City of St. George

Arts District and the Electric Theater

2013 St. George Performing Art Center Needs Assessment - Cultural District

Duncan Webb – Webb Management Services, Inc.

Arts Districts:

1. embrace the heritage and character of the community by re-using existing buildings and retaining the urban fabric.
2. can be developed over time with a series of components that are more street-level and inclusive (as opposed to the palace).
3. are porous enough to encourage commercial development within the area.
4. are often the catalytic event that drives downtown revitalization that create a significant destination for residents and visitors.

The Arts District

A cultural, arts, or entertainment district is a well-recognized, labeled, mixed-use area of a city in which a high concentration of cultural facilities serves as the anchor of attraction.

Goals and Objectives of the District

- Safe and attractive.
- Provide facilities for arts activities and art organizations
- Provide and promote arts activities and experiences, including evening hours.
- Help generate arts/culture-based jobs, businesses and economic activity including affordable live and/or work spaces for artists.
- Stimulate additional community reinvestment in the downtown.

Proposed Role of the City

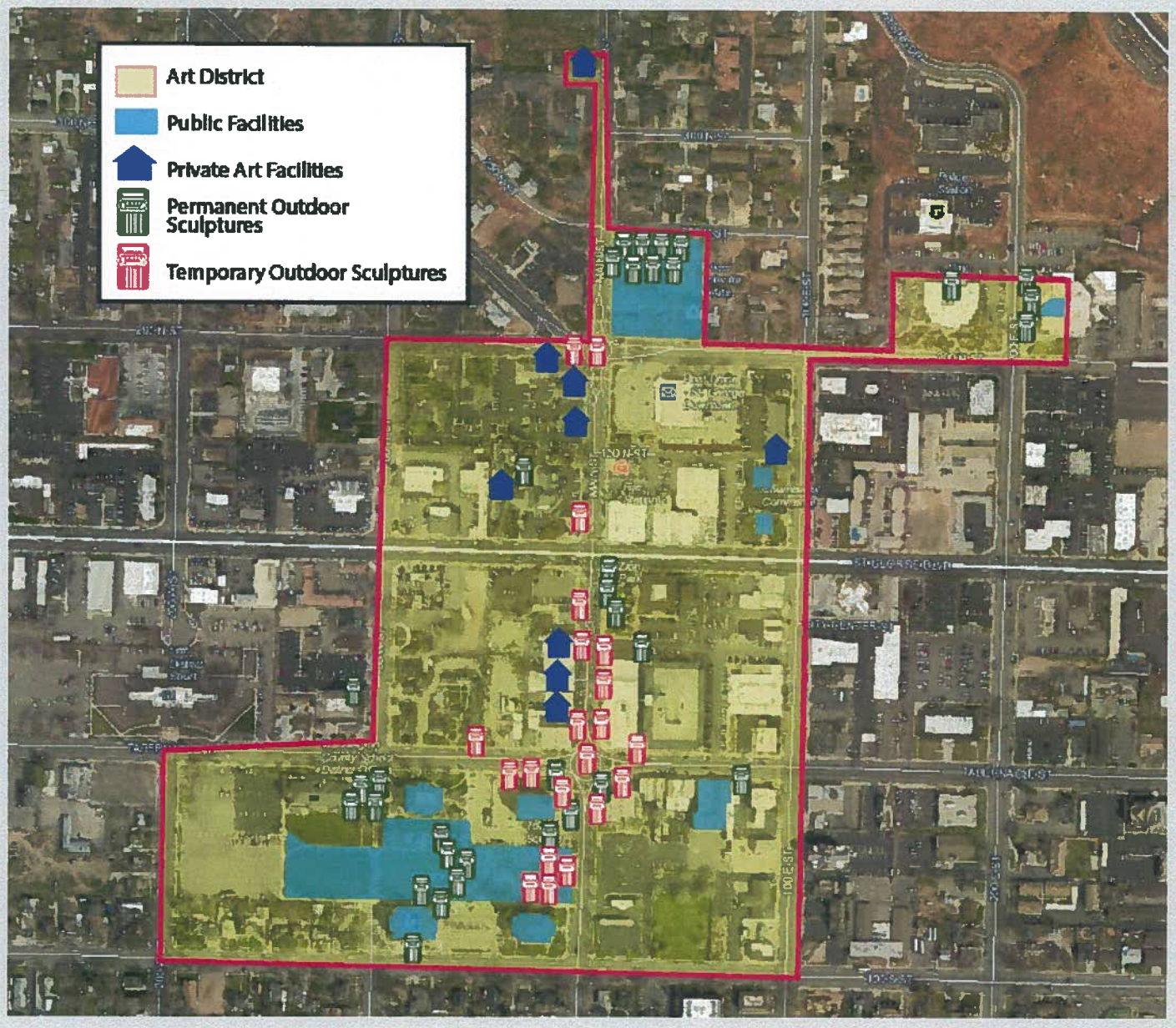
- Help create and maintain the look, the feel, and the experience. (signage/landscape/lighting)
- Coordination and/or assist with:

  marketing,

  downtown businesses and groups.

  arts groups.

  calendar including Website.
- Maintain and program City facilities.


Art District
Public Facilities
Private Art Facilities
Permanent Outdoor Sculptures
Temporary Outdoor Sculptures

Duncan Facility Recommendations

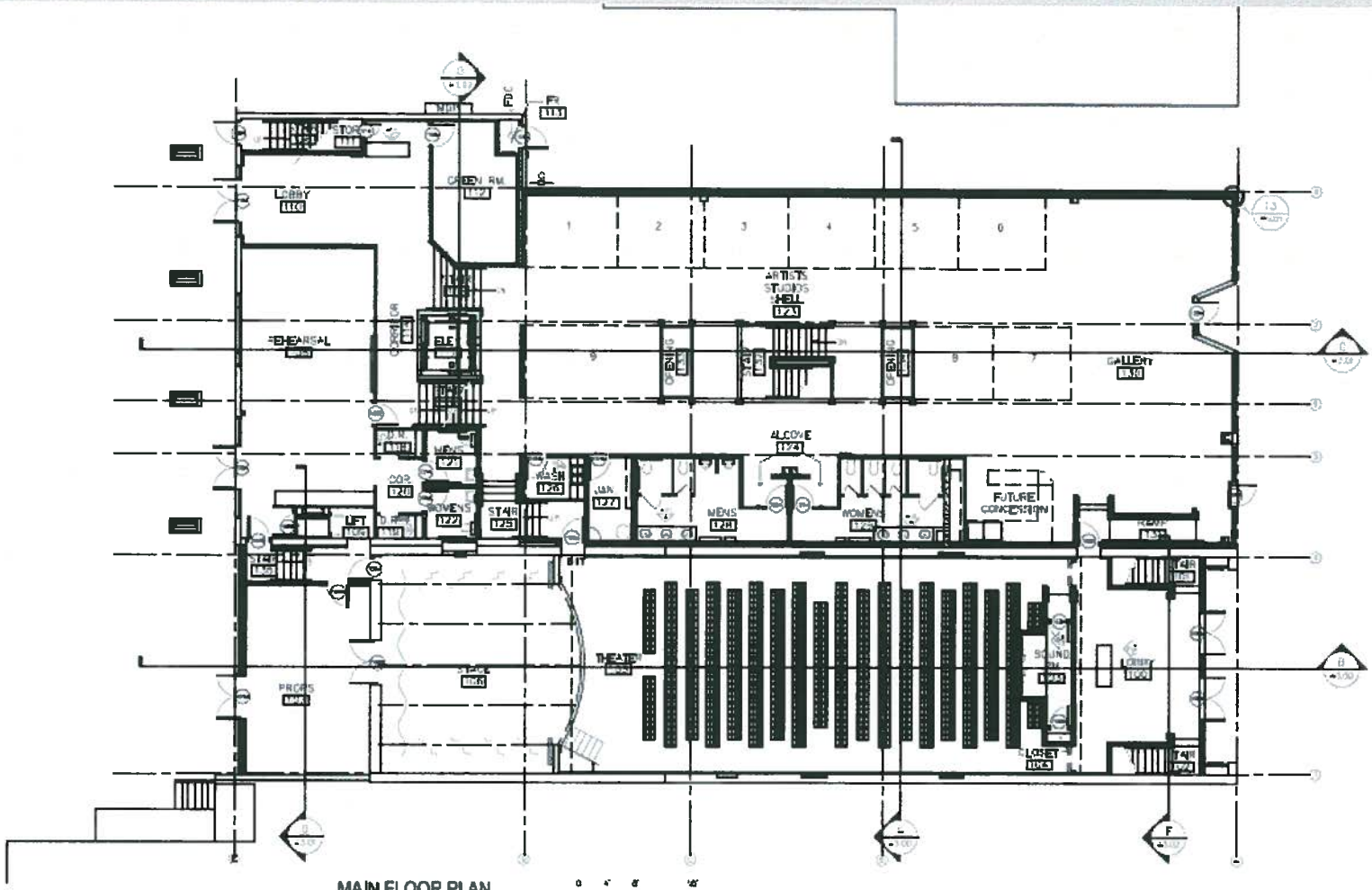
- 7.2 An Adaptive Re-use
- This is a development option to address the particular challenges of some of the newer and smaller groups. The idea would be to take over an existing building in the community and convert it into a performance space plus additional areas for rehearsal, office, production and support.

Repurposed facilities

- Opera House
- Art Museum
- Social Hall
- Dixie Academy
- Justice Center
- Historic Courthouse

ST. GEORGE
AMUSEMENT CO.
ELECTRIC THEATER

Soon to be Finished

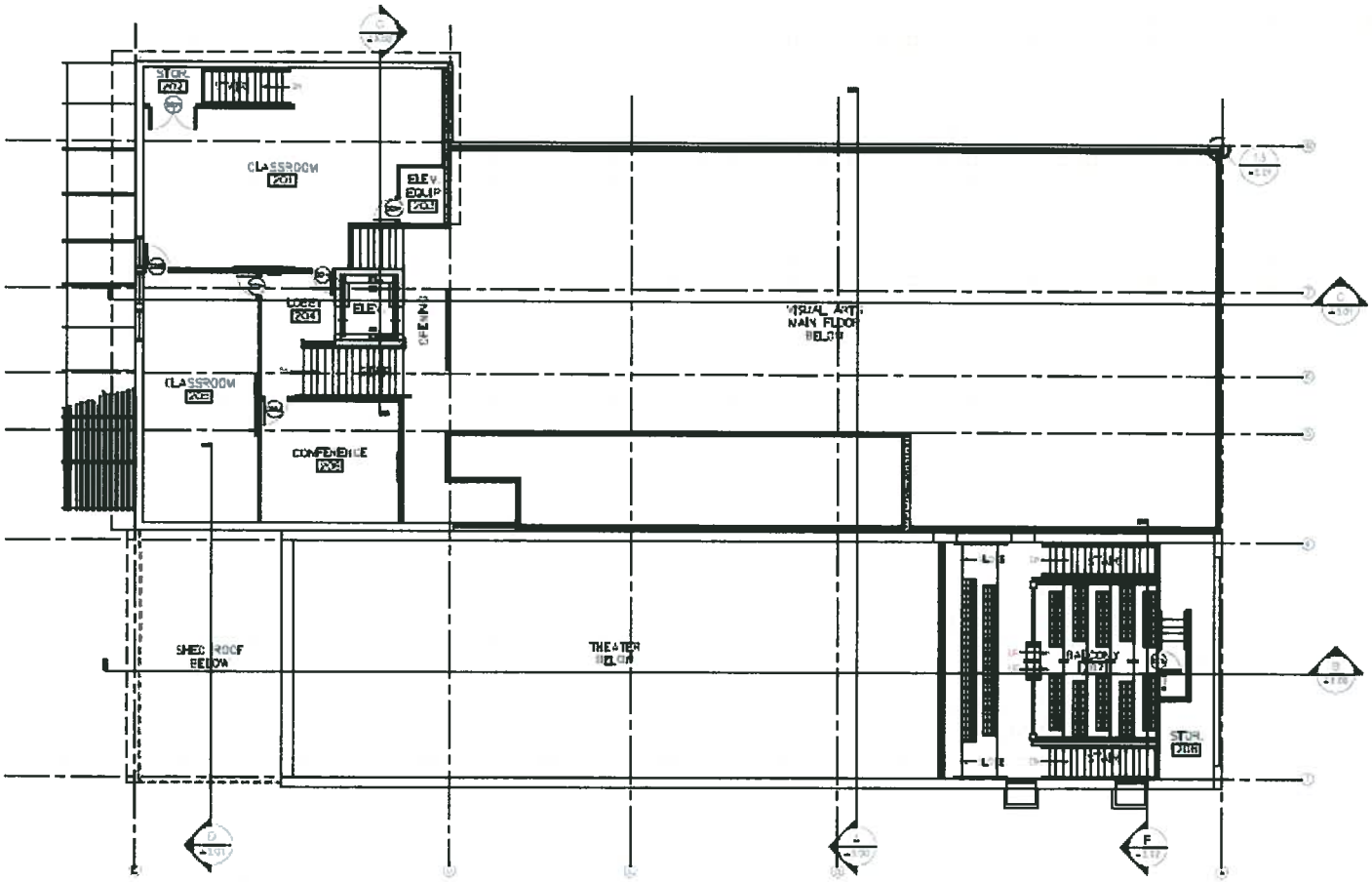


MAIN FLOOR PLAN
1/8"=1'-0" SQ. FT. 11,290

SCALE: 1/8" = 1'-0"

First floor

- Performance, visual arts, support

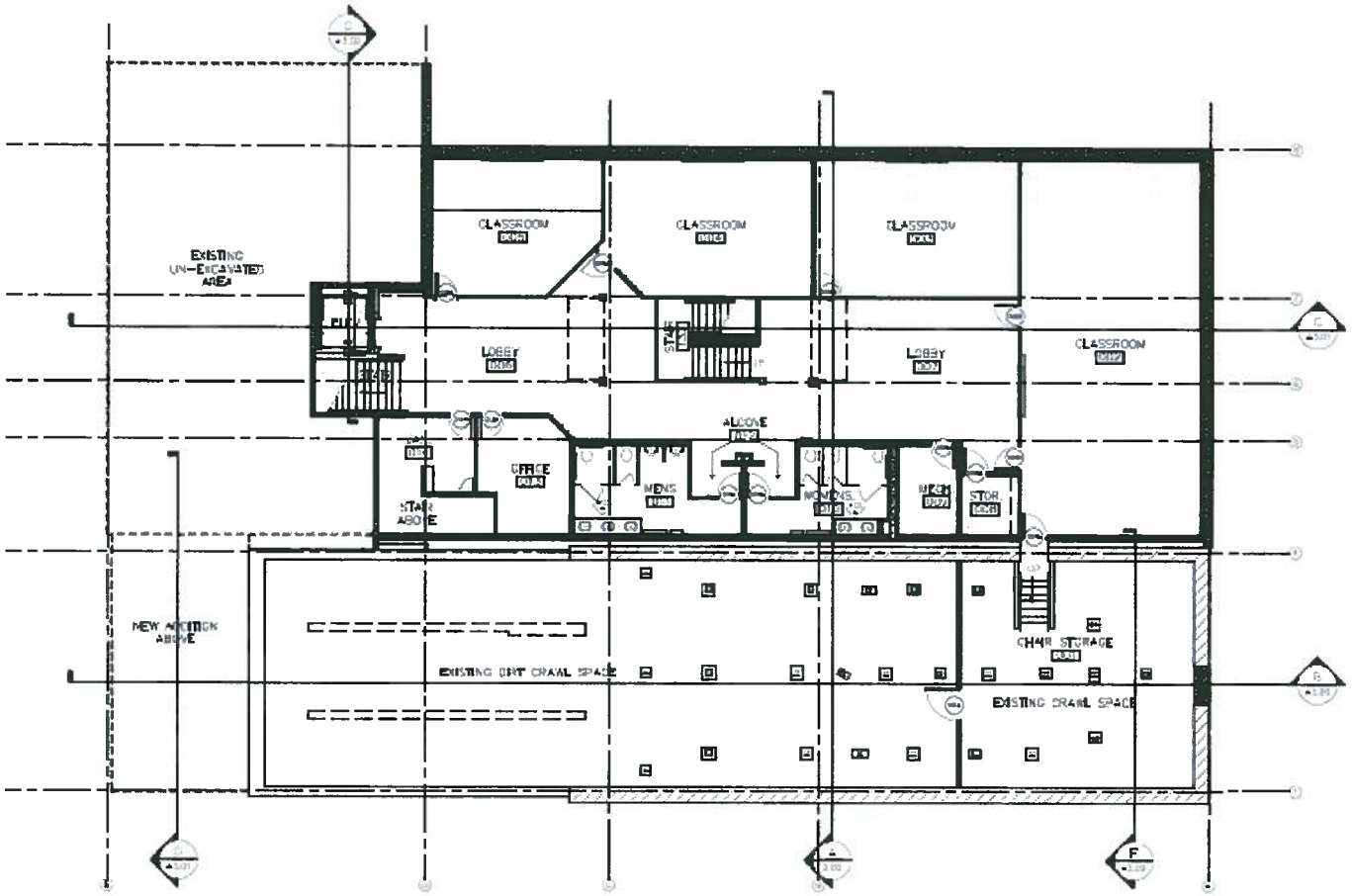


UPPER FLOOR PLAN
1/8"=1'-0" SQ. FT. 11,290

0 4' 8' 16'
SCALE: 1/8" = 1'-0"

2nd Floor

- Education, visual arts, performance.



LOWER FLOOR PLAN
1/8"=1'-0" SQ. FT. 11,290

SCALE: 1/8" = 1'-0"

Lower Level

- Education, visual arts, performance

Proposed Mission Statement

The Electric Theater serves as an anchor facility within the Arts District to support artists, both performing and visual, and to facilitate a diverse program of quality art education that enriches our community.

Goals

- Create a sustainable operation.
- Facilitate synergy in arts community.
- Promote diversity of usage/programming.
- Become an anchor for the Arts District.
- Build community support for the arts.
- Maintain a full calendar.
- Support existing and emerging artists and groups.
- Enhance arts education opportunities for all ages.

Supports the Arts

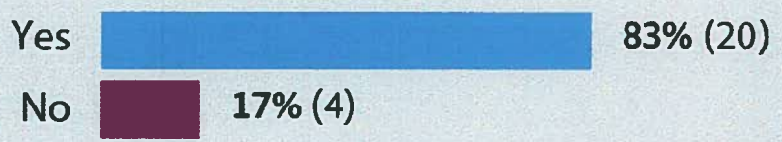
- Studio/exhibit space
- Performing/rehearsal space
- Classroom/workshop space
- Office/meeting space
- Performance opportunities
- Teaching opportunities
- Networking opportunities

Survey process and results

- January, 2015 – survey released to arts organization and individual artists assessing interest in the Electric Theater.
- Of the 26 group respondents, 13 expressed "Extremely Interested" to "Somewhat Interested" in using the Electric Theater on a regular basis – performance, exhibit, studio/classroom, or administrative space.
- Of the 44 individual artist respondents, 17 expressed interests in using space; performance, exhibit or studio/classroom space on a regular long-term basis.

Sample Survey Question

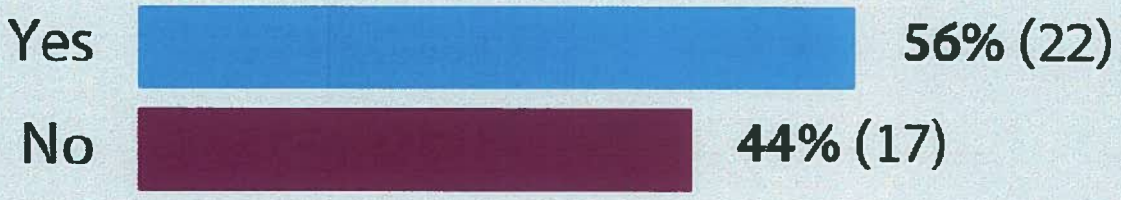
Would your organization be interested in renting, on a short-term or occasional basis, performance, production, exhibit, or other types of space in the Electric Theater facility?



* 24 total responses, 92% of submissions

Sample Survey Question

Would you be interested in being considered for a studio space in the Electric Theater Facility?



* 39 total responses, 89% of submissions

City Functions

- Operations/user relations/security.
- Rental/scheduling.
- Tech support.
- Programming/marketing.

Structure

- 1 staff: Operations/user relations/security/ programming/marketing/rental/scheduling/ budget/$ handling/facility maintenance coordination.
- 1 staff plus PT: Tech support
- PT/volunteer: hosting/ushers/building activity support.

Revenue Sources

- Rental of:
  1. individual studio/office spaces (9 possible spaces)
  2. meeting/class rooms (7)
  3. theater, rehearsal space
- Programming:
  1. Classes/workshop
  2. Performance
- RAP Tax

RAP Tax distribution idea

- Est. **$350,000** allocation
- **$200,000** grants to arts groups for organization support and projects/events, etc.
- **$100,000** Electric Theater and Art District operations
- **$ 50,000** One time public art projects, ie all-abilities mosaic

Sustainability
Fees/RAP Tax

- Charge appropriate fees.
- Don’t waive fees.
- Art commission/Council grants to applicants from RAP tax.
- Applicants rent space at Electric Theater.
- City is reimbursed for operational expenses.

Recommended Fees

Studio/office spaces –	Individual artist studios	$150 per month
	Non-profit arts organizations	$150 per month
Gallery		$ per month
Classrooms –	City programming	Free
	Community Programs programming	Free
	Resident non-profit organization	$10 per hour
	Non-resident non-profit organization	$15 per hour
Theater space –	City programming	Free
	Community Programs programming	Technician Fees
	Resident non-profit programming	$350 per day plus tech fees 12-hour day – 11:00 AM to 11:00 PM $50 per hour charge for each hour exceeding the 12-hour day.
	Non-resident non-profit programming	$450 per day plus tech fees 12-hour day - 11:00 AM to 11:00 PM $75 per hour charge for each hour exceeding the 12-hour day.
Tech Fee		$25.00/hour

Hours of operation

- Monday – Saturday (75 HOURS)
- 9:00 AM – 9:00 PM Mon – Thurs
- 9:00 AM – 11:00 PM Fri
- 10:00 AM – 11:00 PM Sat
- <u>Coverage</u>
- Full time staff
  Part time staff
- Gallery Artists
- Community Education

Who can use the space?

- Not-for-profit arts groups.
- Local artists.
- Resident Partners: theater, dance, choral, Song Writers, Orchestral, etc.
- Other government agencies: Washington County School District
- Dixie State University
- Community Education
- Community Arts organizations
- St. George Community Arts and other Leisure Services Divisions

Resident Partner Application

- Application process.
  - Rating system.
  - Art Commission Input.
  - Establish balance.
  - Look for solid history of performance.
- Benefits: Priority access and scheduling. Reduced fees. A home.
- We get performances on the calendar.

Possible Visual Arts Partners

- SUAG
- Watercolor Society
- Click
- Weaving Studio
- Quilt Guild
- Media Arts

Programming

- Community Education – adult classes
- City – youth classes
- Workshops – partners and others
- Performance – partners, community groups, City produced, special events.

Calendar

- Yearly base calendar for the theater (accommodate partners and City events).
- Semester schedule for Community Ed. and City produced.
- Ongoing rentals for fill in.