YOU can PLAY a PART

PERFORMING ARTS CENTER OF RAPID CITY

BEHIND the SCENES...

Campaign Executive Committee

Senator Stanford Adelstein
Honorary Chair

Lynda Clark
Honorary Chair

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Anne Barlow
John Barlow, MD
Karen Black
Kathleen Boyle

Chris Coleman
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Marnie Baylor Gould
Ron Hill

Sheryl Kirkeby
Shaye Krcil
Pauline Lunde
Angie McKie
Karen Mortimer

Ron Reed, PhD
Margie Rosario
Judy Vidal
Richard Wahlstrom
Terry Whiting

a RESERVED SEAT for you...

Greetings from Senator Stan Adelstein

I wish to join Lynda in thanking you for taking time to consider playing a part in our new Performing Arts Center of Rapid City. When we were approached to serve as honorary chairs, our response was swift and joyful – Yes!

As a lifelong resident of Rapid City, I am honored to be a part of this historic effort. Restoring Rapid City High School complements the downtown revitalization. At the same time, refurbishing to create the old performance spaces into a contemporary performing arts center demonstrates our commitment as a community to education and the arts.

I recall my father and his colleagues working on the original high school. You might have a relative who helped build this school in 1936, contributed to a subsequent renovation or attended Rapid City High School. If not, you've likely attended a wonderful arts performance here in Rapid City. In either case, the reach of this revitalized school and performing arts center is extensive.

The hallways of Rapid City High School will be alive with energetic students, extraordinary educational opportunities, plus the arts of many of our area's nonprofit arts organizations. I can think of no better collaboration in our community. What a gift to the future of Rapid City!

I hope you'll join Lynda and me in supporting **"Play a Part!,"** the campaign to make the Performing Arts Center of Rapid City a reality.

PLAY a PART

The Performing Arts Center of Rapid City (PAC) answers a significant question in our community: Can our arts organizations join forces to collaborate on a shared venue for the benefit to all? The PAC answers this question.

In 2009, the possibility of joining the Rapid City Area School District in the renovation and revitalization of the current Dakota Middle School became a reality. The joint venture would combine a modernized school building together with local area arts organizations to utilize the performance spaces for school functions and community arts. In a time when a new building is costly and joint nonprofit ventures are few, the PAC became the perfect union in our community.

We are asking you to **Play A Part!** by learning more about the arts, the new Rapid City High School, and the Performing Arts Center of Rapid City.

"Live performances hold the excitement, suspense and emotional power of art being created before your eyes. Anything can happen and does.

— Eric Johnson,
Professional Actor

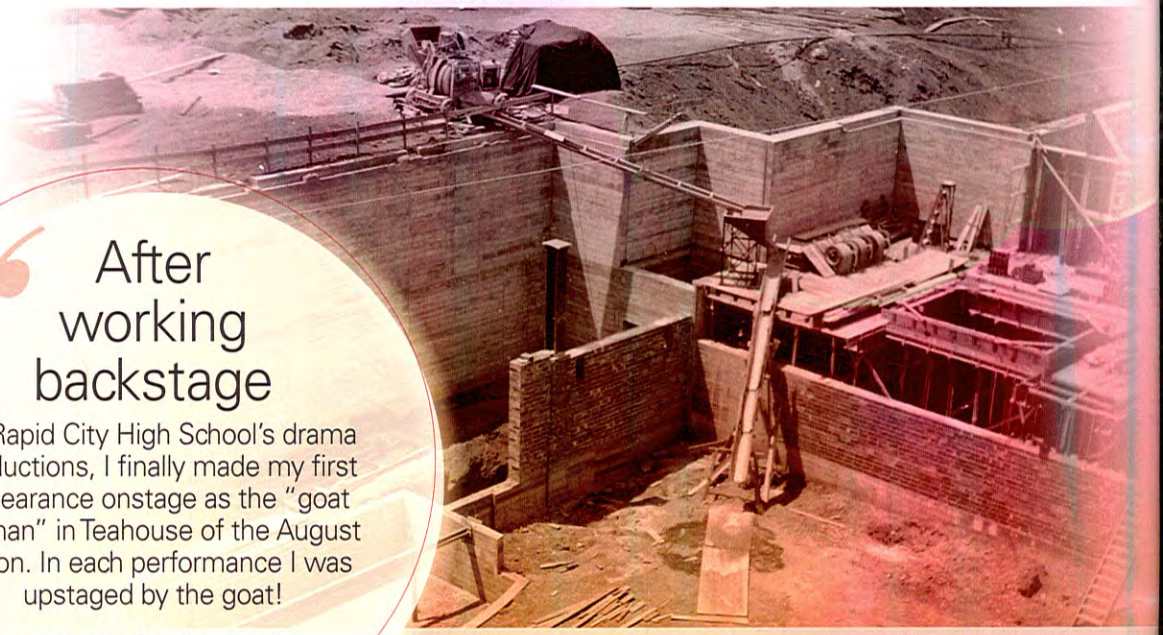
the UNDERSCORE...

Generations of Pride

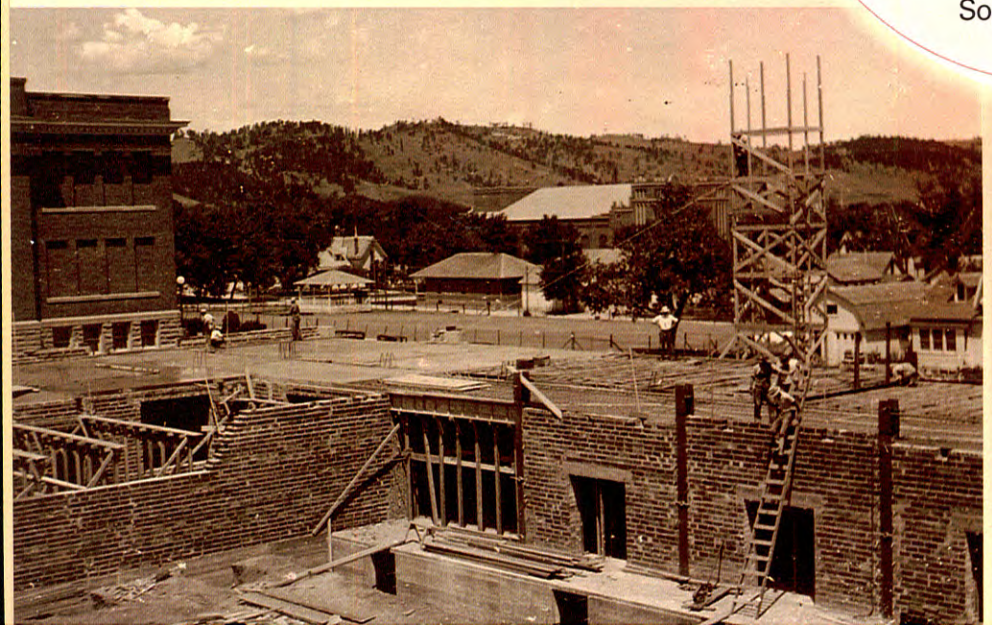
The former Rapid City High School/Dakota Middle School is on the National Register of Historic Places. Generations of local people have walked through the doors of this building. Many more will enjoy the new space.

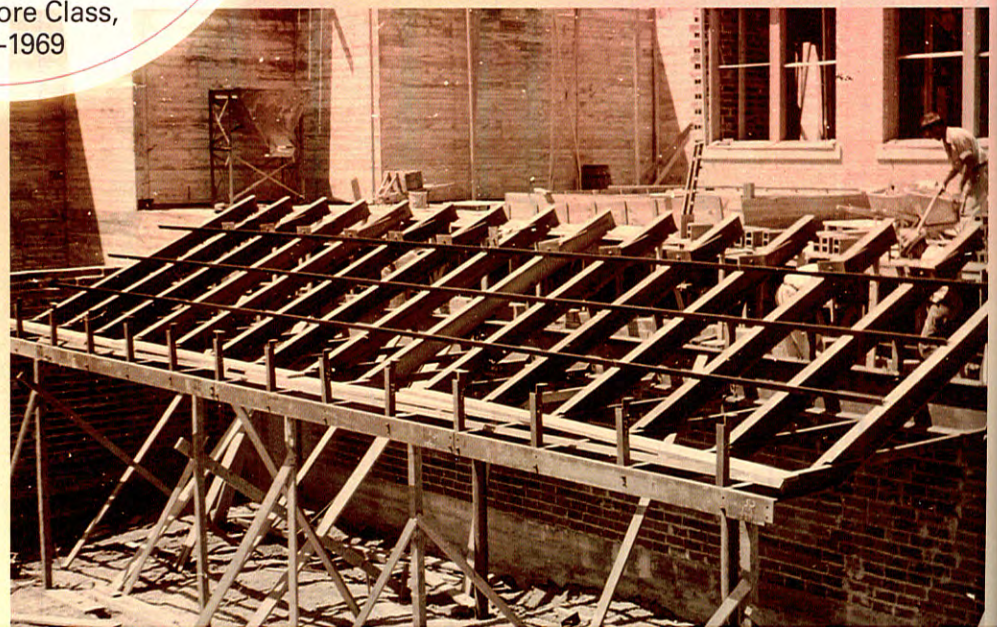
The Rapid City High School building holds memories for many of our citizens.

The PAC seeks to preserve this unique structure and its historical integrity, while also adapting it for use as a modern performing arts center. The auditorium will be restored to its previous grandeur, but with the modern amenities today's audiences expect.



> "After working backstage for Rapid City High School's drama productions, I finally made my first appearance onstage as the "goat woman" in Teahouse of the August Moon. In each performance I was upstaged by the goat!
>
> — Marnie Baylor Gould, Sophomore Class, 1968-1969





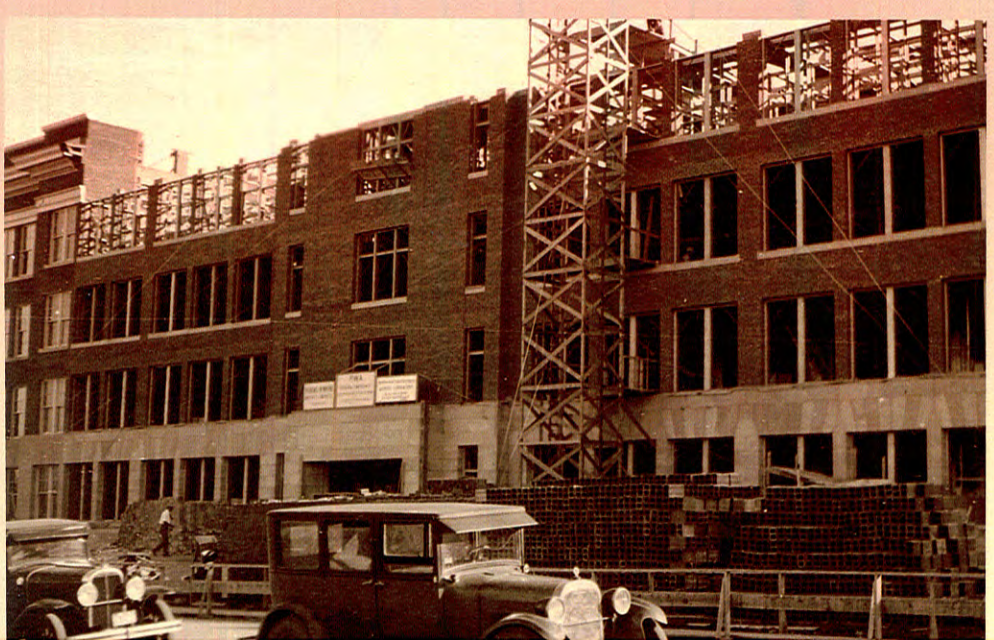
Rapid City High School

The Coolidge High School building was built in 1913 and reconstructed after fire damage in 1917. It was so named after President Calvin Coolidge's historic three-month stay in Rapid City during the summer of 1927. President Coolidge set up his "Summer White House" offices for himself and other officials in parts of the old 1917 high school building and the then new high school. Coolidge High School, the 1917 building, was located to the east of the Rapid City High School built in 1929. Coolidge High School was damaged by fire and torn down in 1970.

The 1929 Rapid City High School building is an excellent example of Beaux-Arts Classicism/American Renaissance architecture. Decorative molding, including egg and dart, acanthus leaf and dentil, appear in various combinations with classical molding bringing the characteristics of Beaux-Arts to the interior of the building. The exterior is constructed from red brick veneer and Kasota stone from Minnesota.

At the time it was built, it was one of the finest educational buildings in South Dakota and modern in every aspect.

From 1937 until December 1969, the building served as Rapid City's only public high school. In 1969 Stevens High School became the second public high school and Rapid City High School was renamed Rapid City Central High School. The last graduating class from the building was in 1976 as Central High School began holding classes in the fall of 1976. The following year, the building, after completed remodels and updates for use as junior high school, was renamed Dakota Junior High School, now Dakota Middle School.



AUDITIONS...

How the Arts Benefit Our Community

The PAC will be located in the heart of downtown and has the ability to broaden the scope of the arts and its reach. Let's look at the impact the arts have on our citizens and visitors:

- Last year, over 50,000 people attended an arts function
- PAC organizations had audience members from the entire Black Hills region, East River South Dakota, North Dakota, Wyoming, Nebraska and Montana
- Each year, more than 12,000 children and nearly 2,000 adults participate in programming, activities, or classes

The PAC will serve our community by expanding the cultural opportunities and offerings in the region. A greater number of children and adults will have new opportunities to become involved in the arts as students, performers, audience members, and volunteers.

The Rapid City Area School District will also utilize the Performing Arts Center, especially at the elementary and middle school levels. Since none of the District's middle schools have auditoriums, the PAC will be used for many middle school performances.

The PAC will also offer a contemporary, versatile venue for touring arts groups, providing the community with additional entertainment (or cultural) options.

"I think that a city our size that is also a regional hub should provide a culture–in the broadest sense–rodeos, fairs, festivals, sports, everything–and all the arts should have a prominent place–we should become more and more well known for our artistic environment as well as the other venues.

— Ed McLaughlin, former Rapid City Mayor

the OVERTURE...

Arts Come Together

Since 2007 several community arts groups, including the Black Hills Community Theatre, the Black Hills Symphony Orchestra, the Black Hills Dance Theatre, the Rapid City Children's Chorus, and the A Cappella Showcase, have worked together as the Performing Arts Coalition seeking a facility to support and encourage a broad range of quality arts programs.

With its charming streets and historic architecture, downtown Rapid City is a premiere destination for arts and entertainment. The PAC's location along the Sixth Street Corridor, just blocks from shops, restaurants and the new Main Street Square, offers easy accessibility for residents of Rapid City and the Black Hills region.

Currently under renovation, the reclaimed facility will provide partner organizations with a **permanent home**, which includes rehearsal and performance space, events, classes, production space, and offices.

Phased Approach

the CURTAIN OPENS...

With input from PAC organizations, the Rapid City Council and the Rapid City School Board a master plan has been developed for the new facility that will truly meet community needs. The renovation of the historic, 830-seat theatre will be completed in two construction phases, including:

- Restoration of beautiful, original plaster work
- New theatre seats
- New parking lot
- Expansion of audience restrooms
- New heating and air conditioning systems
- Construction of a 170-seat studio theatre
- Handicapped accessibility for audiences and performers
- Box office and lobby restoration
- Lighting
- Sound and lighting control booths
- Dressing rooms
- Backstage restrooms
- Rehearsal spaces
- Scene shop
- Storage areas
- Stage draperies

the LIGHTS COME UP...

Building a Better Future

The PAC will provide many benefits, including:

- The retention of an important historic landmark for the Rapid City community
- The ability to share performing arts with a greater number of children and adults
- Expanded programming opportunities
- Greater opportunities for theatre, music and dance classes for children and adults
- Increased opportunities for collaborative efforts among the region's cultural organizations
- A facility that can be utilized for community events
- An attractive and exciting destination for tourists and residents
- An anchor for Destination Rapid City's Sixth Street Corridor
- Performance venues for visiting arts groups
- An important economic and cultural asset that will greatly enhance the quality of life in Rapid City

Coming Together!

Five organizations

throughout the Black Hills have come together to form the PAC.

Black Hills Symphony Orchestra

In addition to the world-class Black Hills Symphony Orchestra performances, the BHSO and individual members provide educational outreach programs and musical opportunities for area youth, including Symphony Safari (the 4th grade concert), Music Memory, the Young Artist Competition, the Black Hills String Retreat, and Black Hills Suzuki School.

Black Hills Community Theatre

For 43 years, the Black Hills Community Theatre has provided excellent drama, including five main stage productions, a Dinner Theatre fundraiser, shows by Cherry Street Players (children's theatre troupe), "The Well Done Players" (a senior troupe of actors) and summer theatre programs at Storybook Island.

Black Hills DANCE THEATRE Ltd.

RCC Rapid City Children's Chorus

A Cappella Showcase Chorus

Black Hills Dance Theatre

The Black Hills Dance Theatre provides quality dance education, performances, and outreach experiences for the community, and supports local dancers through scholarships, workshops, education, and performances.

Rapid City Children's Chorus

The Rapid City Children's Chorus offers children in grades three through eight the opportunity to develop good choral technique and perform music with sensitivity and musicality. With three choirs and over 200 children involved, the Rapid City Children's Chorus performs two concerts each year and hosts an annual choral celebration.

A Cappella Showcase

A Cappella Showcase, a dynamic women's chorus, is affiliated with Sweet Adelines International, a worldwide organization of women singers in over 500 choruses on five continents. The chorus sings exciting a cappella arrangements of four-part harmony music, barbershop style.

the TICKET...

Play a Part! Goal: $1,800,000

The estimated cost of implementing the master plan for the Rapid City Performing Arts Center and completing the two phases of renovation, including construction, furnishings and equipment, is $5.1 million.

The PAC has already received more than two-thirds of the funds needed for the project: $3.2 million from Vision 2012 funding and $360,000 in funds raised by the arts groups.

This campaign will raise the $1.8 million needed to make the new facility a reality. The PAC is asking for philanthropic support of the project from the community it will serve.

Every new cash gift will be matched dollar for dollar by the John T. Vucurevich Foundation, up to $500,000.

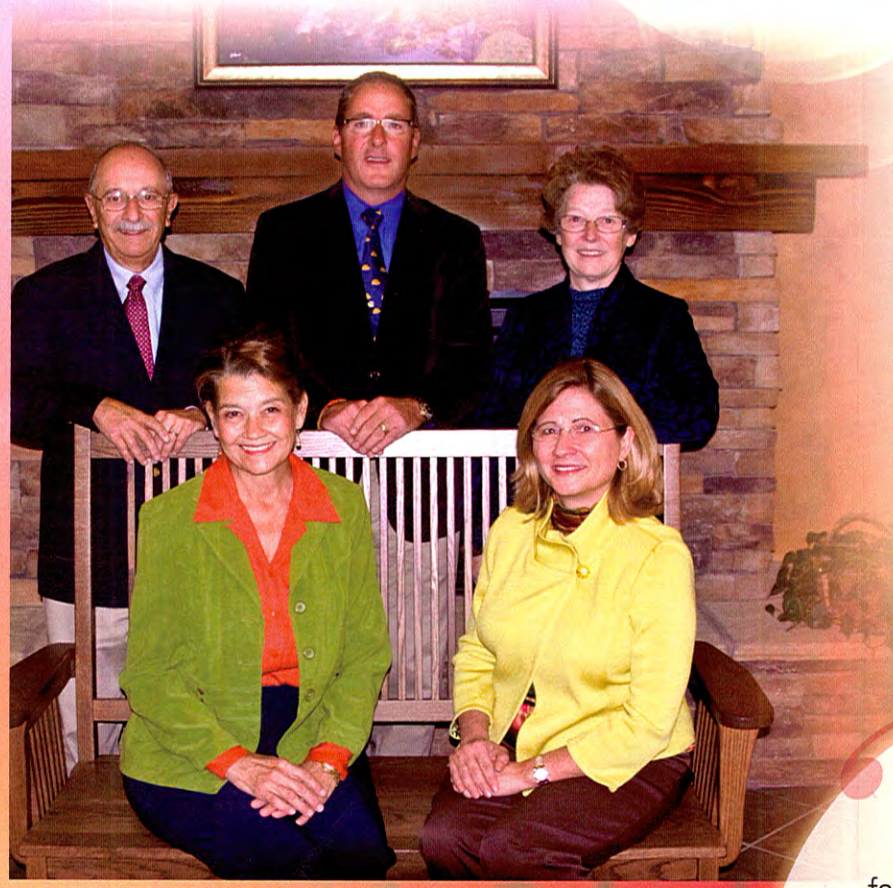
YOU can PLAY a PART

Your pledge gift to **Play a Part!** can include any of the following:

- Cash Donation
- Charitable trusts
- Retirement fund assets
- Life insurance
- Securities
- Estate Gifts
- Real estate

Gifts may be tax deductible in accordance with Federal and South Dakota state laws.

the CURTAIN DRAWS...



Front Row: Marnie Baylor Gould & Angie McKie
Back Row: Ron Reed, PhD, Ron Hill & Margie Rosario

Message from the **Play a Part!** Steering Committee

When we were asked to serve as the Steering Committee for **Play a Part!** our initial reaction was the same as yours may be – "I'm too busy!" But, this historic opportunity to partner the city, our arts organizations, and the Rapid City Area School District, on behalf of our community, does not present itself often.

We knew the opportunity to renovate this grand building while providing two significant performance spaces and securing the arts for the future was too important to say no. That is why we all said yes … and with commitment!

The Rapid City Performing Arts Center is more than a place for five organizations to meet and perform. Any one of us might pass through the doors of the new arts center. Our ticket purchase might feature our neighbor, a child, or even a world-class established performer. This is our community and we feel strongly that Rapid City deserves a proper Performing Arts Center. For this reason we enthusiastically support this project.

We hope you'll join us in this historic moment to **Play a Part!** in the future of Rapid City and the Performing Arts.

"The life of the arts, far from being an interruption, a distraction, in the life of a nation, is very close to the center of a nation's purpose...and is a test of the quality of a nation's civilization."

— President John F. Kennedy

DEDICATION

To Our School

Dear RCHS,

Well, grand lady, you've made it! From your beginnings in the 1920s to the present time in 2011, you've been there for us. Looking proudly down on our city—and us—you've watched the comings and goings of many generations.

From blue jeans to flappers, poodle skirts, khaki pants and khaki dress uniforms; model T's, model A's and classy convertibles—you've seen them all. You greeted us all—from box boys to presidents with equal ease—and you nurtured the Class of '51 into what some have called the "Helping Generation."

You sent us on to become moms and dads, teachers, doctors, nurses, clerks and clerics; inventors, dentists, ranchers, lawmakers, postal workers, secretaries and speech therapists; writers, builders, plumbers, engineers, entrepreneurs, homemakers, bookkeepers and accountants; mechanics, lawyers—and yes—a car salesman or two.

RCHS we salute you and thank you. May your new life be long and proud. We are happy and honored to have a part in it.

With affection,
Audrey Morgan Singer

The Class of 1951

PERFORMING ARTS CENTER OF RAPID CITY

ADDRESS: 601 Columbus Street, Rapid City, SD 57701 | MAILING: PO Box 4007, Rapid City, SD 57709-4007 | www.PerformingArtsRC.org | info@PerformingArtsRC.org | 605.394.6191