



The Sampson Theatre

CASE FOR SUPPORT



Penn Yan Theatre Company

The Sampson Theatre



Penn Yan Theatre Company

A 501(c)(3) Non Profit

PRINCIPAL CONTACT

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OUR MISSION

To enhance the quality of life in our community by providing theater experiences and education in order to promote participation, appreciation, and understanding of the arts.

We fulfill our mission by:

- Selecting plays and musicals to be performed by various age groups with a special focus on student participation
- Developing original works for community groups
- Providing volunteer personnel to produce and direct each project
- Providing experiential education for novice participants
- Performing for the general public and individual groups
- Supporting the drama clubs and youth programs in local school and communities
- Awarding scholarship(s) to graduating high school seniors

The Revitalization of the Sampson Theater is a capital campaign effort by the Penn Yan Theatre Company



GOAL

Your support will help provide Penn Yan and Yates County with a state-of-the-art performing arts center that includes full, professional lighting, sound, projection equipment and more. The Historic Sampson Theatre was once the cultural center of Yates County, and it is still the only theatre in a 45-mile radius. With this renovation, the theatre will return to its former glory and be a transformative cultural arts center that will drive the economic revitalization of Penn Yan and Yates County.

ACHIEVEMENT

The Penn Yan Theatre Company (PYTCo) was created in 1978 and has provided Penn Yan and the surrounding community years of popular entertainment through their successful community theatre group. In 2004, the defunct Sampson Theatre was donated to PYTCo by the Trombley family. Built in 1910, the building began as a vaudeville theatre, and remains one of the earliest examples of slip form concrete construction in the United States. The theatre closed and was sold in 1928, and the Sampson has been repurposed over the years as an indoor miniature golf course, an automobile dealership, and most recently as a tire warehouse for the Trombley family company.

Since taking ownership in 2004, PYTCo has worked diligently to responsibly steward the building, attending to immediate needs including roof replacement (2005), nominating the property to the national and state historic register (2008), and a two-year cleanup effort following a massive flooding event in 2014. (Reconstruction of the East Elm Street and Basin Street areas have greatly reduced the chance of any such flooding happening again.) Throughout all repairs and events, including being named as one of the inaugural “Five to Revive” by the Landmark Society of Western New York in 2013, the goal of PYTCo has been to bring the Sampson Theatre back to life.



SUSTAINABILITY

As a 501(c)(3) and all-volunteer organization, one of the driving motives of PYTCo has been to provide affordable access to quality, live theatrical productions for all members of the rural community.

PYTCo envisages the Sampson Theatre as the performing arts center for all of Yates County and the Finger Lakes Region. The high quality of the original design and construction of the Sampson Theatre will ensure minimal maintenance costs for the future. The sizable stage and full fly space will allow for major touring companies to perform on the Sampson stage.

As the Sampson Theatre is revived, it will become a space used for theatre productions, movies and more. As a guaranteed space for rehearsals and performances, the Sampson will also be available for rent as a multi-use space for touring shows and community groups. PYTCo has been granted a \$1M Downtown Revitalization Initiative grant toward the renovation of the Sampson Theatre and over \$30,000 in other grant funding has been secured.

Projected Additional Revenue:

- Corporate and individual sponsorships
- Performance and movie ticket sales
- Concession revenue

Economic Development:

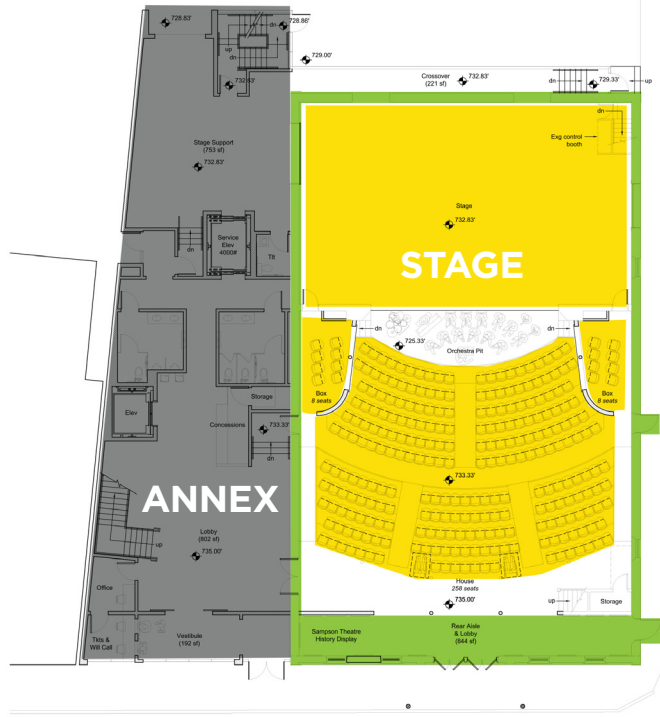
- 3-5 full time jobs created
- Increased traffic to the region for tourism and hospitality
- enhanced desirability for hiring by local businesses

SECURED FUNDING

- \$1M DRI
- \$8,100 from the Rochester Community Foundation Yates County Endowment (Ceiling tiles)
- \$5,000 from the Gannett Foundation.
- \$2,500 from DeGeorge Foundation
- \$3,000 Mightycause Charitable Foundation
- \$1,140 Pomeroy Foundation (Historic Sign)
- \$500 Seneca Foods
- About \$18,000 in private donations over the past year

FACT

Over the past decade, the summer PYTCo Youth Theatre Camp has worked with over **500 youth** at absolutely no enrollment cost to campers. Several campers have gone on to study theatre in college and work professionally in the field.



SUPPORT

Our dreams of revitalizing this critical piece of Penn Yan’s cultural heritage cannot be realized without donor support.

Your donation will help provide Penn Yan and Yates County with a state-of-the-art performing arts center that includes full, professional lighting, sound, projection equipment and more.

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To donate, go to www.pytco.org/donate All donations are fully tax-deductible. We are grateful for your consideration and support!



CURRENT PROGRAMMING

Since its inception, PYTCo has been in consistent production for over 40 years. In that time PYTCo has staged over 60 major productions.

Current programming includes:

- Main Stage Production
- Summer Youth Theatre Camp
- Christmas Youth Show
- Radio Show
- Broadway Student Summit
- Haunted Sampson Theatre
- Star Shine Lights Show
- Masquerade Ball
- Benefit Shows and Concerts
- High School Scholarships
- Assisting Local School Districts Annual Productions





COMMUNITY PARTNERSHIPS

In addition to the programming currently in place, PYTCo will build upon their success and seek new partnerships with community and professional organizations in the county and region.

These include, but are not limited to:

- Professional Touring Companies
- Yates County 4-H
- Finger Lakes Tourism Alliance
- Keuka College
- Local Boy and Girl Scouts Chapters
- Yates Community Center
- Yates County Chamber of Commerce
- Yates County Arts Center

MULTI-USE PLANS

- Themed movies and arts films
- Graduations
- Awards Ceremonies
- Musical Performances by local or visiting groups
- Dance Recitals
- Weddings
- In-Door Markets

NAMING OPPORTUNITIES

Tax Deductible

\$5 Million

Full Building

\$2 Million

Annex

\$1 Million

Lobby

\$1 Million

Stage

\$500,000

Balcony

\$500,000

Orchestra Pit

\$100,000

Box Seat Area (4)

\$75,000

Box Office

\$50,000

Classrooms

\$25,000

Concession

\$15,000

Set Shop

\$15,000

Costume Shop

\$10,000

Dressing Room (7)

\$5,000

Catwalk

\$5,000

Gallery

\$1,000

Theatre Seat (400)

TOTAL REHABILITATION OF THE THEATER:

\$3.8 MILLION

Survey and testing for hazardous materials	\$1,880.00
Repair concrete walls	\$26,100.00
Repair brick masonry	\$104,600.00
Rebuild portions of wall and parapet	\$26,100.00
Material (brick and concrete caps)	\$27,600.00
Dressing Rooms	\$202,400.00
Allowance for new stage access stairs	\$20,660.00
Costume Storage	\$44,360.00
Mechanical Room	\$40,240.00
Orchestra Pit (operable)	\$211,230.00
Miscellaneous structural repairs (basement)	
Provide (2) columns	\$14,600.00
Provide (1) pier at south wall	\$12,100.00
Provide steel support at cracked arch	\$97,200.00
Reconstruction of box seats	\$145,700.00
Reconstruction of seating floor slab	\$121,500.00
Repair of existing seating floor slab	\$15,800.00
Replace Stage flooring	\$98,700.00
Repair & stabilize existing proscenium wall plaster	\$58,400.00
Repair & stabilize existing wall plaster	\$169,100.00
Replace plaster ceiling (Rear Aisle); veneer	\$17,100.00
Repair existing Balcony Stairs	\$6,890.00
Reconstruction of Balcony	\$336,920.00
Reconstruct Tlts & Lobby	\$101,800.00
Reconstruct Balcony Stairs (west)	\$36,400.00
Repair existing wood doors	\$3,640.00
Provide new doors	\$126,300.00
Provide new vestibule doors to match entry doors	\$77,700.00
Provide new overhead door	\$27,600.00
Provide wood/clad windows to match existing	\$125,400.00
Provide film system on windows	\$7,900.00

Rebuild front entry canopy	\$77,800.00
Provide rear entry canopy	\$15,800.00
Provide side entry canopy	\$10,600.00
Refurbish existing Projection Room	\$2,500.00
Repair existing Gallery / Tech Storage	\$31,400.00
Repair existing Fly Space catwalk	\$27,600.00
Refurbish existing tin ceiling tiles	\$32,600.00
Provide new ceiling tiles to match existing	\$24,300.00
Provide audience seating w/ integral lighting	\$261,800.00
Provide temp audience seating	\$21,500.00
Interior lighting & controls	
Seating areas / Rear Aisle / Lobby	\$27,600.00
Stage	\$187,500.00
Spots (Upper Boxes / Balcony / Gallery)	\$62,500.00
Rigging	
Add independent structural grid	\$31,300.00
Equipment	\$187,500.00
Curtains	
Equipment	\$93,800.00
Sound	
Equipment	\$93,800.00
Film Projection	
Equipment (screen and projector)	\$106,300.00
Acoustical treatments	
Materials	\$25,000.00
Furnishings & other equipment	\$38,000.00
Exterior signage (THEATRE)	\$15,200.00
MEP (incl in \$s)	
Partial Sprinkler system	\$154,900.00
Site Work	\$26,600
Total - Theatre DRI Award Rehabilitation (rounded)	\$3,861,800.00

PYTCO Board

Contact any of our board members for a private tour!



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