

## Near West Theatre's dream: A 'passive energy' performance center in Cleveland's Gordon Square Arts District

[updated 1/31/12]

**T**hank you for supporting Near West Theatre's art and mission by attending our 2012 Benefit. We also want you to know about our vision for a new home at West 67<sup>th</sup> Street and Detroit Avenue. If the right support is rallied – and now is the time! – it will be **the first theater in North America, and perhaps in the world, built to a super-energy-efficient, "passive standard."**



Near West Theatre has an energetic, 33-year track record of creating extraordinary musicals with ordinary people. The lives of children, teens and adults have been shaped, changed, even saved through the theater's unique way of working. Near West is a cross-roads of difference where people of varied races and abilities, young and old, urban and suburban, well-to-do and poor, encounter each other, create community and make great art.



**The vision for our new building**, then, is one of earth, economy and people sustained ... of Cleveland as a leader in a cutting-edge, energy-efficient design ... of a life-giving theater program sustained and growing in an affordable new home.

### Costs and fundraising

#### **Financial highlights of Near West Theatre's 18,000-square-foot performing arts center:**

- **Cost:** **\$6.82 million** if built to the special "passive energy" standard.
- **Already spent:** **\$513,807** on land acquisition, architectural drawings, project management, etc. (See Page 2 for details.)
- **Already raised and/or pledged:** **\$4.36 million**. This includes challenge grants of \$1.6 million, major gifts this month of \$750,000 and \$600,000, and other generous lead gifts and pledges.
- **Yet to be raised:** **\$2.26 million**.

#### What is "passive standard" construction?

If you visited the PNC Smart Home at the Cleveland Museum of Natural History in 2011, you know a bit about this amazing method, which will be the standard for all new construction in Europe by 2017. It features a nearly airtight seal around an entire building and "heat exchange" mechanical technology to circulate fresh air: warm in winter, cool in summer. At least 25,000 buildings in Europe, small and large, have been certified. Passive method theaters exist in Europe but none is known to be certified. "Passive" buildings perform at a level far exceeding that of LEED-certified structures, more familiar in North America.



PNC Smart Home, 2011



Theater entrance: possibilities!

## Summary of costs, uses and funds raised

Costs		What's included in costs	
Conventional building costs		<b>Construction costs</b> include materials & labor, sprinkler system and installation, plaza improvements, construction contingency (3%)	3,554,710
construction costs: 3,554,710		<b>Architectural and site costs</b> include architectural/engineering fees, acoustician fees, LEED design, construction and commissioning, survey & lot split, soils analysis, testing & inspection, printing, plans exam fee, permit fee, tele/data/security, phone services, signage, owner's rep & legal fees, owner consultants, accounting, risk insurance, sewer & water tap fee, moving expenses, owner's contingency	890,708
architectural and site costs: 890,708			
closing and land costs: 276,101			
FFE, theater equipment: 750,000			
Subtotal:	5,471,519	<b>Closing and land costs</b> include acquisition of parcels at 6702 Detroit Ave. and 1384 W. 67 <sup>th</sup> St., demolition, interim landscaping (all completed), and holding costs for relevant parcels (ongoing)	276,101
Building maintenance fund	750,000	<b>FFE &amp; theater equipment</b> include rigging and drapery, sound cabling & terminations, lighting (half of stage lights will be new), seating, mezzanine deck infill, acoustic wall panels at rear balcony, control booth build-out, pit openings and build-outs, lobby & dressing room FFE, basement build-out (office, kitchen, small performance space)	750,000
<b>Total conventional cost</b>	<b>6,221,519</b>	<b>Additional costs w/passive design</b> include thermal envelope upgrades (insulation, curtain wall system, windows & doors) geothermal piping, heat exchangers	600,000
Additional cost with passive design	600,000	<b>Sources of funds raised or pledged</b>	
<b>Total new cost with passive design</b>	<b>6,821,519</b>	<b>Funds raised or pledged</b> include gifts from Char and Chuck Fowler (\$1M conditional on campaign completion), Gund Foundation (\$500K likewise conditional), Tom and Sandy Sullivan (\$975K), an anonymous donor (\$600K toward passive standard), R. Eric Kennedy (\$500K), Kulas and John P. Murphy Foundations (\$500K for lobby), plus gifts from other foundations, corporations and individuals.	4,362,361
Fundraising			
Funds raised or pledged	4,362,361		
Est. value of materials from Tremco	200,000		
<b>Funds remaining to be raised</b>	<b>2,259,158</b>		

### How NWT will afford its own building

As it makes the transition from renter to owner, Near West Theatre will need \$106,786 more per year in operating funds in its debt-free, super-energy efficient building.

Annual sources of these funds include:

- Increased box office receipts: \$46,086
- Interest (4% return on \$750K) \$30,000
- Increased individual donations \$18,700
- New fees for service: \$9,000
- Building rentals \$3,000
- Total increase: \$106,786**



### Impact

Passive energy design will drop Near West Theatre's energy use by 80 percent, saving this nonprofit at least \$32,000 per year in energy costs. It will be a major step toward making the new building affordable as the theater expands its programs and reaches at least 33% more people – participants and audiences – than it does now. Meantime, this accomplishment will **throw a spotlight on Cleveland as a North American leader** in an energy-efficient, sustainable future, and further elevate the Gordon Square Arts District's stature as a national model of economic development through the arts.