



michigan council for
arts and cultural affairs

SOO THEATRE PROJECT, INC.

P.O. Box 1435, Sault Ste. Marie, Michigan 49783 906-632-1930

www.sootheatreproject.org

PHASE I — GETTING ORGANIZED

From March 2003 to Summer 2004 we:

- ◆ Purchased the Soo Theatre complex
- ◆ Paid off half of our interest-free loans
- ◆ Received the deed to the property
- ◆ Welcomed new members to boards and committees
- ◆ Raised over \$100,000 in pledges
- ◆ Collected \$65,000 from pledges and one-time donors
- ◆ Received in-kind donations worth \$40,000
- ◆ Harnessed thousands of hours in volunteer time
- ◆ Raised \$20,000 from fund-raisers
- ◆ Rented out one storefront
- ◆ Repaired roof and installed some plumbing
- ◆ Took down the grate on the facade
- ◆ Cleaned and painted the street-level portion of the complex
- ◆ Hauled away junk from all over the building
- ◆ Paid for insurance, repairs, property taxes/assessments and utilities
- ◆ Partnered with other community organizations, businesses and individuals
- ◆ Applied and received a “Cool Cities” state grant
- ◆ Hired an architectural firm to help plan renovation

PHASE II — STARTING RENOVATIONS!

Our goals for this phase include:

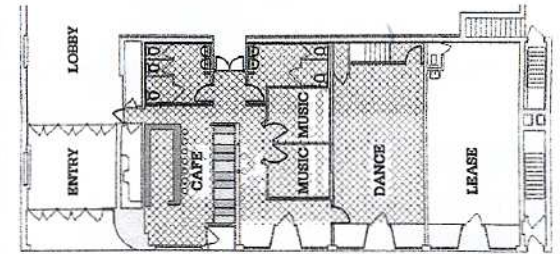
- ◆ Continue to raise money through fund-raisers and donor campaign
- ◆ Match the Cool Cities grant with \$50,000 cash and \$50,000 in-kind
- ◆ Complete the “Cool Cities” project — open the street level portion of the building by Spring 2005
- ◆ Knock down the block wall dividing the theatre
- ◆ Continue to rent one space
- ◆ Apply for more grants, and develop more partnerships to help with the project
- ◆ Pay half of our remaining purchase loan
- ◆ Accomplish these goals before fall of 2005

PHASES III, IV & BEYOND

In the future, income from the storefront spaces will pay operating expenses, and grants will be sought to assist in the next phases of the renovation. The Soo Theatre Project Board of Directors and committees will be working with the architects on plans for the rest of the building.

HOW YOU CAN HELP

- ◆ **Join our “Bring Back The Lights” campaign** - an ongoing fund raising effort. Pledge over a number of years or make a one-time donation. Details in flyer.
- ◆ **Contribute to our “The Curtain Can’t Go Up Until The Wall Comes Down” drive.** A modest donation of \$25 puts your name on the wall in the storefront and later in the lobby. We need at least 1,000 names on the wall. — See the flyer.
- ◆ **Volunteer your time and ideas** — both flyers have places for you to sign up to help



(REFER TO DRAWING ON BROCHURE COVER.)

THE COOL CITIES PROJECT & THE SOO THEATRE SCHOOL OF THE ARTS

Just ahead is the renovation of two former storefronts into theater, dance and music studios, to create a home for the Soo Theatre School of the Arts. The School will soon provide a quality educational experience to people of all ages — classes taught by professional instructors dedicated to excellence in a safe and positive environment.

The famous old cafe that was The American Café will reopen with a limited menu, later to serve as the concession for the theatre. Proper heating and electrical service will be restored. A new tenant has taken over another of the storefronts, with graphic arts being a prominent part of the business. Accessible bathrooms will be installed that can be used for the entire complex.

CAST OF CHARACTERS

Without the efforts of our dedicated board of directors, we would not be where we are today!

Dianna George, president (diannageorge7@hotmail.com)	Tom Ewing
Colleen Arbic, vice president (barbic@lighthouse.net)	tewing@up.net
Mary McKay, secretary (amckay@30below.com)	John Ignatowski (piamotuna@sault.com)
Alistair McKay, ass't sec'y (amckay@30below.com)	Marian MacLeod (mmacleod@bmic.net)
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