



Message from the CEO

Each and every day we make decisions about the future of Proctors by looking to our mission statement: *Through arts and community leadership, to be a catalyst for excellence in education, sustainable economic development and rich civic engagement, to enhance the quality of life in the greater Capital Region.* We have used the tenets of our mission statement to lead us through a four-year fundraising effort – **Capitalizing our Future Campaign.**

To date, we have raised over \$13.2 million towards our goal to fund the projects outlined in this newsletter. **Now just \$688,000 remains to be raised before December 31st** which will allow us to begin construction on **The Addy** – The Adeline Graham Theatrical Training and Innovation Center and to launch its programs in the next year.

Our most sincere appreciation to those who already have generously supported this effort. To those we are now reaching out to, we hope you too will join us in supporting our exciting plans, which will transform Proctors and the entire region.

Philip Morris, CEO

Excellence in Education Empowering Young People

The Adeline Graham Theatrical Training and Innovation Center at Proctors: “The Addy” will engage our region’s young “rising stars” with exciting career opportunities in the creative sector. A multi-use arts education space, the Addy will include a 100-seat theatre, classrooms, media lab and dance studio/event space. This \$2.5 million project will renovate the third floor of the Proctors arts complex and launch a slate of new workforce training initiatives, while also expanding after school and summer programs.

More than 1,000 students will participate each year, gaining paths to lifelong careers as well as opportunities for education, artistic expression and civic engagement. The Addy will also serve more than 9,000 additional patrons attending performances and special events.

76% Funded



Economic Development Energizing our Regional Economy

Marquee Power is Proctors' district energy system, which supplies low cost heating and cooling to 35 downtown businesses.

- Helped to leverage over \$50 million in downtown revitalization investments
- \$3.8 million expansion will upgrade both equipment and efficiency and add 7 historic downtown building clients
- Will generate revenue of \$450,000 per year, which Proctors will reinvest in mission-driven programs.

Fully Funded

Creative Entrepreneurship has allowed Proctors to engage in the creation of new shows and assist the region's arts organizations.

Investment in new Broadway shows ensures their early appearance on our stages, an annual impact of \$1.5 million for the local economy.

- Promoting and leveraging the tax credits approved last year, both *An American In Paris* and *Something Rotten* are "teching" at Proctors, building their national road tours in Schenectady allowing us first access to these hot new shows
- TICKETS BY PROCTORS allows eight local arts organizations to offer fee-reduced tickets to their patrons while creating a regional ticketing resource/calendar

Fully Funded



Excellence in Education Empowering Young People

Producing Creative is an innovative project with the Workforce Development Institute and private sector partners. There are more than 30,000 jobs in the creative sector in the region but many people don't have the training to access them. Producing Creative consists of creative job awareness materials for younger students, hands-on professional experience for high school students, and workforce development and apprenticeship programs connecting emerging professionals with training and certifications to work in a variety of performing arts careers.

76% Funded

Civic Engagement Preserving Proctors and Amplifying Community Voices

The Painting and Restoration Project completes an over thirty-year effort to restore the theatre to its 1926 grandeur.

- Repaired a leak in the mezzanine roof, which endangered historic plaster work and the mural
- Finished painting the orchestra and mezzanine levels with the original 1926 colors
- Restored plaster and scagliola (the marble-like panels and columns) and gold leafing

Fully Funded

Marquee Modernization - the refurbishment of our marquees on State Street was one of the first projects completed with funds raised through this campaign.

- The marquees look the same, the historic facades are intact, but with a fresh coat of paint, updated wiring, and high definition LED displays replacing the plastic letters of the past
- On Stratton Plaza, a new large LED display screen welcomes patrons

Fully Funded

Endowment funding, the final component of the Capitalization Campaign will raise \$8 million in endowment funds over the next 10 years.

- The short-term goal was to raise \$2 million to double our current endowment
- The income generated by this growth will help fund classical music, dance, opera and multicultural programming as well as increase adult education offerings and support the Downtown Ambassador program

Fully Funded

