



THE LAST
JEWEL
IN THE CROWN OF HISTORIC DOWNTOWN



STATE
THEATRE



The grand State Theatre prepares for opening in 1926.



PREVIEW

Originally completed in 1926, the State Theatre was a visionary project that established a vibrant cultural core for the city. Today, history is poised to repeat itself as a group of community leaders directs the effort to restore and reopen "The Last Jewel in the Crown of Historic Downtown."

The State Theatre is the Queen of Downtown movie houses, and it's time for her to reign once more. It is our responsibility to restore this extraordinary gem and complete the resurgence of Downtown Sioux Falls. This project will preserve Downtown's last truly great public building and create an affordable daily venue by providing a state-of-the-art, fully digital theatre in the heart of South Dakota's largest community. A thriving Downtown, with a wide range of dining, cultural and entertainment facilities, is a crucial component in recruiting top business and professional talent to relocate to our community.

For a comparatively modest investment, the State Theatre's restoration will dramatically enhance our community, creating a showpiece for residents, visitors, professional recruiters and others working to strengthen Sioux Falls' economy.

THE CAST

The Sioux Falls State Theatre Company is a 501(c)(3) nonprofit volunteer group committed to restoring and reopening the historic State Theatre. The State Theatre Company's mission encompasses historical preservation, expansion of the arts and economic and community development. Four officers guide a 15-member board and are supported by a capital campaign committee composed of several dozen local leaders and volunteers, including movie industry professionals, accountants, small business owners, architects, engineers and historians.

A RICH HISTORY

In 1926, work was completed on the State Theatre, and the landscape of Phillips Avenue changed forever. With its iconic marquee and elegant Beaux Arts-inspired design, the State Theatre stormed onto the scene as a vaudeville house in the three-story structure it calls home today.

Our city is renowned for the incredible work ethic, generosity and faith in the future embodied by so many of its residents. That spirit existed decades ago when the State Theatre first opened its doors on Phillips Avenue, and it's still on display today.

Take just a moment to consider the rich history this building has both made and witnessed—crowds lined up around the block to watch premieres for films such as “Gone with the Wind” and “On the Waterfront.” Built before the Great Depression, the State Theatre hosted our “Greatest Generation” of Americans while they were children going to dime matinees. The State Theatre was the town’s social centerpiece for first dates, engagements and gatherings of friends back in town during leave or holidays. Nationally recognized as a building worth saving, the State Theatre –

- Is listed on the National Register of Historic Places
- Was named a “Save America’s Treasures” designee in 2010 by the U.S. Department of the Interior
- Boasts a fully restorable, vintage Wurlitzer pipe and sound-effect vaudeville organ—one of only a few that remains across the country

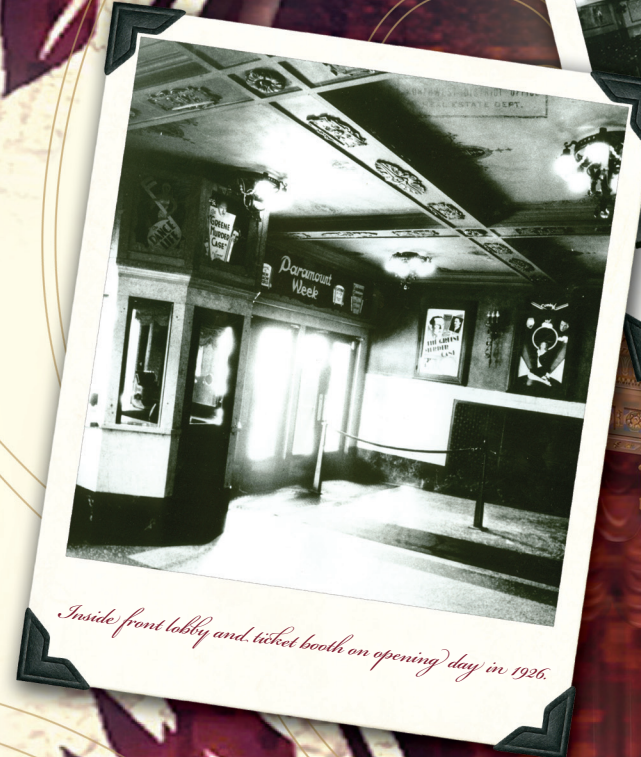
A PROMISING FUTURE

The State Theatre Company already has raised more than \$1.1 million and completed Phase I of the building project. Phase I included the theatre’s purchase, architectural and engineering plans, a remodeled lobby, a new roof, asbestos removal and the restoration of the façade and marquee.

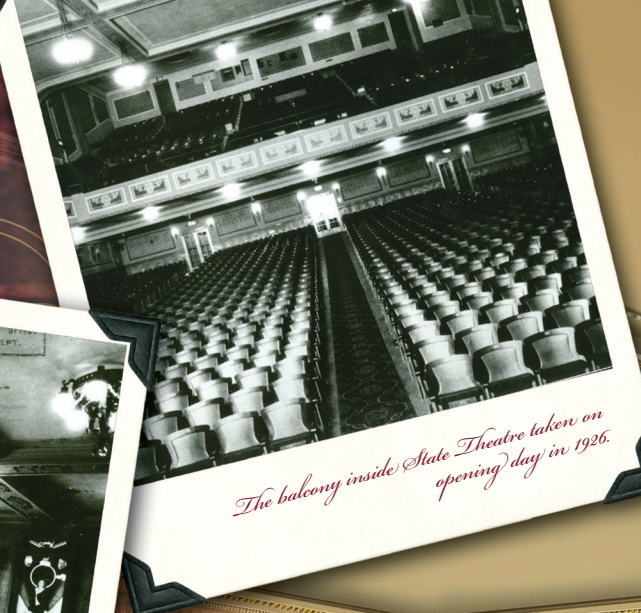
Phase II of the State Theatre’s campaign will raise \$2.4 million through a combination of the Chamber’s Community Appeals Campaign, individual gifts and grant/foundation monies. This project provides a compelling return on investment for the community. Because of the hard work already done and the money raised to date, the additional \$2.4 million in Phase II funding will have a significant impact on our community and open the facility for daily use.

What will our community get for this investment?

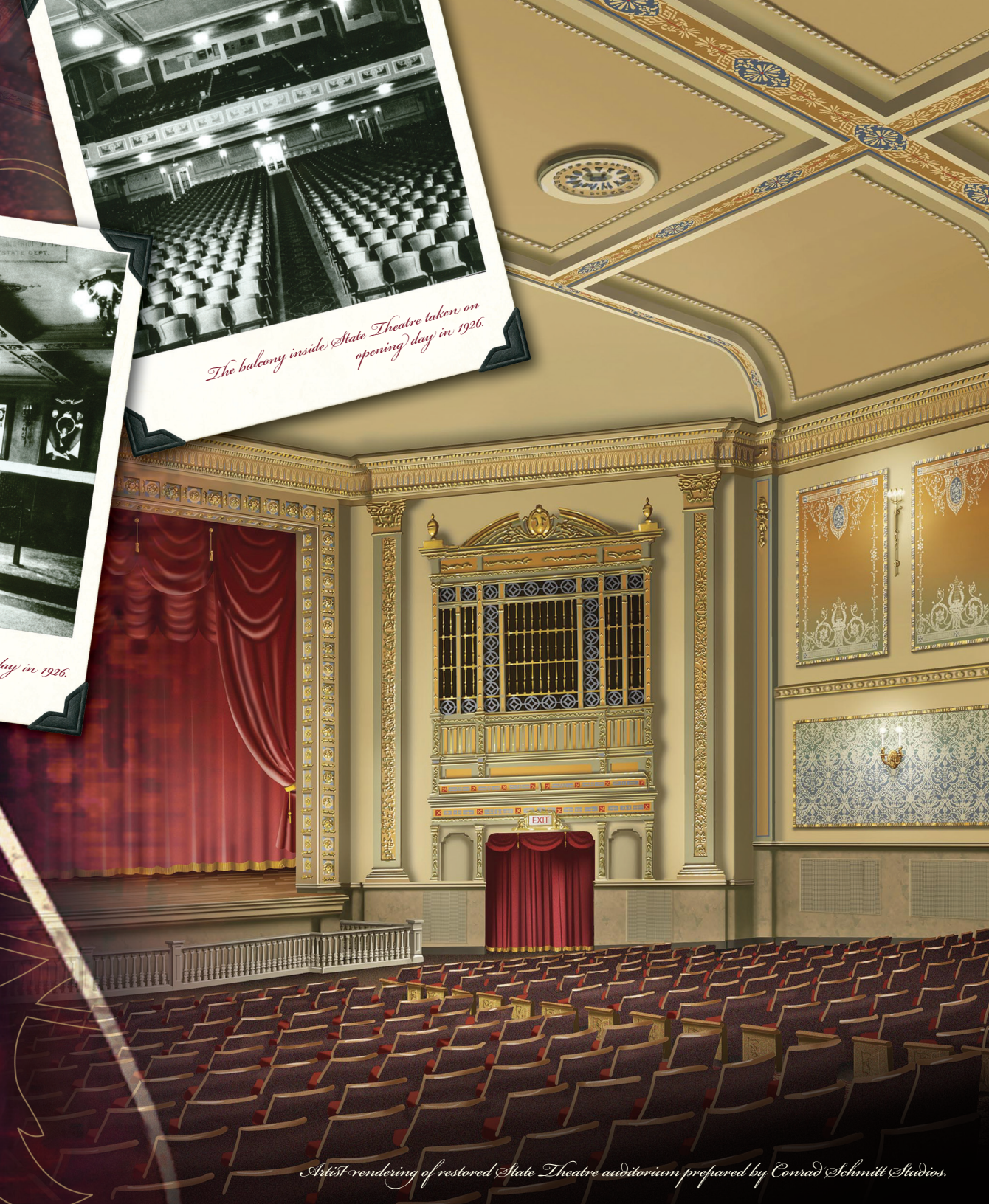
- New-release motion pictures, cinema festival selections, educational and art-house films will be shown on a huge screen in a one-of-a-kind setting with fully modern digital equipment.
- Downtown and Eastbank areas will gain a daily entertainment venue and a nightly draw for businesses, customers and visitors to our city.
- Our community will enjoy an even more vibrant Downtown, which is critical to our city’s economic development and professional recruitment efforts.
- Retailers will see new opportunities for growth as foot traffic increases dramatically on Sundays.



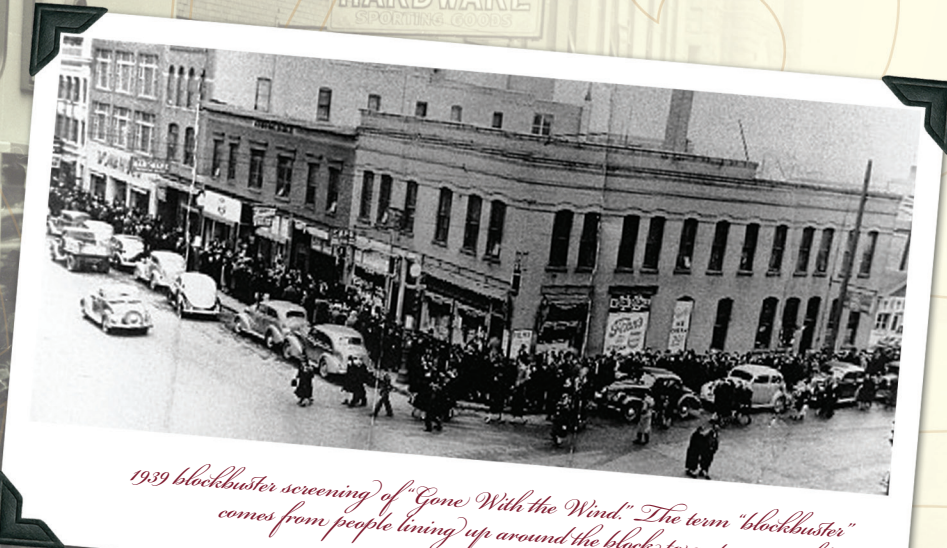
Inside front lobby and ticket booth on opening day in 1926.



The balcony inside State Theatre taken on opening day in 1926.



Artist rendering of restored State Theatre auditorium prepared by Conrad Schmitt Studios.



1939 blockbuster screening of "Gone With the Wind." The term "blockbuster" comes from people lining up around the block to go to a new film.



Harold Hanson, Cliff Knoll & Howard Hanson. Harold's Photo had given away free tickets for a showing as a promotion.

A WELL-WRITTEN SCRIPT

The State Theatre Company's solid, conservative business plan was developed in concert with the Small Business Administration, certified public accountants and area movie-theatre owners. The State has no mortgage payment to service, assuring the business viability of the project. This is the direct benefit of capital fundraising and means the State will need no subsidy from city or county government. Furthermore, the State Theatre Company's projections are based on capturing a modest five percent of the new-release movie market in the Sioux Falls metro area. In fact, revenue from six months of new-release films will enable the State Theatre to be self-sustaining year-round and allow for a mix of premieres, classic and educational films, art pictures and performance events.

Patrons will find ample, free parking in the evenings and on weekends. A recent, independent study revealed that Downtown's 10,000-plus parking spots in ramps, surface lots and metered spaces are grossly underutilized outside of the typical business day. The State Theatre's programming will take advantage of those off-peak times. Moviegoers will have plenty of nearby parking options, right when they most want to have the shared experience of attending a film event.

The key takeaways from the State Theatre Company's Business Plan:

- Written with help of the Small Business Administration, a local accounting firm and movie-industry consultants
- No mortgage debt to service
- No subsidy needed from city or county governments
- Self-sufficient through revenue generated by daily activities as a film center

THE ENCORE

How You Can Help

Businesses and individuals should consider an investment in the State Theatre and the tremendous return it will provide our entire community. The current campaign goal is \$2.4 million. These Phase II dollars will be raised through a campaign that targets these areas:

- Community Appeals Campaign: **\$1.2 million**
- Individual Gifts/Other Giving: **\$1.2 million**

Naming Rights

The State Theatre Capital Campaign provides several options for businesses interested in branding opportunities and individuals wishing to honor family members. Your company or family name can become a permanent part of this iconic building's history and an integral part of its future.

Investing in the State Theatre

The State Theatre Company is accepting one-time contributions for this campaign and those made over a three-year period. We recognize that a larger investment, made over an extended period of time, might best serve corporate business strategies or an individual's long-range plans.

All contributions are tax-deductible in accordance with federal and South Dakota laws. The Sioux Falls State Theatre Company is a 501(c)(3) nonprofit organization.

Thank you for considering your role in this community-wide effort. For more information, please call 335.5757 or email info@siouxfallsstatetheatre.org.



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