

## THE INCREDIBLE JOURNEY:

The Campaign for the Booth Tarkington Civic Theatre

CIVIC

At Civic Theatre, everyone—young and old, on both sides of the footlight—is transported to a different time and place. They travel together to a place where they escape the reality of daily life, learn from past experiences, and imagine an entirely different world.

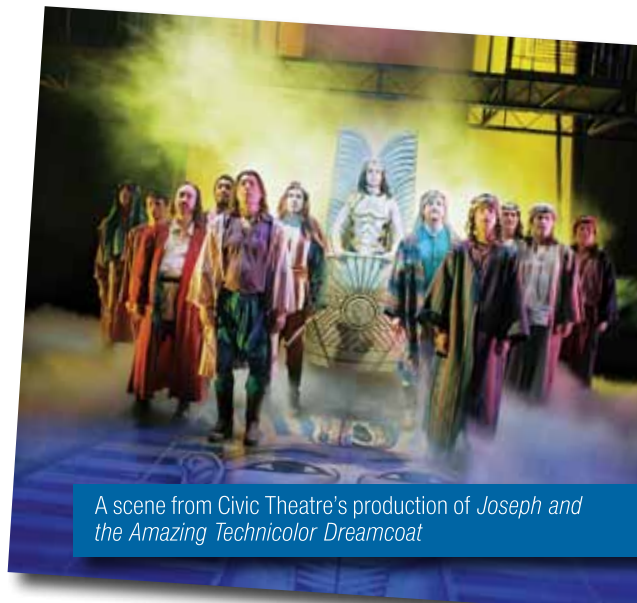
From young children who are introduced to the theatre, to long-term season ticket holders who have seen countless theatrical performances, to the actors and musicians, to crew members and directors, the Booth-Tarkington Civic Theatre provides access for all of Central Indiana to experience the unique benefits afforded by quality live theatre.

***This is Civic Theatre and what happens here is magic.***

Although many may view the theatre as simply a form of entertainment, it actually has a far greater impact on us all. It entertains, educates, enriches, and transforms us. As participants or as spectators, the theatre provides us all with a unique opportunity to study, understand, and personalize history, human nature, and social issues. It serves as a lens through which we can learn about our society and ourselves and become better citizens. It encourages us to see through the eyes of others and helps us put our lives, times, and cultures into perspective.

Theatre allows us to take a trip without ever leaving our seats—often transporting us to far-off lands and different eras. And through it we add passion, imagination, and enjoyment to our lives.

Civic is a special theatre because it is *community theatre*. As such, it is uniquely positioned to engage, entertain, and educate the whole community. Its actors, actresses, and crew are all volunteers—not paid professionals. And, the volunteer cast and crew are led by a team of professional directors and



A scene from Civic Theatre's production of *Joseph and the Amazing Technicolor Dreamcoat*

producers, set designers, set builders, costume designers, and musicians who effectively guide and teach as they work together to create works of art that rival the quality of any theatre in the region.

Civic Theatre has been escorting thousands of patrons on incredible journeys, and has been teaching and enriching Hoosier lives for 95 years. It is the largest community theatre in the state (of more than 70), and one of the longest continually operating theatres in the country.

*“The Little Theatre in Indianapolis (now Civic) deserves to be taken seriously and gratefully by the Indianapolis public. I did not realize this until I saw a Little Theatre company play a comedy of my own better than a New York company did on Broadway.”*

**Booth Tarkington, 1924**

*Now Civic has the opportunity to take itself and its supporters and friends on another incredible journey—one that will transport it to a high-quality, modern facility that will provide new opportunities for patrons, students, and staff alike.*

In fall 2011, Civic will open its 97<sup>th</sup> season as the primary resident theatre company in the new 500-seat venue at the Center for the Performing Arts in Carmel, Indiana.

***To ensure the success of Civic for the next 100 years, it seeks support from its loyal friends and donors to make this incredible journey—and guarantee access to a professionally managed theatre experience in Central Indiana—a reality.***

## Civic is Community

Beginning as the Little Theatre Society of Indiana in 1914, Civic has been an integral part of the cultural and educational landscape of Central Indiana ever since. Although remaining a permanent fixture in the community, Civic has operated in different locations. In the 1920s, Civic constructed its own 240-seat theatre known as The Hedback Theatre at the corner of 19<sup>th</sup> and Alabama Streets, where it operated until the 1970s. In 1973, Civic relocated to the 645-seat Showalter Pavilion on the grounds of the Indianapolis Museum of Art. In 2004, as a result of the museum’s expansion, the Theatre relocated to the Auditorium on the campus of Marian University.

Throughout its entire history, Civic has been volunteer-based. Today it blends the avocational, volunteer, professional and the patron. It is a community. By definition “civic” pertains to citizens. *And, Civic is truly inclusive of all citizens of Central Indiana.*



A scene from Civic Theatre’s production of *42nd Street*

Because of its unique position within the community, Civic has enriched hundreds of thousands of lives in its history—not

just those who have patronized its many performances, but also the thousands—the cast, crew, and students—who have participated in making the magic. And those individuals are family members, neighbors, and people you see in the local supermarket.

*Civic auditions are open to anyone.* The Theatre is able to achieve its mission by providing all residents of Central Indiana with opportunities to participate in a variety of musicals and plays that have established cultural value and other quality productions of artistic merit. Within a nurturing environment, those who love the theatre and who have the talent to perform can do so. It serves as an outlet for all ages to explore their creativity while being challenged and led by a professional artistic team.

Civic also makes high-quality theatre accessible at a low admission cost. Civic's admission is among the most affordable in the community; thus more Hoosiers are able to experience quality live theatre. When Civic relocates to the Center for the Performing Arts, it will continue to build and expand audiences by offering high-quality theatrical entertainment while retaining competitive ticket prices.

## Civic Education

As more and more schools cut funding for arts programming, Civic strives to fill the growing gap by introducing youth with little or no exposure to music, acting, and dance, to the world of theatre. Through its outreach program, Civic provides free theatre classes for schools, providing leadership and growth



opportunities for youth through experiencing the process of producing live theatre.

When Civic moves to its new facility, it will continue to provide theater access to the community through education and outreach programs that bring the underserved to the Theatre.

Arts play a key role in the educational growth of children. Numerous studies show that the arts can help children bridge socio-economic boundaries and learning styles. Students of the arts are more creative, engaging in their classes, have improved understanding of themselves and others, and score higher on standardized tests. In the modern business environment, the ability to communicate, adapt, diagnose problems, and find creative solutions is more important than ever before. These skills can be nurtured and honed by studying the arts.

Since 1941, Indianapolis Civic Theatre's Jr. Civic Education Program has offered the only year-round, theatre-based performing arts program in the state of Indiana. At Junior Civic, children have the opportunity to learn from professionals about theatre and

acting—to explore their imagination, release their creativity, and gain confidence. Workshops are designed to strengthen and build confidence, advance growth, develop skills, create opportunities to make new friends, and foster a life-long love of live theatre.

Each year, Junior Civic has a positive impact on the youth of Central Indiana. One example of quality service can be seen in the positive outcomes of the inaugural year of DramaWorks, a theatre education program that provides at-risk students in urban school districts with arts education. In 2008-09, the 150 program participants reported:

- ❖ 84% improved self-confidence
- ❖ 78% improved social skills and relationships with others
- ❖ 78% had a greater sense of accomplishment
- ❖ 67% became more interested in other school subjects

In addition to the full complement of workshops and courses, Junior Civic produces an annual musical, which affords the children the unique opportunity to participate in a professionally-managed and technically-supported main stage theatrical experience.

In April 2010, Civic launched the Indianapolis Children's Theatre that will annually produce a professionally directed and designed main stage production targeting elementary school students. Through the production, thousands of students will be exposed to the magic of live theater coupled with unforgettable educational lessons. The academic

concepts introduced in the productions will enhance student learning in an exciting and memorable context while fostering a greater appreciation for the arts. Each production will fulfill academic standards outlined by the Indiana Department of Education.

Civic also recognizes that education does not stop at age 18 and offers adult workshops through its Studio Series where participants of all ages can enhance their knowledge and understanding of theatre arts.

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***All of Civic's educational programming is designed to foster an appreciation of the theatre arts and provide continuous training opportunities to the residents of Central Indiana and enrich the artistic community at large.***

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## **Civic's Journey**

In November 2009, Civic and the Carmel Redevelopment Committee reached an agreement that will relocate the theatre to the Center for the Performing Arts in Carmel. The move will be monumental in assuring Civic will have a permanent home in the new proscenium theatre facility that is designed specifically for theatre productions. It provides the Theatre with a significant opportunity to be part of something big—enabling Civic to benefit from the prominence of Carmel arts initiatives. Additionally, there will be additional public and private financial support from an engaged community that is fully vested in providing culture and quality of life.

The new theatre will allow Civic to have the space necessary to provide superior learning opportunities within three dedicated

classrooms. With more than three times its current space fully dedicated to education programs, Civic will be able to offer substantially more workshops, camps, and performances. And with its new proximity to a high concentration of families and children, Civic has further opportunities for explosive growth in its educational programs.

Performers will also have access to two more rehearsal halls within the theater building. This will allow the cast to rehearse more than one scene at a time and allow for multiple productions to rehearse simultaneously. *The end product will simply be better—improving the quality of productions for cast and patrons alike.*

And, there will be a fully functioning costume shop space to securely create, build, and store costumes. Additionally, there will

be a 200-seat black box theatre that Civic may use for more intimate, progressive performances—*allowing Civic to stretch itself and its offerings.*

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***The new location also offers greater visibility and accessibility.***

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Hamilton County continues to be one of the fastest-growing counties, not only in Indiana, but across the nation. The new location in Carmel will allow easy access from all points in Hamilton County while maintaining a strong connection to Indianapolis. The theatre can more easily extend its reach into other parts of Central Indiana—to Kokomo, Anderson, Muncie, Lafayette, and all points between. The location can help Civic truly become a *regional theatre*—reaching more people—cast, crew, students, and patrons.



CLOCKWISE FROM TOP RIGHT: Dramaworks students from St. Mary's work with instructor Holly Stults; Students in costume with instructor Peggy Cranfill; Scene from Junior Civic performance; Students dancing in Jr. Civic Summer Camp

To make the move to the Center for the Performing Arts successful, and to provide for the appropriate growth and progression of Civic's theatrical and educational programming, Civic needs your help. *The Incredible Journey: The Campaign for Civic Theatre* seeks support from its loyal donors and friends to raise \$ 6,500,000 to fund the following critical components in the first phase of its transportation.



## Securing the New Facility

To ensure that Civic has a home at the new Center for the Performing Arts, \$10 million, is required to fully fund the cost of the 100-year lease. The agreement provides Civic Theatre with following:

- ❖ 257 days on the main stage, 500-seat theatre
- ❖ Use of a black box, 200-seat theatre
- ❖ Full-time use of one rehearsal hall and use of a second rehearsal hall
- ❖ Education suite and three classrooms
- ❖ Staff office space
- ❖ Exclusive use of the costume storage facility, and shared use of a laundry and repair area
- ❖ Free parking for staff, volunteers, and cast members and a guarantee of low-cost parking for patrons

When Civic has fully paid the cost of the lease, it will own the rehearsal hall and 50 percent of the main stage theatre. Civic's use of the main stage will also be increased to 307 days per year.

## Growing Quality Programs

A natural result of the relocation is that Civic will achieve greater recognition and community access as well as being able to greatly expand its educational programs—both on—and off-site. Reinvestment in and growth of the existing endowment fund will help the Theatre provide an income stream that will supplement operational expense and allow further expansion of its already high-quality performances and programming while supporting staff, cast, and crew and other long-term growth strategies.

## Capacity Building and Ongoing Support

Civic relies on the continuing support of its loyal donors and friends, like You, to ensure sustenance of its annual operations. Right now, the cost to maintain the theatre requires approximately \$550,000 per year in private funding. To ensure the overall health of the theatre as it continues its incredible journey, the Theatre must maintain this level of support for the next five years.

Civic will also incur some expenses to conduct the *Incredible Journey Campaign*. National averages for campaign expenses generally fall within a range from 8 to 12 percent of the campaign goal.

Campaign expenses include expenses such as campaign planning; design, printing, and

mailing of campaign materials and appeals; staff enhancement, development, and time; campaign-related travel; fundraising counsel; and equipment and software. At present, Civic anticipates approximately 8 to 9 percent of the goal over the life of the campaign.

Quality arts and cultural venues enhance the quality of life in our communities. They provide citizens with an outlet for creative expression. They provoke thought, and they inspire. As a staple of the community for more than 95 years, Civic has used its unique position to touch and improve the lives of thousands. Civic is open to the whole community—young and old—providing all Hoosiers with an opportunity to learn and to perform or to simply enjoy the many benefits of quality live theatre.



Artist rendering of the Palladium, Village Green, and Civic Theatre.

# PRELIMINARY CASE FOR SUPPORT

Today, Civic has its own exciting opportunity. A new state-of-art theatre awaits Civic and its audiences.

***The new facility will provide a place where can both continue to enhance the quality of life in Central Indiana and be accessible to more audiences while providing more quality programs to those audiences.***

And, it will be a place where Civic is able to provide much needed arts education to countless children and adults throughout Central Indiana for years to come.

**Please join us on this amazing journey. You can make a difference today by giving to *The Incredible Journey: The Campaign for Civic Theater.***

*"I regard the theatre as the greatest of all arts forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being."*

**Oscar Wilde**



AT THE CENTER FOR THE PERFORMING ARTS

*The future home of the  
Booth Tarkington Civic Theatre*



## **BOOTH TARKINGTON CIVIC THEATRE**

3200 Cold Spring Road • Indianapolis, IN 46222 • 317-923-4597

after August 1, 2011

3 Center Green • Carmel, IN 46032