

**R**



ROXY  
REGIONAL  
CENTER  
FOR THE  
ARTS

ROXY

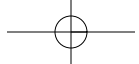
ROXY REGIONAL  
DR JEKYL

MUSIC

ART SHOW

DANCE

THEATRE



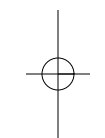
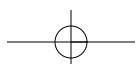
**PROSPECTUS:**

*Roxy Regional Center for the Arts & Education*







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- Mayor Johnny Piper,  
*City of Clarksville*
- Mayor Carolyn P. Bower,  
*Montgomery County*
- Rod Reiner,  
*Tennessee Arts Commission*
- Michael T. Harris,  
*Montgomery County School System*
- Patricia Winn,  
*Arts and Heritage Development Council*
- Joan Channick,  
*Theatre Communications Group, Inc.*
- Ned Crouch,  
*Customs House Museum and Cultural Center*
- James Diehr,  
*College of Arts and Letters, Austin Peay State University*
- Charles Elliott,  
*Clarksville Parks and Recreation Department*



## *This Is What We Are About*

-  Provide a showcase for the Roxy Regional Theatre,  
*Clarksville's oldest professional theatre*
-  Provide a new home for local art groups
-  Provide a welcome center in the heart of the historic district of Clarksville
-  Create a great multicultural center for artistic excellence
-  Develop a center of arts education for children and adults alike
-  Establish a destination for Tennesseans and tourists

## *Introduction & Mission*

Throughout our 24-year history, the Roxy Regional Theatre has utilized a 1947 movie house as a performance space (a 153-seat main stage and a 50-seat black box), a shop, a rehearsal space, storage, classrooms, art gallery, offices, and banquet facility. Most of these were in the same space and have become both economically draining and artistically limiting.

Now we begin a transformative step for the arts in Clarksville creating an opportunity to further anchor and broaden our commitment to serving this community by building a new center for the arts. Just as the Roxy Theatre was on the cutting edge in the 1940's, this new complex, designed by John Sergio Fisher, will be a state of the art complex of distinctive design that will generate a new enthusiasm not only for downtown Clarksville, but also for this entire region.

### **Roxy Mission: Heritage for the Center**

The mission of the Roxy Regional Theatre will continue and yet expand with the new Center for the Arts. The Roxy's scope of community awareness of the performing arts is most profound and will be telescoped further with the more expanded facility. These include, without any particular order:

1. Continuing community awareness of the performing arts, creative writing, visual arts, and crafts,
2. advocating and supporting Tennessee arts and the region as these relate to our cultural heritage,
3. developing and promoting the exhibitions and presentations of artists, both established and beginning,
4. presenting timely and culturally significant performances to a wide variety of audiences, such as youngsters versus adult presentations,
5. supporting and actively pursuing educational opportunities for school children at all levels,
6. providing an opportunity for economic benefit to restaurants, clubs, shops, and other businesses within the Roxy area, and
7. projecting the talents of local actors and artists to the community and region

## Structure

The general areas of the new Center are given with the cross sectional view on the following page. The pages following that show the first and second floor, plenum, and parking aerial layouts as perceived by the architect.

**First Floor:** A state of the art auditorium to be used for many different types of events and by many different groups (e.g., approximately 200 scheduled Roxy events, Fiddler's Convention, Junior Miss Pageant, music and dance concerts, corporate meetings, and touring productions).

- ☞ Full Lobby Gallery for local, regional, and State art shows and for special events/celebrations.
- ☞ Clarksville Artists Gallery.
- ☞ Gift shop for the art gallery and theatre.
- ☞ Serving, preparation, and kitchen area.

**Second Floor:** Performance and rehearsal rooms for dancers, musicians, and vocalists.

- ☞ Studio space for visual artists and musicians.
- ☞ Teaching area for group workshops and demonstrations by various community related groups.
- ☞ Darkroom for photography artists.
- ☞ Office spaces for organizations and special events of community groups.

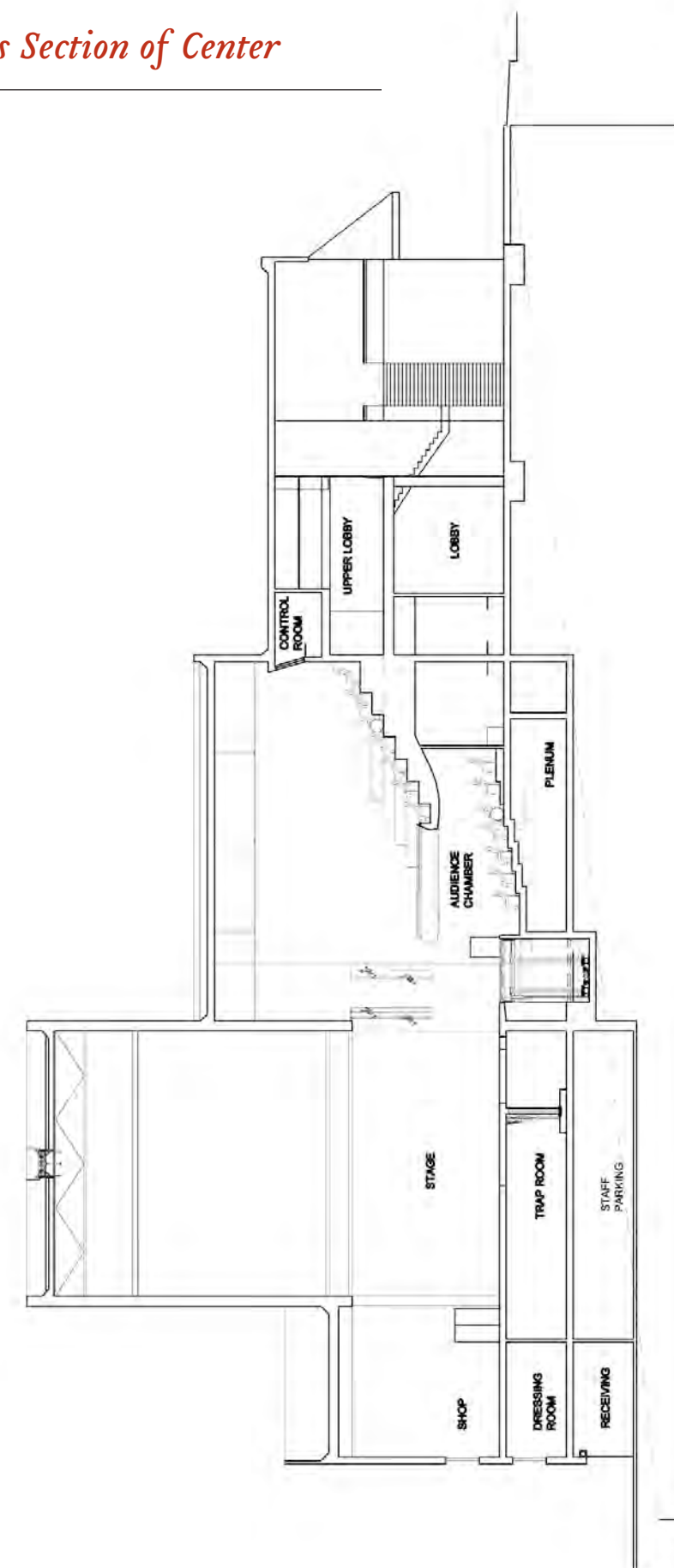
**Plenum:**

☞ Dressing rooms	☞ Studios
☞ Orchestra Pit	☞ Lower Green Room
☞ Trap Room	☞ Plenum

**Parking:**

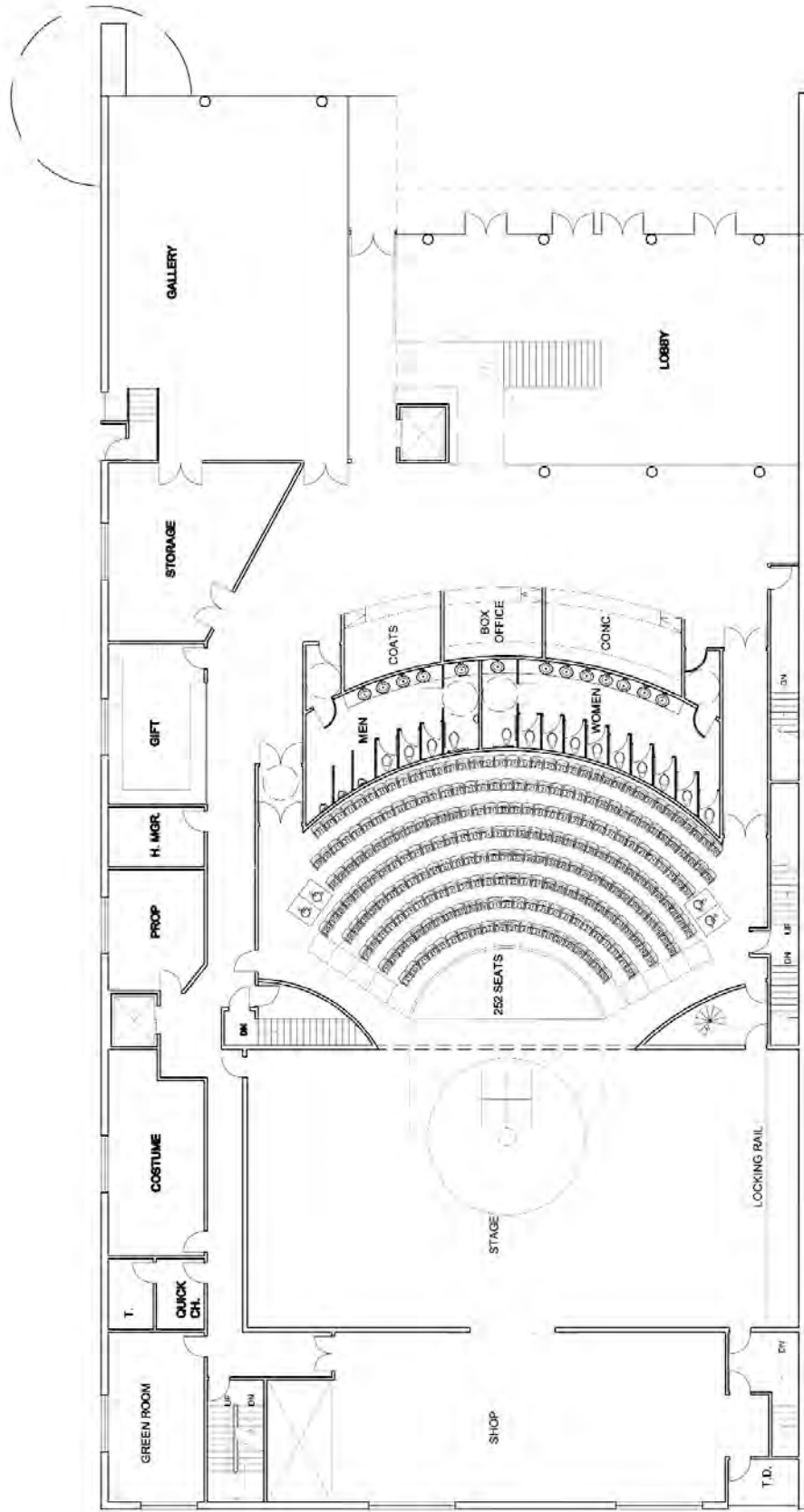
☞ Parking	☞ Receiving
☞ Electrical	☞ Mechanical

## Cross Section of Center

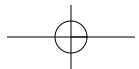


**jsfa**  
 John S. Fisher & Associates  
 Architects  
 Planning/Urban Design  
 Interiors  
 Theatre/Community  
 2007-2008

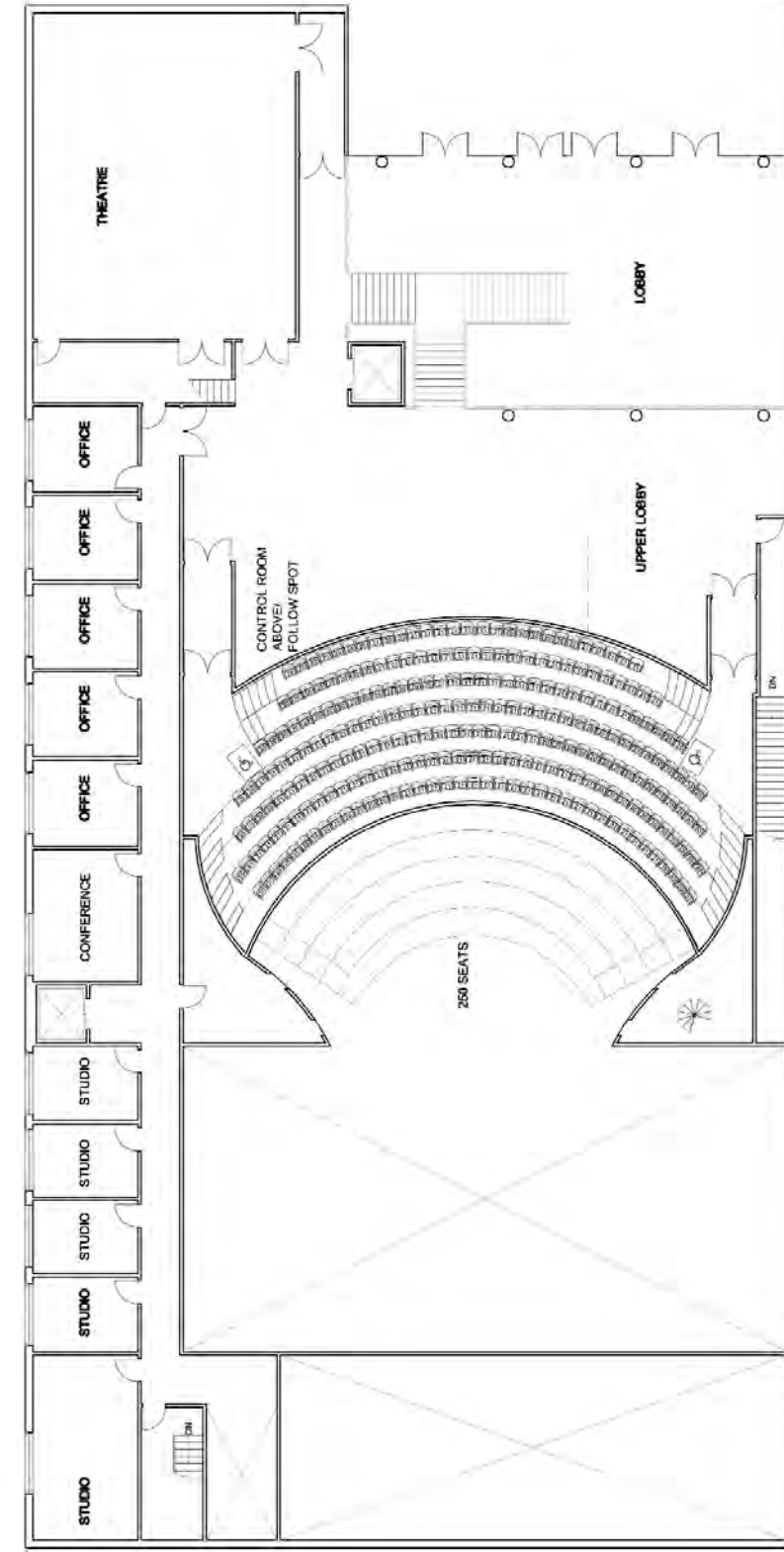
# First Level Floor Plan



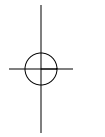
**jsfa**  
 John S. Fisher & Associates  
 Architectural Firm  
 1000 University Ave.  
 Suite 1000  
 Berkeley, CA 94702  
 415.841.1234



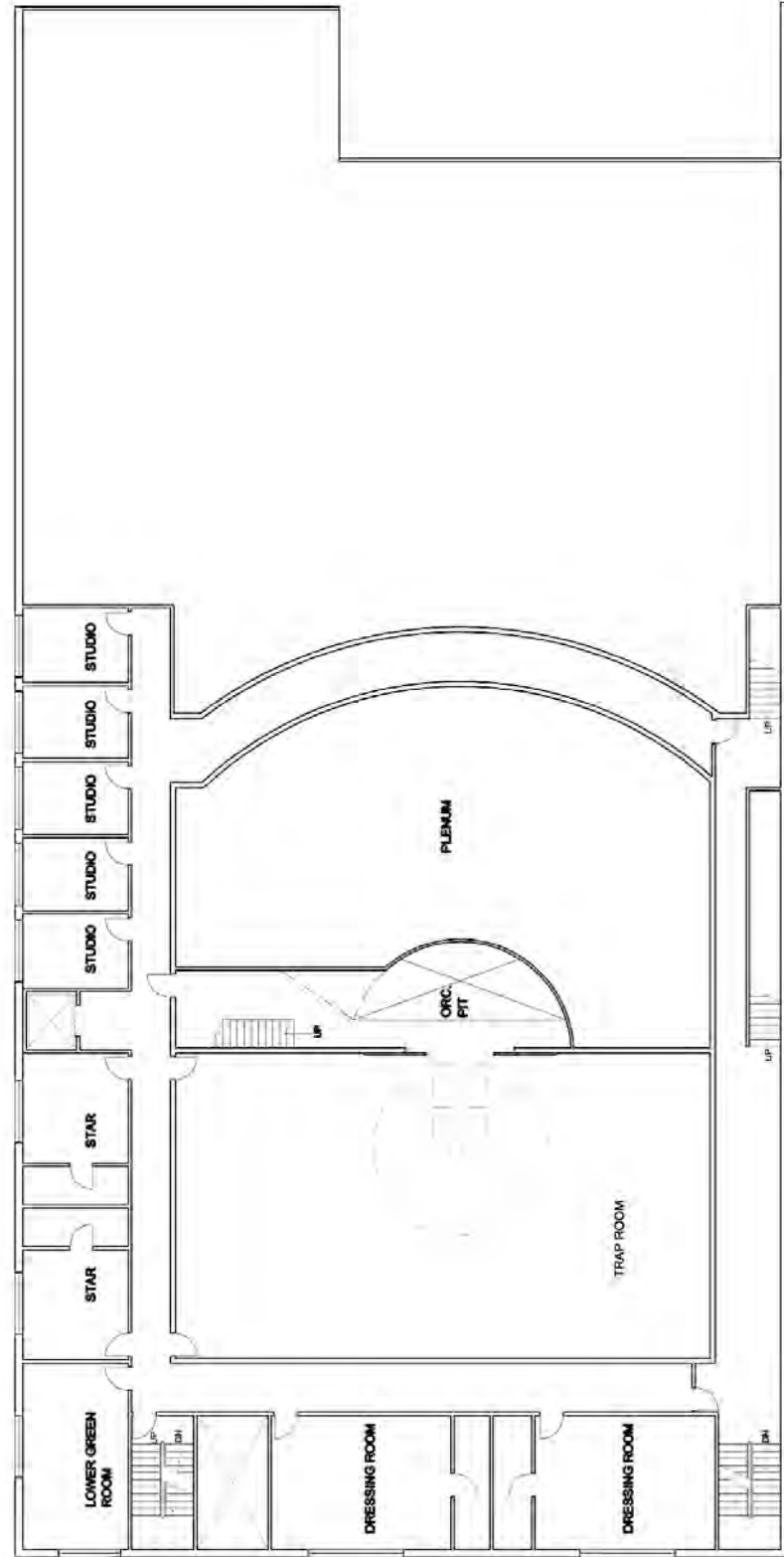
# Second Level Floor Plan



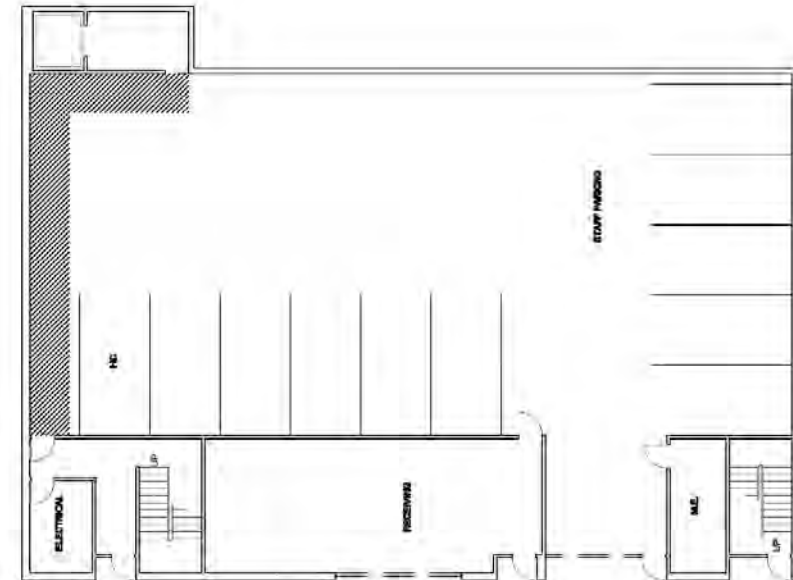
**jsfa**  
 John S. Fisher & Associates  
 Architectural Firm  
 1000 University Ave.  
 Suite 1000  
 Berkeley, CA 94702  
 415.841.1234



# Plenum and Storage Plan



# Receiving and Parking Plan



## Estimated Soft Cost

\$380,000 . . .	Furniture, Fixtures, and Equipment
	<ul style="list-style-type: none"> <li>☞ Loose furniture including the seats in the black</li> <li>☞ Box theatre, desks, chairs</li> <li>☞ Equipment including portable mikes, bulbs, wastepaper baskets, window coverings, vacuum cleaners, mops,</li> <li>☞ Fixtures including some of the theatre lighting fixtures, etc.</li> </ul>
\$1,080,000 . .	Consulting and Statutory Fees
	<ul style="list-style-type: none"> <li>☞ Architecture, civil, structural, mechanical, electrical and soils engineering</li> <li>☞ Consulting, theatre, acoustical, A-V</li> <li>☞ Planning fees, building permit fees</li> </ul>
\$636,000 . . .	Owner's Contingency
\$254,000 . . .	Administrative Costs
\$2,350,000 . .	<b>Total Soft Costs</b>

## Projected Quantitative Building Program

	SQ. FT.
1. MAIN STAGE AUDIENCE CHAMBER WITH BALCONY (500 SEATS) . . . . .	5,500
2. STAGE . . . . .	3,360
3. PIT/THRUST . . . . .	240
	600
4. SCENE SHOP . . . . .	1,600
5. 2 DRESSING ROOMS @250 EA. . . . .	500
6. 2 STAR DRESSING ROOMS @150 EA . . . . .	300
7. GREEN ROOM . . . . .	300
8. TECHNICAL DIRECTOR OFFICE . . . . .	120
9. PROP STORAGE . . . . .	500
10. COSTUME SHOP AND STAGE . . . . .	500
11. TRAP ROOM . . . . .	200
12. BLACK BOX/DANCE STUDIO/REHEARSAL . . . . .	1,600
13. STORAGE . . . . .	320
14. LOBBY . . . . .	4,000
15. BOX OFFICE . . . . .	120
16. BAR/CONCESSION . . . . .	300
17. KITCHEN . . . . .	200
18. RESTROOMS . . . . .	400
19. HOUSE MANAGER . . . . .	200
20. CLOAK ROOM . . . . .	100
21. GALLERY . . . . .	2,000
22. GALLERY STORAGE . . . . .	1,000
23. GIFT SHOP . . . . .	500
24. CLASSROOM . . . . .	600
25. 5 ART STUDIOS @120 EA. . . . .	600
26. DARKROOM . . . . .	100
27. 4 MUSIC STUDIOS @120 EA. . . . .	480
28. BOARD ROOM . . . . .	320
29. 3 OFFICES @100 EA. . . . .	300
30. 2 THEATRE OFFICES @200 EA. . . . .	400

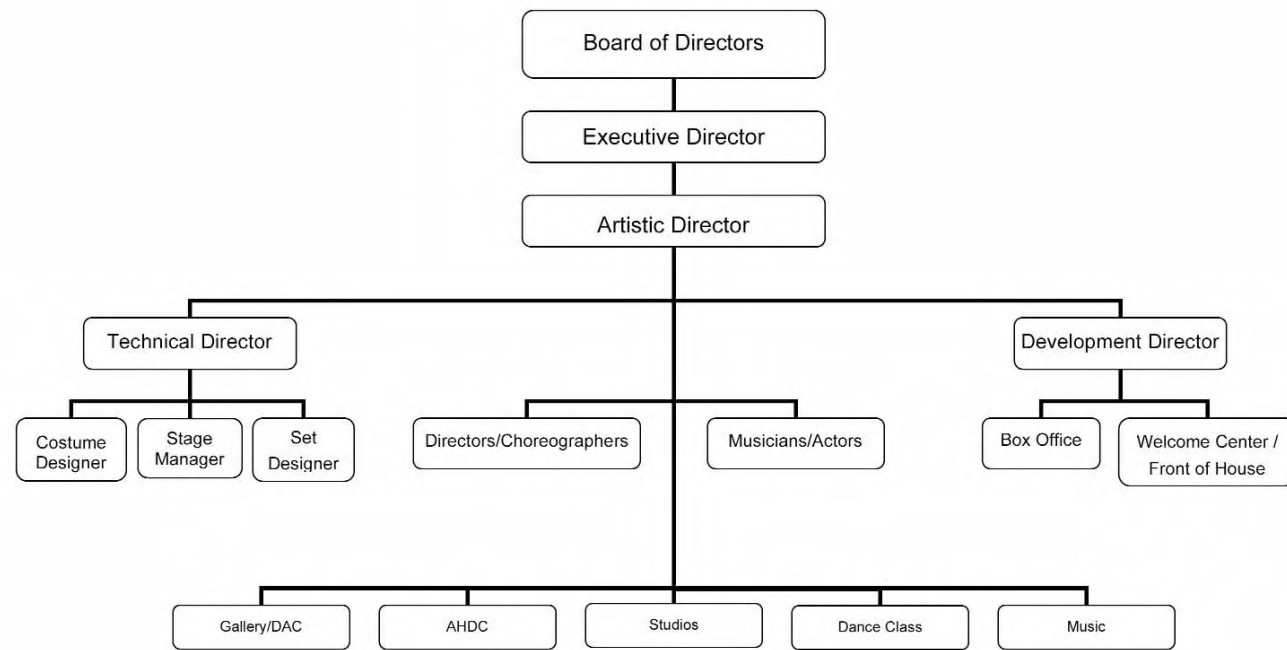
TOTAL NET AREA . . . . .	27,570 SQ. FT.
TOTAL GROSS AREA @1.30 FACTOR . . . . .	35,290 SQ. FT.

CONSTRUCTION COST @\$300/SQ. FT. . . . .	\$10,587,000
GARAGE BELOW BUILDING (23,000 SQ. FT.) @\$60/SQ. FT. . . . .	1,320,000
TOTAL CONSTRUCTION COST . . . . .	\$11,907,000

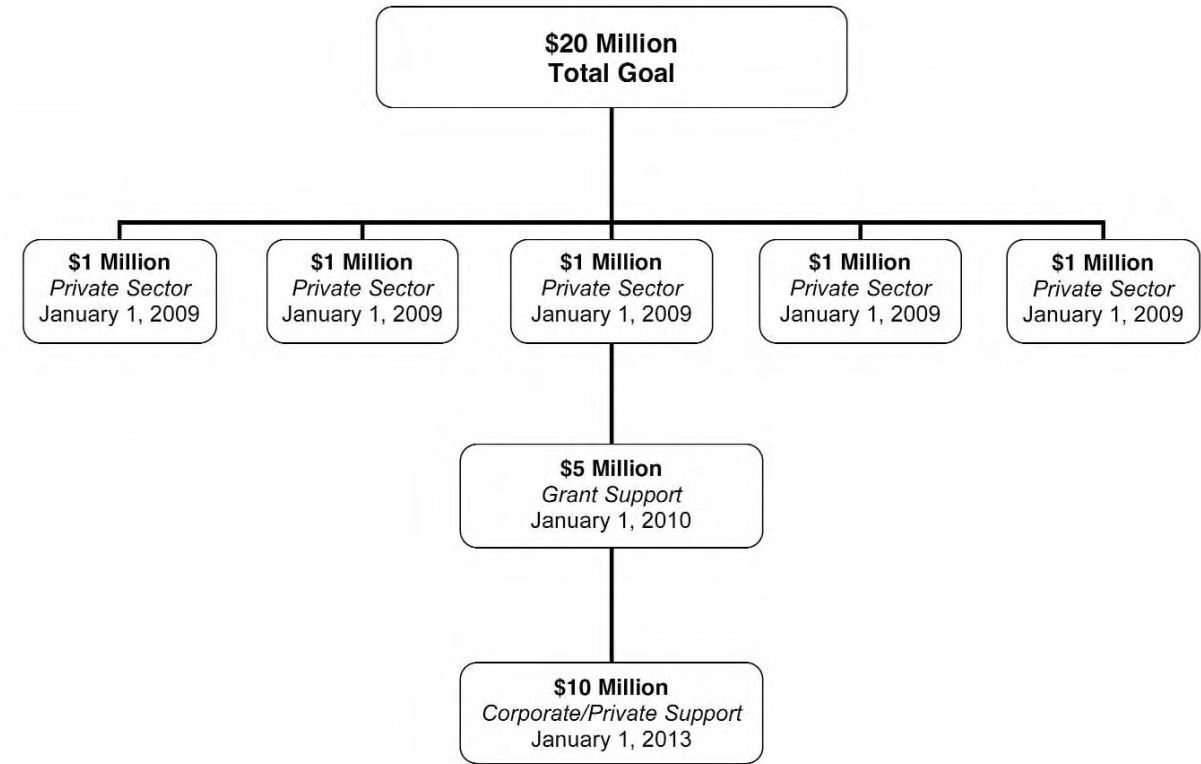
*Construction costs are at today's construction price index.*

TOTAL PROJECT COST WITH 20% FOR SOFT COSTS . . . . .	\$14,288,400
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## Organizational Chart



## Financial Plan



\* Donor names will be placed on donor wall to the right of the entrance, as you enter the mainstage. Donor wall will be designed by local artists.

## *Reasons to Donate*

**The Roxy Regional Theatre** is one of America's fastest growing regional theatres thanks to broad community and regional support. Like all great cultural institutions, our proposed Center for Arts and Education will rely on private as well as corporate donations. Its vibrancy will reflect the thoughtful generosity of citizens who want to play a part in building a great organization for their community, and who want the best possible quality of life for everyone in the community and for generations to come.

### **A contribution to the Center for Arts and Education will support:**

- ✎ A world class performance hall seating 500 where outstanding theatrical seasons of musicals, classics, Shakespeare, children's and special performances of the highest quality can perform alongside music concerts, dance recitals, touring productions as well as corporate meetings
- ✎ Arts education programs that currently serve over 26,000 students and provide critical enrichment to schools in numerous Tennessee and Kentucky counties
- ✎ Cutting Edge Programs such as our "pay-what-you-can" previews which allows every Tennessean in this region an opportunity to explore the theatre regardless of economic background
- ✎ Tourist Center at the hub of our historic district
- ✎ Local Art Gallery, Studios and Gift Shop
- ✎ Life enhancing experiences that currently reach audiences of over 50,000 annually
- ✎ New enrichment programs such as
- ✎ Kindermusic, a music program for created for children and their parents  
Roxy Dance, a new structured dance company
- ✎ Adult Acting, taught by seasoned professionals in our company
- ✎ Exceptionally talented professional actors, singers, dancers and musicians whose presence in our community enriches our teaching institutions and our arts
- ✎ Distinction for our city as a center for first rate arts, culture and entertainment that promotes economic development in Middle Tennessee

## *Letters of Support*



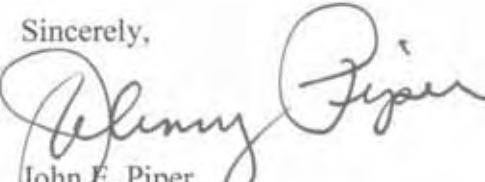
November 19, 2007

To Whom It May Concern:

I am delighted to submit this letter stating my support for Roxy Productions, Inc. This organization does wonderful things for the Clarksville community. They are very committed to preserving the arts and cultural side of our city.

The Center for the Arts will not only enhance what already exists but enable much greater things that will fully enhance the quality of life of many of the residents here.

The Roxy Productions, Inc. has a good working relationship with me, and the local government. This organization has the City of Clarksville's complete and unqualified support.

Sincerely,  
  
John E. Piper  
Mayor



City Hall  
One Public Square  
Clarksville, TN 37040  
(931) 645-7444 ▲ Fax: (931) 552-7479  
Email: mayorpiper@cityofclarksville.com



*Montgomery County Government*

Carolyn P. Bowers  
Mayor

1 Millennium Plaza, Suite 205  
P.O. Box 368  
Clarksville, Tennessee 37041-0368

Phone: (931) 648-5787  
Fax: (931) 553-5177  
mayorbowers@montgomerycountyttn.org

November 9, 2007


To Whom It May Concern:

Please accept this letter of support on behalf of the Roxy Regional Theatre's endeavor to create a regional center for the arts in downtown Clarksville.

For nearly a quarter of a century, the Roxy, a 501(c)(3) organization located in the heart of downtown Clarksville, has provided cultural and educational activities for all the citizens of Montgomery and surrounding counties. These activities and services, including introducing our young people to the world of theatrical arts, play an important role in our community.

In addition to continuance of the theatre arts, the proposed center would showcase the visual arts, music and dance of the region, providing a much-needed resource for educators and the community alike. In light of this, I urge you and your office to recognize the need for quality services such as these, and support the Roxy Regional Theatre's endeavor to build an arts center.

Thank you for your consideration.

Sincerely,  
  
Carolyn P. Bowers  
County Mayor



STATE OF TENNESSEE  
**TENNESSEE ARTS COMMISSION**

401 Charlotte Avenue  
Nashville, Tennessee 37243-0780  
<http://www.arts.state.tn.us>  
TDD (615) 741-1701

(615) 741-1701

FAX (615) 741-8559

October 30, 2007

The Roxy Regional Theatre  
100 Franklin St.  
Clarksville, Tennessee 37040

To Whom it May Concern:

I'm writing to express my support of the Roxy Regional Theatre's efforts to build a new theater in downtown Clarksville. I'm familiar with the organization from seeing productions there and through my work with the Tennessee Arts Commission - The Roxy has received grant funding from the TAC for over twenty years.

The Roxy has been extremely active since it's inception in 1983. John McDonald and Tom Thayer have worked tirelessly in creating and sustaining numerous theater programs of outstanding quality. The organization is a mainstay in the community – it would be difficult to imagine the cultural landscape in Clarksville without them.

The current theater is woefully outdated. A new theater will enable the organization the ability to produce work in a safe and welcoming environment. A modern space will also expand the organization's ability to produce higher quality productions, expand classes and increase outreach activities.

In addition to assisting The Roxy, the establishment of a new theater will be of great benefit to the local arts scene and the community as a whole, adding cultural value and quality of life to the entire region.

Yours truly,

Rod Reiner

Deputy Director

RR/rr



Michael Harris  
Director of Schools

Board of Education 621 Gracey Avenue Clarksville, TN 37040  
931-920-7808 Fax: 931-920-9808 michael.harris@cmcss.net

November 6, 2007

To Whom it May Concern:

The Roxy Theatre continues to be a positive influence on the cultural and educational development of our children and youth in Montgomery County. Having high quality, live performances conveniently available to our students makes a difference in the quality of our arts education programs.

Through its twenty-four year history, the Roxy has always put children and youth first as they plan their offerings for the community. By bringing quality productions such as *The Diary of Anne Frank*, *The Adventures of Tom Sawyer*, and *The Prince and the Pauper*, the Roxy brings the written word to life in ways that can't be duplicated in the classroom.

As Director of Schools, I am proud of our association and partnership with the Roxy. I look forward to finding new ways we can work together to enhance the cultural growth and development of our young people.

Sincerely,

Michael T. Harris  
Director of Schools



TO WHOM IT MAY CONCERN:

The Arts and Heritage Development Council of Clarksville (AHDC) strongly supports the development and creation of the Roxy Regional Center for the Arts. The Roxy and AHDC have worked together on number of community enrichment projects and without exception the Roxy's contribution has been stellar.

The Roxy's mission includes not only entertainment, but also education. Regarding the latter, the Center will allow AHDC to expand its level of activity through workshops and structured classes related to arts and historical Clarksville. The impact of the diverse activities of the proposed complex will be substantial in promoting Clarksville as a cultural center which, of course, will benefit the citizens, businesses, and the region in general.

Without reservation, AHDC heartily endorses the concept of the Center and is hopeful for its successful completion. If other support is needed, AHDC will be glad to do so.

Sincerely,

Patricia Winn, President  
Arts and Heritage Development Council

# TCG

THEATRE COMMUNICATIONS GROUP, INC.

THE NATIONAL ORGANIZATION FOR THE AMERICAN THEATRE  
American Theatre TCG BOOKS ArtSEARCH INTERNATIONAL THEATRE INSTITUTE/U.S. CENTER

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BEN CAMERON

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PREGONES THEATRE  
TIMOTHY J. SHIELDS  
MILWAUKEE REPERTORY THEATRE  
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ARENA STAGE  
SUSAN TRAPNELL  
ACT THEATRE  
SUSAN TSU  
CARNEGIE MELLON UNIVERSITY  
CHAY YEW  
PLAYWRIGHT, DIRECTOR

March 1, 2005

John McDonald, Artistic Director  
Tom Thayer, Managing Director  
Roxy Regional Theatre  
100 Franklin St  
Clarksville, TN 37040

Dear John and Tom:

I am writing this letter on behalf of Theatre Communications Group (TCG), the national service organization for the not-for-profit professional theatre in America, to congratulate you on 22 years of outstanding service to your community and to the theatre field.

Your work at the Roxy Regional Theatre represents the essence of what the not-for-profit regional theatre movement is all about: making professional theatre – created by people with training, talent, and a serious commitment to the art and craft of theatre – an essential part of life in your community.

A successful artistic and managerial partnership such as yours, which has thrived for over two decades, is a rarity. Together you revived a vacant movie house and renovated it into the beautiful home for live theatre that it is today, a model of downtown redevelopment. You produce a wide range of adventurous work, from classics to musicals to the most challenging contemporary works. Through your comprehensive educational programs and summer camp for children, working in tandem with the schools and the parks and recreation department, you are helping to build a theatre audience for the future.

I hope you know that your work is important not just to your community but also as a vital part of the national network of resident professional theatres. TCG is proud to count the Roxy Regional Theatre among our constituent members.

Sincerely,

Joan Channick  
Deputy Director



October 24, 2007

Roxy Regional Theatre  
100 Franklin Street  
Clarksville, TN 37040

Ladies and Gentlemen of the Board:

This letter is offered in support of the Roxy Regional Theatre, its mission and vision for the future.

As one who was in the front ranks – at the launch of fundraising, ground-breaking and subsequent opening of the museum expansion some 11 years ago, I am keenly aware of the multi-level dynamics required (on all fronts) to, at the end of the day, “turn the lights on”.

I commend the Roxy and the Board of Trustees for their exceptionally ambitious plan, and applaud your efforts.

As the second largest general museum in the State of Tennessee –with 35,000 square feet of exhibit and performance space, we have always prided ourselves in that we have maintained a valued reputation as a true “quality-of-life” partner with the City of Clarksville and indeed the region.

And in saying so, I am equally proud in that the Roxy joins with us - as together we exemplify what a community can do when clear vision and focus are brought to bear along with measured political and financial support.

The Roxy now finds itself poised to capitalize on twenty four years of acclaimed programming, performances and educational excellence. The planned multi-disciplinary facility will not only re-anchor a major block in the historic zone of downtown Clarksville with a potentially iconic structure, it will enhance ten-fold experiences and learning opportunities for countless school children and patrons of the arts.

As both an artist and patron of the arts and on behalf of the Customs House Museum, I take great pleasure in offering support and what guidance may be of value - toward this elegant and masterful undertaking.

Sincerely,

Ned Crouch  
Executive Director



Office of the Dean • College of Arts and Letters

TO WHOM IT MAY CONCERN:

This letter represents a statement of strong support for the proposed Roxy Regional Center for the Arts. The current facilities are sorely out-of-date and inadequate to meet the current needs and those which are projected for the new facility.

There is an effective interface between Austin Peay State University’s art program and the Roxy. I anticipate the effectiveness of this combination will become even stronger. It will contribute to a greater extent to our community’s awareness of the arts through entertainment and education.

Sincerely,

James Diehr  
Dean  
College of Arts and Letters

Gateway To The *New* South.



November 11, 2007

To Whom It May Concern,

I would like to submit this letter of support for the Roxy Theatre's proposed Center for Art Education. The Roxy Theatre has been a part of Clarksville Parks and Recreation Department's Youth Program for many, many years. It has provided our children with opportunities to participate in the fine arts. There have been many children who have benefited from the acting classes that have been provided by the Roxy Theatre. The instruction has been led by Mr. John McDonald and Mr. Tom Thayer, and they have provided outstanding leadership and instruction to all of the kids who have participated. Many of the kids who have attended the Roxy Theatre's acting classes have gone on to greater opportunities in our schools and other places.

The Roxy Theatre plays a very important role in our Summer Youth Programs. Many kids would not have the opportunities that they have been offered in a different field had it not been for the support and involvement from the Roxy Theatre.

Sincerely

A handwritten signature in cursive script that reads "Charles Elliott".

Charles Elliott  
 Director  
 Clarksville Parks and Recreation Department



102 Public Square  
 Clarksville, TN 37040  
 (931) 645-7476 • Fax: (931) 553-2432  
[www.cityofclarksville.com](http://www.cityofclarksville.com)

