

**CEDS Project Proposal – INITIAL PROJECT BRIEF -- 2004**

**Project Sponsors:** Complete and return this form by Friday, May 21, 2004 by MAIL, FAX, or E-MAIL:

**To:** Berkshire Regional Planning Commission, 1 Fenn St., Suite 201, Pittsfield, MA 01201

**Fax: 413-442-1523 Attn.: Peter Falcier; E-MAIL: pfalcier@berkshireplanning.org**

*This INITIAL PROJECT BRIEF is intended to provide an introduction to the project or project idea, and will be followed up by other requests for more detailed information, as necessary. Fill in or check off, as indicated.*

**PROJECT NAME:** The Colonial Theatre

Community: Berkshire County

Project Sponsors:

Project Sponsor(s) Contact Person:

Phone:

E-Mail:

Municipality Sponsor (Contact):

Phone:

E-Mail:

Location of Project (Street Address):

<b>TYPE OF PROJECT:</b> (Check boxes to specify type in rows below)			
<input checked="" type="checkbox"/> <b>Physical:</b>	Building <input checked="" type="checkbox"/>	Site <input checked="" type="checkbox"/>	Infrastructure <input checked="" type="checkbox"/>
<input type="checkbox"/> <b>Public &amp; Private Institutions &amp; Programs:</b>	Workforce <input type="checkbox"/>	Business Assistance <input type="checkbox"/>	Other <input type="checkbox"/>
<input type="checkbox"/> <b>Public Sector Policy</b>			

**PROVIDE A BRIEF PROJECT DESCRIPTION OR STATEMENT OF THE PROPOSED CONCEPT:**

**1903 CIRCA HISTORIC THEATER UNDERGOING AN HISTORIC RESTORATION AFTER BEING DARK FOR 52 YEARS. THE THEATRE IS HALFWAY THROUGH A \$16 MILLION DOLLAR CAPITAL CAMPAIGN AND HAS BEGUN TO DEVELOP ITS PROGRAMMATIC AND ARTISTIC PHILOSOPHY. THE THEATRE IS SCHEDULED TO BEGIN BUILDING STABLIZATION IN EARLY FALL 2004, AND WILL OPEN IN SPRING 2006 AS A STATE OF THE ART, YEAR-ROUND PERFORMING ARTS CENTER.**

**CURRENT PROJECT STATUS: READINESS TO PROCEED** (check as appropriate)

<input checked="" type="checkbox"/> <b>Ready for Construction</b>	Site Control: check:	<input type="checkbox"/> Public	<input type="checkbox"/> Private	<input checked="" type="checkbox"/> Non-Profit
<input type="checkbox"/> <b>Planning Stages</b>	Completed	Underway	Needed	
Feasibility or Planning Studies:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Preliminary engineering plans:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Financial & Cost estimates:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Marketing study:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Permitting:	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Organizational/Management Plan:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Partners and project sponsors:	<input checked="" type="checkbox"/> Identified	<input type="checkbox"/> Committed		
<input type="checkbox"/> <b>Concept or Early planning stages</b>				

**COMMENT ABOUT PROJECT STATUS:**

Briefly summarize what's been done (actions taken; studies completed) and what the next steps are: Architectural feasibility study completed April 2001. Project Architect engaged November 2002. Fundraising feasibility study completed August 2002. Capital Campaign Leadership established July 2003. Master plan completed fall 2003. Construction management firm engaged January 2004. Schematic design completed May 2004.

**TOTAL ESTIMATED PROJECT COST:**

Required local/regional funding match identified:  YES  NO  
 Funding partners: Amount: \_\_\_\_\_  
 Amount: \_\_\_\_\_

**EMPLOYMENT & WAGE EFFECTS:**

Number of full-time (FTE) (non-construction) Jobs created: 4 at present, will be up to 30. Jobs retained:

Skills or education level required for new jobs created: Technical, administration, management, marketing  
Pr

Labor Force expected to be drawn primarily from: (list below)

Communities: Berkshire County Number: all

Sub-Regions (North, Central, South) Number:

Wage levels (range): \$13 per hour to \$75K annually

**PROJECT BENEFITS:**

Explain how this project will create or retain jobs, improve the economic conditions of the region, or meet a goal of the regional economic strategy.

In an economic impact study conducted by Williams College it was determined that a year round performing arts center in downtown Pittsfield will increase property values by 3% in Pittsfield, creating \$41 million in wealth, and a potential \$750,000 in city tax revenues. Additionally the study predicted the creation of 100 new FTE jobs, and that \$2 million annually would be injected into the local economy due to ancillary spending of theatre goers.

Please briefly describe factors which make this project of regional significance (a regional priority?), and other project benefits not previously discussed.

The building is 101 years old and is architecturally significant in that it one of only about a half dozen remaining theaters designed by noted theatre architect JB McElfrick. It is architecturally superior and has been proclaimed by Louis Fleming as one of the ten best houses in the world.

Additionally, the Theatre has great historical value in that it played hosted to every big name of the day, including Sarah Bernhardt, the Barrymores, the Boston Symphony Orchestra, the Zigfield Follies, etc.

**Will this project meet Massachusetts Sustainable Development Principles?**  
(See enclosed/attached sheet from the Office for Commonwealth Development).  
**Name/Signature of Applicant: Susan Sperber                      Date: 05/19/04**