

Application of Criteria for Pima County Bond Project Proposals

Project Name: Rehabilitation of the Historic Temple of Music and Art

1. Broad Demonstrated Support by Public:

Pima County residents “vote with their feet” by consistently attending events by the tens of thousands at the Temple of Music and Art year after year. Broad public support was demonstrated for the City to acquire and rehabilitate this historic theatre in 1989-1990. Shortly after 1990, Arizona Theatre Company became caretaker of the Temple and under their care and guidance the Temple has become a ‘living’ community space. Consistently, year after year, it’s a popular performing arts venue for not just ATC performances but also Winding Road, Arizona Rose Theatre and Arizona Onstage, among others. Dozens of other community events from graduations to weddings to art shows are held each year.

In previous bond programs approved by voters, Pima County residents have indicated strong support for investment in historic preservation and use of landmark architecture as public facilities.

2. Has Regional Public Benefit:

Sensitively updating this historic building so it can continue as a performing arts space will have regional impact by providing an attractive and unique venue for performances that draw large and diverse audiences. Arizona Theatre Company (ATC), which has been leasing and managing the building since 1990, is now in its 48th season. ATC was designated “The State Theatre” by Governor Rose Mofford in 1999 and has garnered a national reputation for its high level of performances. It is the only member in Arizona of the prestigious League of Resident Theatres (LORT) that include 73 theatres like Lincoln Center Theater in New York City, Guthrie Theater in Minneapolis, Goodman Theatre in Chicago and Old Globe Theatre in San Diego. One of the reasons ATC can attract the actors, designers, and director from around the country is that they see the Temple as one of the premiere performance spaces in the nation. ATC has the largest season ticket base in the performing arts throughout the state of Arizona and draws a diverse range of patrons from every zip code in Pima County and every county in Arizona. Not only does ATC perform their regular mainstage season at the Temple, but hosts a wide array of community engagement programs, educational opportunities, classes, access initiatives, and new play programs.

Not only is the Temple ATC’s home, but the building is a venue for other theatre performances, concerts, art exhibitions, graduation ceremonies, weddings, and special events. During 2013, the Temple was booked 194 days of the year. More than 54,000 people attended ATC performances with another 25,000 in attendance at other events held at the Temple. ATC’s volunteer usher corps has logged more than 5,000 volunteer hours a season. There are also hundreds of additional volunteers who work with the other organizations who use the Temple.

ATC’s donor and subscriber base show that this performance venue is supported by residents from across the region, as well as from outside of the county. During 2013, 27% on ATC’s Tucson email list lived in the City of Tucson, 68% lived in Pima County outside the City of Tucson, and 5% lived outside of Pima County.

Numerous studies have shown rehabilitation of historic buildings and cultural landmarks creates more jobs than new construction. This economic driver creates higher wage jobs, increases municipal revenues, supports growth in tourism, increases property values, and spurs revitalization of downtowns and economically depressed areas. Heritage-based economic development helps grow and diversify the local economy, increasing the economic sustainability of the community and its region.

Historic preservation has a number of positive economic impacts that affect more than just the local community. Well-preserved historic buildings are a key feature of livable cities because they contribute to the “quality of place.” This effect of historic preservation on livability supports regional economic development. Particularly, updated historic theatres provide unique entertainment venues that appeal not only to county residents, but also to visitors and businesses who are seeking livable cities that are distinctive from other places in order to attract high-level workers.

3. Partnerships: ATC will continue to partner with the City of Tucson to maintain this facility and the bond-funded improvements. ATC spends \$220,000 annually towards maintaining the Temple. This includes, but is not limited to, painting the entry ways, repairing stucco, plumbing and lighting maintenance. The majority of the funds spent are on salaries for the staff who maintains the building. Given the night-time nature of the theatre, the facilities staff must maintain the Temple before and during performances, not just during the regular business day. The staff also acts as security to make sure ATC's patrons and staff are safe as the area does have its share of panhandlers.

4. Other Funding Sources or Matches: \$220,000 annually

5. Education and Workforce Training: Arizona Theatre Company, in partnership with the University of Arizona, conducts *Summer on Stage*, an intensive five-week program for high school students that culminates in student-produced performances on the stage of the Temple of Music and Art. These free performances bring in parents, teachers, friends, and the general public. ATC has heard from teachers that this program has improved the students' academic skills and provides them with confidence and a sense of purpose. ATC has a number of other education and community engagement programs, including the student matinee program that brings in approximately 1800 students annually from schools all around Pima County. Deeply discounted tickets are provided and grant-supported tickets are given to schools that can't afford for their students to attend. ATC raises funds to supply buses to school groups as the schools often cannot provide them. ATC has an active internship program through which young people can learn new skills that prepare them to join the work force.

ATC has a long standing partnership with Primavera. Over the years, ATC has employed a number of personnel who were going through their programs and supplied jobs to people who were deemed unemployable.

6. Advances Board Adopted Principles of Sustainability and Conservation:

Rehabilitation of this existing facility offsets the need to construct new theatre space within the community, and the energy and resources associated with new construction. Replacement of the HVAC system with a modern system will significantly increase operating energy efficiency.

7. Previously Authorized Large-scale Bond Projects or Programs that are Now Short of Funding: Not applicable

8. Phasing of Large Projects: Not applicable

9. Impact on Operating and Maintenance Costs for Governments and Commitment to Fund These Ongoing Costs:

The City currently maintains the facility at an average annual cost of \$178,000. The City will continue to cover operating and maintenance costs, and it is anticipated that O&M costs will be significantly reduced with this project.

10. Project or Program is a Capital Improvement, Not a Repair or Maintenance Project:

This project will be the first major rehabilitation of this historic public facility in 25 years; and the improvements are expected to have a useful life of another 25 years. It is a capital project, not a repair or maintenance project.