



SIoux FALLS STATE THEATRE IS APPROVED FOR CHAMBER COMMUNITY APPEALS CAMPAIGN

The Sioux Falls State Theatre Company is proud to announce its Community Appeals Campaign to restore “The Last Jewel in the Crown of Historic Downtown”. Approved by the Sioux Falls Area Chamber of Commerce, this \$1.2 million appeal is part of a \$2.4 million campaign to reopen the State Theatre’s main auditorium as a film center for new-release titles, movie series and cinema festivals. The State Theatre Company invites the business community to invest in the appeal, which begins now and runs through the end of July 2011.

This project will preserve Downtown’s last great public building as a daily entertainment venue and gathering place in the heart of our city. But the economic and community development benefits will reach far beyond the Phillips Avenue corridor.

The State Theatre will be a self-sustaining facility that requires no taxpayer subsidy. A solid, conservative business plan – developed with the help of the Small Business Administration, a professional accounting firm and local theatre experts – calls for capturing just five percent of the local new-release film market. With no mortgage payment to service, the State Theatre is projected to fully fund its annual operating costs with revenue generated by only six months of new-release motion pictures. This allows for classic and educational films, art pictures and performance events during the remainder of the year.

For decades, crowds lined Phillips Avenue in anticipation of the biggest films of their day – “Gone With the Wind,” “On the Waterfront” and “The Graduate” to name a few. History is poised to repeat itself as those crowds return to the State’s doorstep. The theatre’s central location and Downtown’s rapidly expanding population combine to create a reliable base of support for this legendary showplace.

Over the past several years, the State Theatre Company’s committed leaders have repaired the 1926 building’s physical infrastructure. They’ve shored up the roof, removed asbestos, repaired the building’s historical façade, restored its iconic marquee and initiated a dramatic renovation of the lobby. Their hard work will bring a host of benefits to our entire community:

- * New-release motion pictures will be shown on a huge screen, in a one-of-a-kind setting with fully modern digital equipment.
- * The Downtown and Eastbank areas will gain a daily entertainment venue, increasing Sunday foot traffic for shops and other businesses and creating a nightly draw for restaurants.
- * Professional recruiters and economic developers will have an even more vibrant Downtown to lift up as a selling point to corporations, healthcare organizations and sought-after talent.

Please consider taking part in the effort to return the State Theatre to its original splendor. Your investment in the appeal should be made payable to the State Theatre Company, not the Chamber. For more information, call the campaign office at (605) 335-5757, visit the State online at www.siouxfallsstatetheatre.org or contact any of the volunteers listed on the reverse of this sheet. Thank you in advance for your support.

Stacy Newcomb-Weiland,
State Theatre Company President

Joe Henkin,
Campaign Co-Chair

Dave Fleck,
Campaign Co-Chair

CAMPAIGN CO-CHAIRS

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Dave Fleck, *Sioux Falls Construction*

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



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