommended solutions for future preservation and seismic safety
- A competitive RFP process in 2013 to select a Team-Build solution of contractors and designers yielded a contract with Korsmo Construction and BCRA Architects
- Board of Trustees targets creation of a modest reserve fund to strengthen and buffer Broadway Center programs
- Regional group, WILLO - Women's Intergenerational Living Legacy Organization, builds momentum to celebrate the impact of women; Broadway Center acts as fiscal agent for WILLO

### **Centennial Campaign Goals**

- Prepare Pantages Theater (inside and out), Jones Administrative Building, Rehearsal halls and Theater on the Square for the next 40 years of community activity
  - More than \$10 million in seismic upgrades
  - New historic refurbishments to plaster, paint, opera box seats, architectural lighting
  - New fixed theater seats in both Pantages and Theater on the Square
    - Seating in the Pantages will increase from 1,155 to a minimum of 1,300 and in turn this will support new business models for all users of the facility
  - New outdoor plaza for better indoor/outdoor patron use, new opportunities for small, community performances before and after events, improved patron drop-off
  - Expanded equipment loading/unloading zone, new crew offices, improved storage
  - Improvements to administrative offices: new surfaces, paint, lighting
  - Expanded lobby and restrooms for Theater on the Square
  - New theater production equipment in both Pantages and Theater on the Square
- Celebrate the impact women have had on community in our region
  - Rename Theater on the Square in honor of long-time community leaders
  - Develop a new, fixed exhibit that pays tribute to women of the region by telling their stories on museum quality display panels. These panels will be sponsored by families, individuals, foundations and corporations.
- Reserve a minimum of \$2.25 million for support of programs
  - Support of Broadway Center Education, Community Access, Diverse Programs, WILLO Programs and Facility Maintenance.
- Achieve \$24.3 million to support the above goals

### **Centennial Campaign Revenues of \$24.3 million**

- Public Sector Investors - \$18.15 million
  - As the owner of the facilities, the City of Tacoma is the largest single campaign contributor at \$10 million since 2014, of which \$7.5 million dedicated to the current phase
  - Historic Tax Credits and New Markets Tax Credits will be sold to investors and yielding the campaign a minimum of \$8.2 million
  - County, State and Federal investment will total \$2.45 million
- Private Sector Investors - \$6.15 million
  - Individuals, corporations and foundations will be invited to give to any of the above impact areas and be recognized in various ways:
    - Primary giving will focus on Women's Leadership recognition because of the number of tributes available for sponsorship – **Rename Theatre on the Square: "X-Y (donor names) Theater for Women's Leadership" - (Confidential until donors accept.)**

- Secondary giving will focus on Bricks and Mortar recognition because of the significant naming recognition options
- Tertiary giving will focus on the sponsorship of seat names in both the Pantages and Theater on the Square

### **Campaign Structure**

- A Capital Campaign Cabinet will be assembled including Broadway Center Board of Trustee members as well as philanthropic and business leaders from the region to support staff on donor approaches, solicitations and general strategy.
- Initial donor inquiries will be tested by an independent counsel, Julia Garnett.
- A clear communications platform will be designed and executed by an outside firm.
- Broadway Center staff will be expanded to support the capital drive.

### **Critical Campaign Milestones**

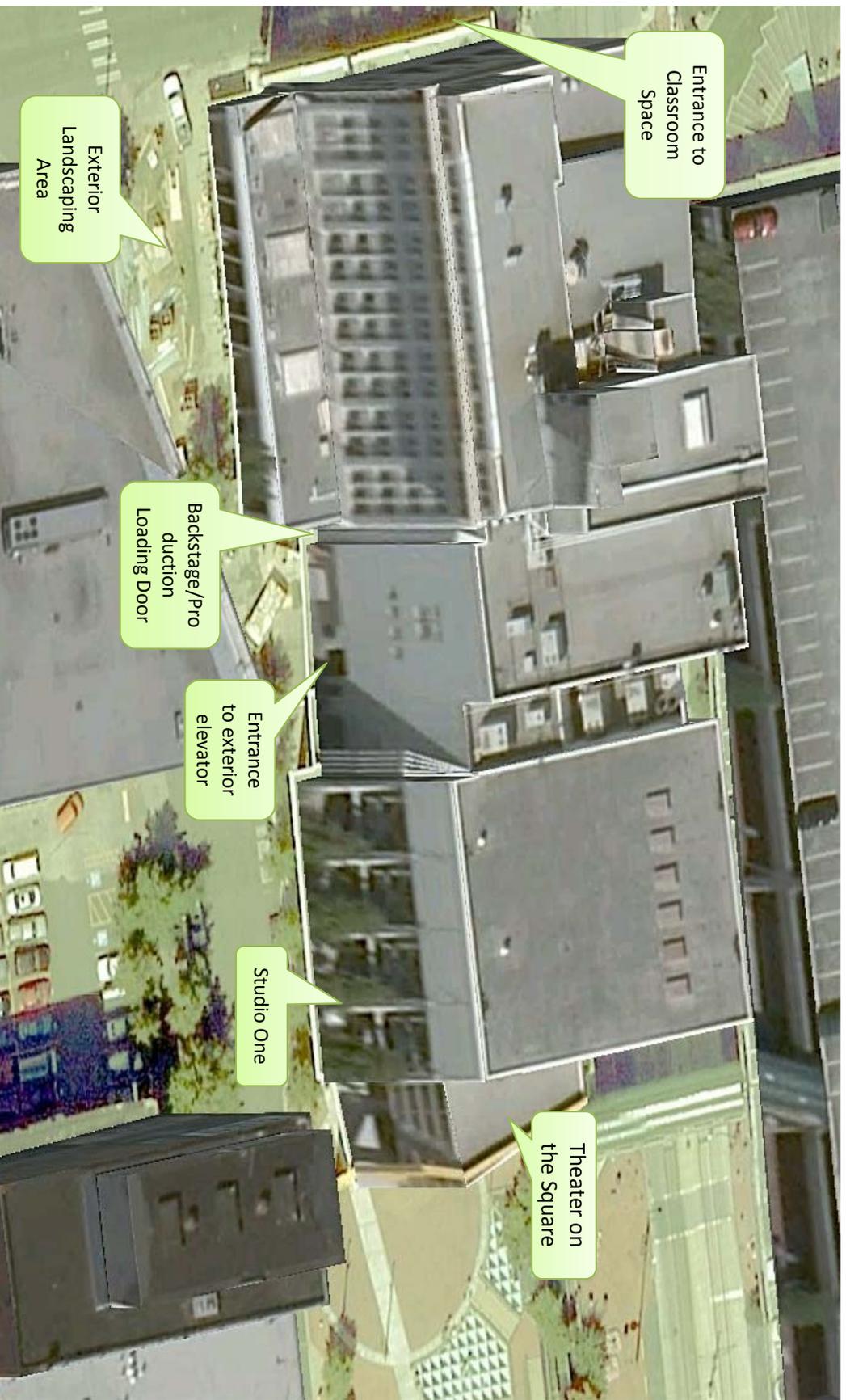
- Initial case materials and feasibility team will be assembled and ready by April 2016
- Capital Campaign Cabinet will be fully enrolled by April 2016 and activated by Fall 2016
- Confirm tax credits and procedures May 2016
- Fundraising Lieutenant hired by July 2016
- Hire lobbyist by July 2016
- Administrative support hired by Fall 2016
- Celebrate new exterior of Pantages/Jones in October 2016
- Begin major donor solicitations by October 2016
- Confirm symphonic design solutions by Fall 2016, confirm TSO support by Spring 2017
- Begin smaller gifts of less than \$5,000 by Summer 2017
- Pantages closes for use, May 2018
- Finalize fundraising by December 2018
- Clean-up campaign through Spring 2019
- Re-open Pantages October 2019
- Complete all construction in all areas December 2019

### **Conditional Request for Naming Rights Authorization**

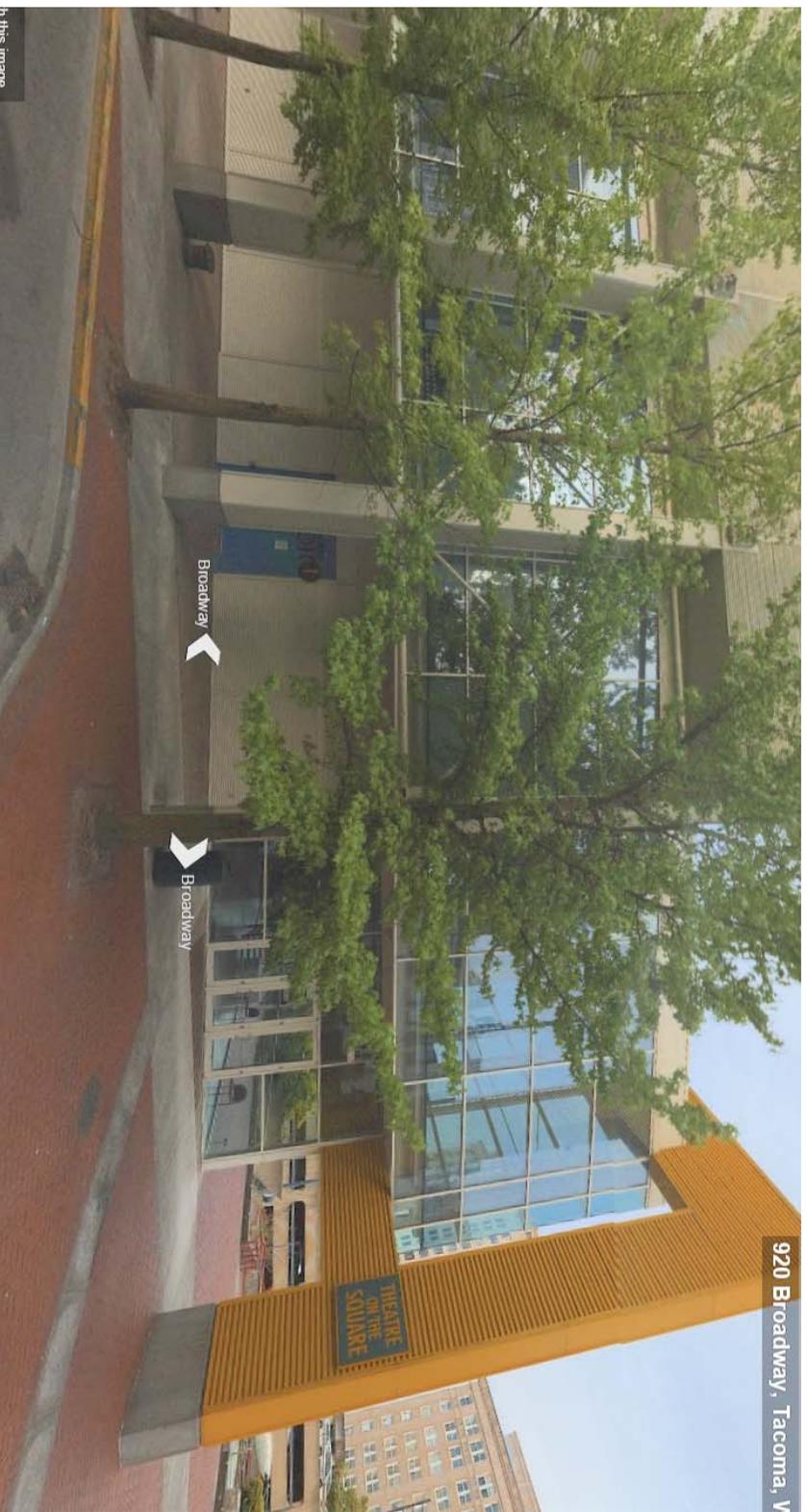
The Broadway Center is authorized by management contract to solicit investment in exchange for naming rights. We are, however, asking for additional conditional approval to seek private sector investment for the Centennial Campaign in exchange for certain naming right options both inside and outside the City-owned facilities. We accept that final approval will require specific submission to the Commission once final gifts and names are identified. Specifically, the exterior naming right options we seek conditional approval to secure include:

- Theatre on the Square
- Studio One
- Canopy, entrance to exterior elevator (gives access to 3<sup>rd</sup> and 2<sup>nd</sup> floor rehearsal halls)
- Backstage/Production Load-in Door
- Exterior landscaping and re-organized entrance to the Pantages lobby
- Entrance to educational classrooms at 9<sup>th</sup> and Commerce

# Broadway Center for the Performing Arts Naming Campaign

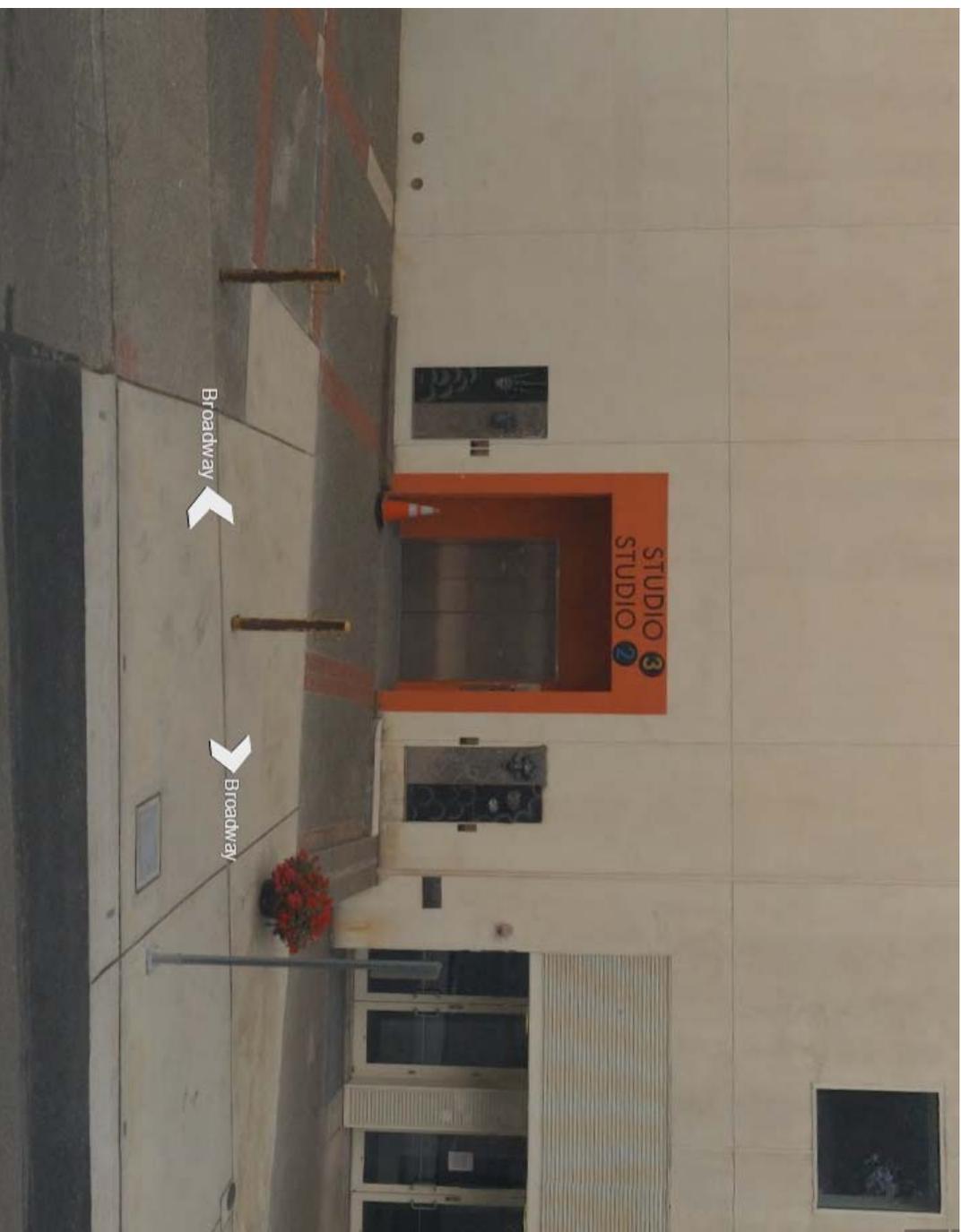


## Broadway Center for the Performing Arts Naming Campaign



Theater on the Square

# Broadway Center for the Performing Arts Naming Campaign



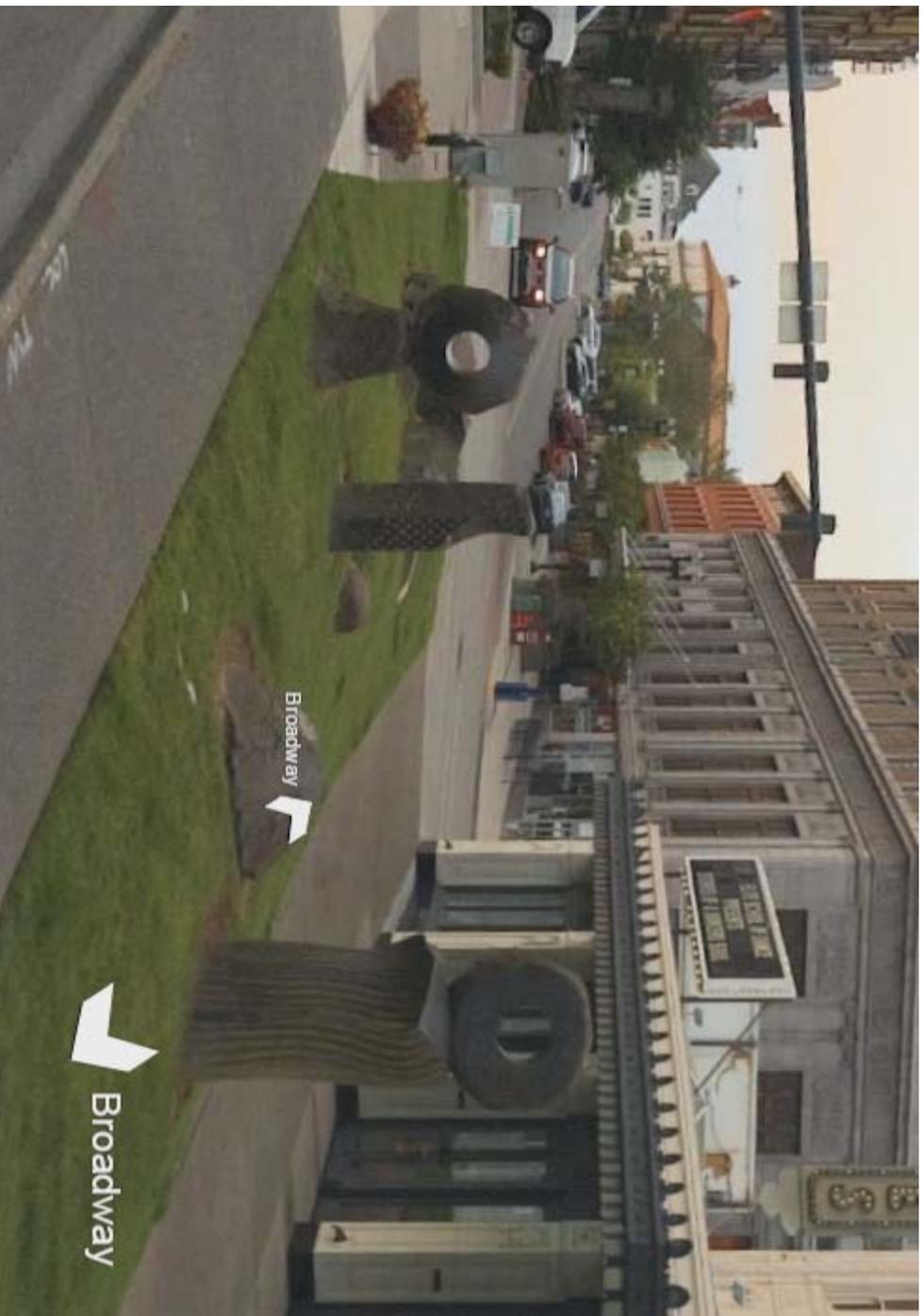
Canopy/entrance to exterior elevators

## Broadway Center for the Performing Arts Naming Campaign



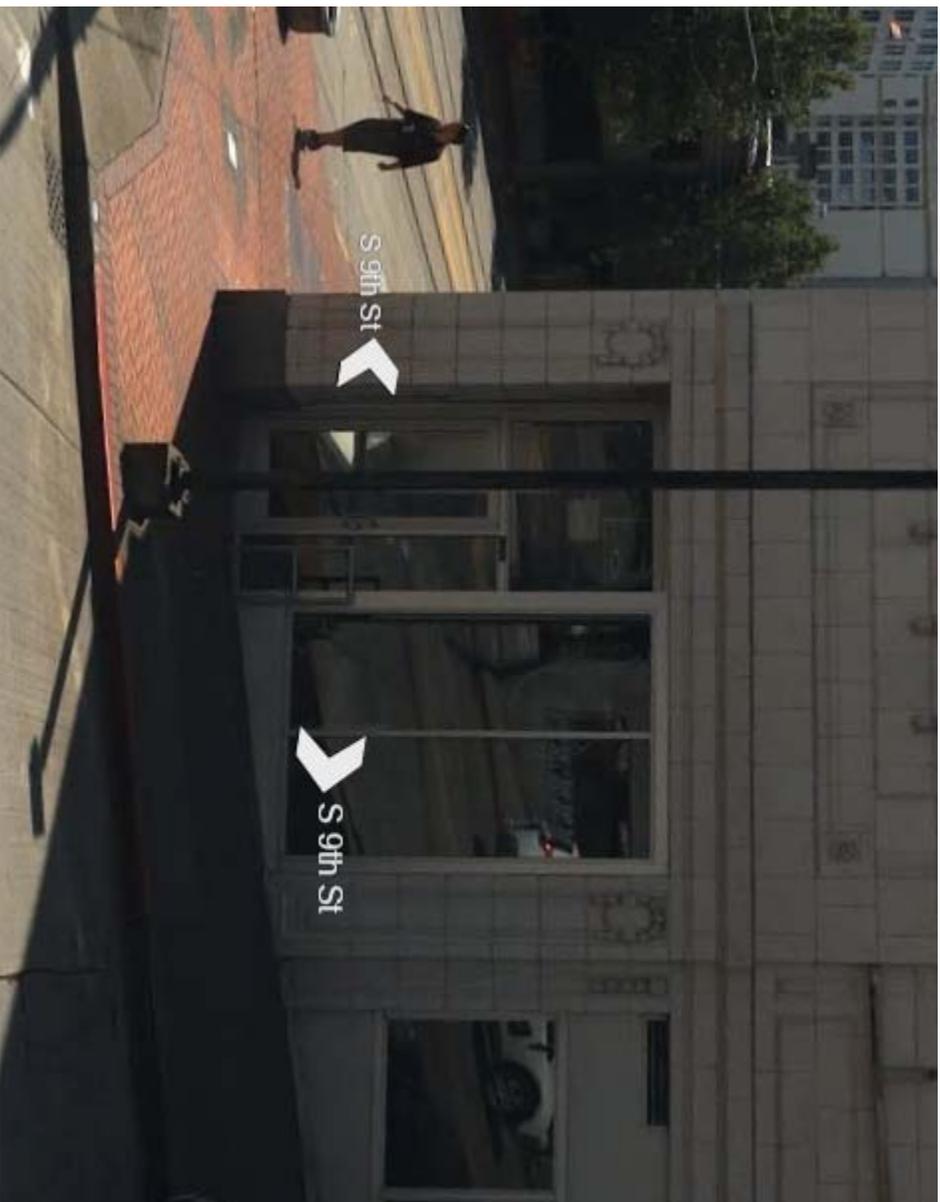
Backstage loading entrance

# Broadway Center for the Performing Arts Naming Campaign



Exterior Landscaping Area

## Broadway Center for the Performing Arts Naming Campaign



Entrance to classroom spaces