

Austin Convention and Visitors Bureau/Historic Landmark Commission Spring 2014 Grant Application Summary

Grant Applicant: The State Theatre/Austin Theatre Alliance

Address: 719 Congress Avenue

Project Summary: Restoration of the Stateside Theatre Marquee

Requested Grant Amount: \$ 47,000.00

Matching Funds/In-Kind: \$ 25,345.00

Previous Grants Received:	\$	3,840.00	FY 2010/2011 - Façade Restoration
	\$	47,000.00	FY 2011/2012 - Roof Replacement
	\$	47,000.00	FY 2012/2013 - Neon Blade Sign Restoration
	\$	97,840.00	

Historical Significance Summary: Built in 1935 as the first theater in Austin built specifically to show motion pictures. The building has a distinctive Art Deco style. Per the Texas Historical Commission, this building contributes to the historical significance of the Congress Avenue Historic District.

Tourism Impact: After re-opening in early 2011, the venue is being used to book emerging, cutting edge artists to complement the shows at the Paramount Theatre. It is the primary venue for the new Moontower Comedy and Oddity Festival.

Currently the building is open to the public for tours, in conjunction with those given at the Paramount.



February 28, 2014

Ms. Julie Hart
VP Finance & Operations
Austin Convention & Visitors Bureau
301 Congress, Suite 200
Austin, Texas 78701

Dear Ms. Hart,

On behalf of the Board and Staff of the Austin Theatre Alliance, thank you for the opportunity to submit this grant application for consideration by the Austin Convention & Visitors Bureau. We are truly grateful for all the support you have provided to our organization over the years. We simply would not be able to carry out many of the large-scale, high-profile preservation projects without your generous contributions to our historic theatres.

The Austin Theatre Alliance is the umbrella organization for the Paramount & Stateside Theatres. Together, these venues are acoustically more intimate, visually more striking, and historically more significant than any other theatre in Austin. Each year, more than 200,000 people pass through our doors to take in first-rate performing arts events and films. Our 2013-14 Season includes Wynton Marsalis, Bob Newhart, Bonnie Raitt, Dr. Neil deGrasse Tyson, Chick Corea & Bela Fleck, Lily Tomlin, and The Daily Show Live. The theatres are also principal venues for the SXSW Film Festival, the Austin Film Festival, the Moontower Comedy & Oddity Festival, and the Summer Classic Film Series.

As Austin's first venue dedicated to screening motion pictures, the Stateside Theatre has entertained and inspired Central Texas audiences for nearly eighty years. Yet finding the means to preserve such a historic building is a continual challenge. In particular, the Stateside's marquee suffers from cracked glass, water infiltration, exposed transformers, rotted wood supports, and rust. The Austin Theatre Alliance thus proposes to remove and replace all parts of the marquee that are currently failing. The rehabilitated marquee will complement the recently restored neon blade, enhancing the Stateside Theatre's appearance and increasing its visibility up and down Congress Avenue.

The Austin Theatre Alliance respectfully requests \$47,000 in funding from the Austin Convention & Visitors Bureau towards the restoration of the Stateside Theatre's marquee. The total cost of the project is \$72,345. In what follows, we present the marquee project in greater detail. If you have any questions about our proposal, please do not hesitate to contact me, either by phone at 512-692-0519 or by email at mjordan@austintheatre.org. We are grateful for your organization's generous support of our historic preservation efforts and look forward to our continued partnership in preserving Austin's landmarks for Central Texans and tourists alike.

Sincerely,

Maica Jordan *Thank you!*

Maica Jordan
Executive Director of Development
Austin Theatre Alliance

PARAMOUNT
AUSTINTHEATRE.ORG



GRANT APPLICATION

Austin Convention and Visitors Bureau
Attn: Julie Hart, VP Finance & Operations
301 Congress Avenue, Suite 200
Austin, Texas 78701
Phone: 512-583-7205 Email: jhart@austintexas.org

DATE: February 28, 2014

HISTORIC PROPERTY AND ADDRESS: The Stateside Theatre 719 Congress Avenue Austin, TX 78701

APPLICANT'S NAME: Austin Theatre Alliance

APPLICANT'S ADDRESS: P.O. Box 1566 Austin, TX 78767

NAME AND ADDRESS OF OWNER, IF DIFFERENT FROM APPLICANT: NA

TAX I.D. NUMBER/TAX STATUS: 74-2975922

PERSON PRESENTING REQUEST/CONTACT PERSON: Jason Leubner

ADDRESS: P.O. Box 1566 Austin, TX 78767 TELEPHONE No. 512-692-0520

E-MAIL: jleubner@austintheatre.org FAX NUMBER: 512-472-5824

PROJECT NAME: Restoration of the Stateside Theatre Marquee

DESCRIPTION OF PROJECT – PLEASE SUMMARIZE THE PROPOSED PROJECT. (IF DESIRED, APPLICANT MAY ALSO ATTACH AN ADDITIONAL SHEET MORE FULLY EXPLAINING THE PROJECT AND THE REASON FOR THE GRANT REQUEST

Constructed on the site of the old Avenue Hotel, the Stateside Theatre is a classic Art Deco building. The first venue dedicated entirely to showing motion pictures in Austin, the theatre opened on Christmas Day 1935 with a screening of *The Bride Comes Home*, starring Claudette Colbert and Fred MacMurray. Since then, the Stateside has undergone a series of restorations, most recently in 2007-2011 after a city water main burst in June 2006 and ruined the theatre's basement and stage. Since reopening the theatre's doors to the public for the first time in more than four years, the Austin Theatre Alliance – with generous support from the Austin Convention & Visitors Bureau – has continued to invest in major preservation projects to the building's exterior. Together, we replaced the theatre's roof in 2012 and restored its magnificent neon blade in 2013.

Now, we are turning our attention to a complete restoration of the Stateside Theatre's marquee, which suffers from cracked glass, water infiltration, exposed transformers, rotted wood supports, and rust. The scope of the work includes removing and replacing all parts of the marquee that are currently failing. We will redesign the letter channels to accommodate hook-on letters that can be changed from the ground with an extension pole (rather than from a ladder) and purchase six each of all letters, numbers, and punctuation marks needed for

display on the marquee. In addition, we will add a flashing detail running the length of the marquee's top edge, as well as redesign and replace all flashings that currently suffer from water infiltration. We anticipate using LED bulbs to increase the marquee's energy efficiency. As for the canopy, we will remove its "skin" and then fabricate, paint, and install a new one. The canopy's lighting channels will be reinstalled and cleaned to appear new, and the lighting troughs will be redesigned to accommodate new lighting sockets (because of their design, the old sockets cannot be purchased or reinstalled). In addition, the wooden structure that supports the marquee's three sides, lighting boxes, and canopy skin will be removed and replaced in its entirety. The marquee will be powered from the theatre's lobby panel, and we will replace all internal electrical lighting, lighting sockets, wiring, and transformers. The electrical supply for the marquee will run independently of the blade's. We plan to select Schaubhut Construction's turnkey bid for the project, not only because of their unquestioned ability to redesign and fabricate the parts of the marquee that need replacing but also because of their expertise in carpentry and electrical work. Unlike Schaubhut Construction's bid, the other two (from Ion Art and Carpentry by Design) will involve contingency fees in addition to the total amount quoted in the bid, thus making Schaubhut's the lowest bid of the three. In house, we will replace the marquee's glass with plexiglass, both for ease of maintenance and because it is less hazardous and considerably less expensive.

In restoring the Stateside Theatre's marquee, the Austin Theatre Alliance will ensure that all visible features of the existing marquee remain true to their original design and are historically accurate. The restoration will ensure pedestrian and worker safety while protecting the rest of the theatre while we carry out the work. The restoration methods used will comply with OSHA and City of Austin policies. The contractor will obtain the required permits from the City of Austin.

The rehabilitated marquee will complement the recently restored neon blade. Together, these projects will enhance the Stateside Theatre's appearance and increase its visibility all up and down Congress Avenue. An intimate and comfortable venue for live music and film, the Stateside Theatre now schedules performances year-round. In just the past couple of years, it has become one of the principle venues for the SXSW Film Festival, the Austin Film Festival, the Summer Classic Film Series, and the Moontower Comedy & Oddity Festival, all of which draw people from out of town and bring increased business, appreciation, and attention to Austin's vibrant cultural arts district.

PLEASE LIST HISTORIC DESIGNATIONS OF THE PROPERTY, AND IF LOCATED WITHIN A NATIONAL REGISTER OR LOCAL HISTORIC DISTRICT (PLEASE SPECIFY WHICH DISTRICT), AND IF THE PROPERTY IS CONTRIBUTING:

The Stateside Theatre is a contributing structure to the Congress Avenue Historic District.

AMOUNT OF FUNDING REQUESTED: \$47,000

AMOUNT OF MATCH OR VALUE OF IN-KIND MATCH: \$25,345

The total cost to restore the Stateside Theatre's marquee is \$72,345. Should the full funding of \$47,000 be awarded, the Austin Theatre Alliance's match would be \$25,345. The project is scheduled to commence in summer 2015.

The Austin Theatre Alliance continually undertakes both proactive and reactive facilities maintenance and restoration projects. Since November 2012, we have invested \$512,000 towards the maintenance and historic preservation of our buildings. Projects have included restoring the Stateside Theatre's neon blade, replacing several major HVAC units, and upgrading the stage and auditorium's lighting and dimming system. Given the large-scale, high-profile projects we are planning to undertake in preparation for the Paramount Theatre's 100th anniversary and the Stateside Theatre's 80th anniversary, we anticipate this figure will increase in the next two years.

DO LIENS EXIST AGAINST THE HISTORIC PROPERTY? () YES (X) NO

IF YES, DESCRIBE THE LIENS AND AMOUNTS: NA


(OWNER OR AUTHORIZED AGENT, AND TENANT IF APPLICABLE)

REQUIRED ATTACHMENTS:

- 1) TOURISM JUSTIFICATION: Include substantiation of contribution to the tourism industry in Austin (i.e., annual summary of out of town visitation, copies of promotional material, list of promotional activities, hours of operations, tours provided, etc.).
- 2) HISTORIC DOCUMENTATION: Historic photograph(s) or other documentation (especially those showing the elevation(s) of the historic property where restoration, alterations, changes, and/or improvements are planned).
- 3) CERTIFICATE OF APPROPRIATENESS FOR CITY DESIGNATED LANDMARKS AND LETTER OF APPROVAL FOR STATE DESIGNATED LANDMARKS: Proof of approval for historic property alterations, if required. *NOTE: If an approval is required, the Preservation Agreement with ACVB will not be executed until such documentation has been issued and provided to ACVB.*
- 4) PROJECT BUDGET: Applicant must include a budget, specifying the major components of the restoration/preservation project with associated costs. Also include evidence of other sources of funding, i.e. your own or others' match, and the corresponding work to be performed with these funds.
- 5) THREE COMPETITIVE BIDS for the proposed work (in excess of \$5,000) must accompany the application.
- 6) PROJECT SCHEDULE: Phasing schedule and amount of funding required for each phase, if applicable.
- 7) PROOF OF OWNERSHIP/LEASE/AUTHORIZATION: Copy of the Deed or Will (if applicant is the owner) or documentation showing authorization from owner and any existing lease between owner and applicant.
- 8) INSURANCE: Proof of casualty, fire and federal flood insurance, if applicable.
- 9) PLANS AND SPECIFICATIONS OF PROPOSED WORK.
- 10) INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

TOURISM JUSTIFICATION

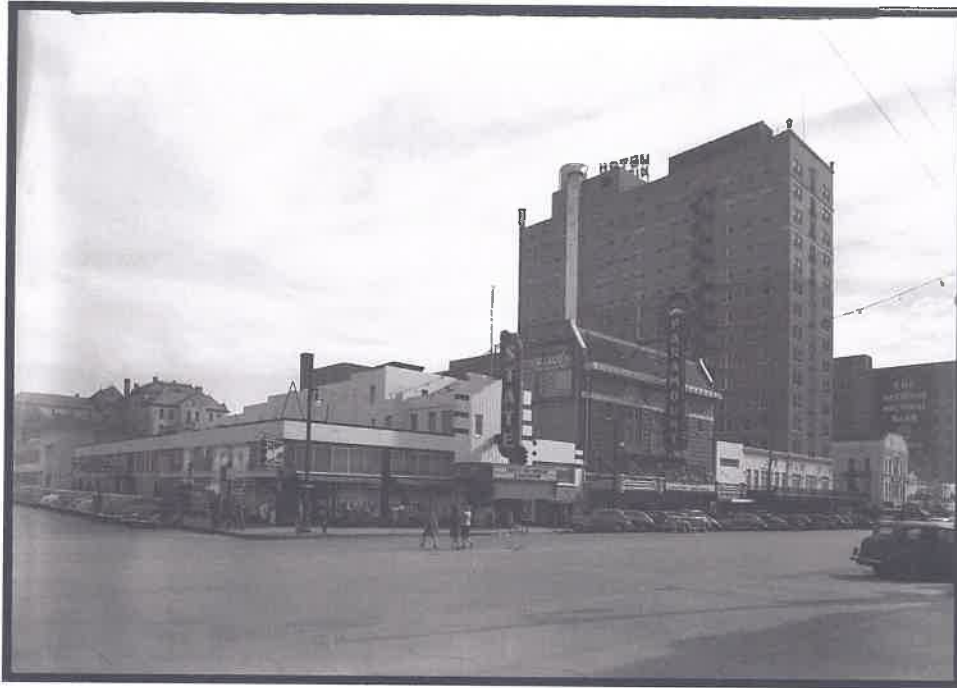
Austin values the arts highly. Indeed, the city's identity and economy are built on the arts and other industries that require creativity and innovation. Tourists often come to Austin because of its reputation as "The Live Music Capitol of the World" and its standing as one of the nation's leading creative communities. The Paramount & Stateside Theatres are vital contributors to what Austin has to offer, welcoming performing artists and visitors from all over the state, the nation, and the world.

Each year, more than 200,000 people pass through the doors of the Paramount & Stateside Theatres to take in a live performing arts event or film. Approximately 20% of our patrons come from outside the City of Austin, including 30% who travel to Austin for our own Moontower Comedy & Oddity Festival. The Paramount & Stateside Theatres are also principal venues for the SXSW Film Festival, which attracts visitors from every corner of the globe. The theatres are open to the public for more than 200 nights per year, making it easy for out-of-town visitors to take in a show or film.

The breadth and depth of our programming allows us to market and promote our events throughout Central Texas and ensures that we attract audiences from different backgrounds. We include events that are geared towards the region's Hispanic, African American, and Asian communities and invite children from all over Central Texas to the theatres to take in our children's theatre productions. We advertise our events via local and regional media outlets, promote our Moontower Festival on a national level, and partner with a number of downtown hotels and restaurants to attract tourists to the theatres and other downtown businesses. Even with the seeming restrictions of a historic facility, we have received the "Austin Access Award" from the Mayor's Committee on People with Disabilities for our efforts to make our events accessible to everyone. And because of our robust fundraising efforts, we are generally able to keep ticket prices low.

Finally, we often make arrangements for tours of the Paramount & Stateside Theatres, where guests have the opportunity to hear about the role these two Austin landmarks have played in the history of our great city. Our 50-minute tours capture nearly 100 years of history for visitors. Guests learn that the Paramount is one of the few surviving examples of an early twentieth-century vaudeville theatre; that it is one of the only theatres in the nation that still uses ropes and sandbags for its rigging system; and that performers such as Harry Houdini, Katharine Hepburn, Orson Welles, and Helen Hayes have all graced the Paramount stage. And they learn that the Stateside Theatre was the first venue in Austin built specifically to show motion pictures. Tour guests might even hear a few ghost stories along the way!

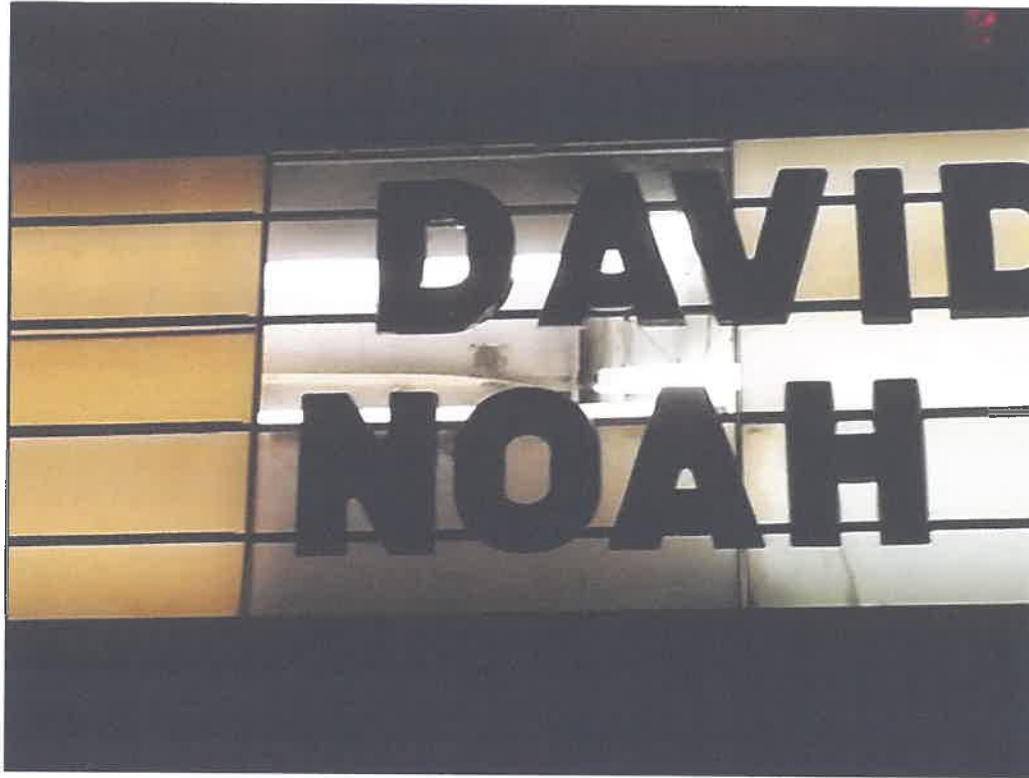
HISTORIC DOCUMENTATION



Stateside Theatre (1946)

**The Stateside Theatre's Façade,
Marquee & Blade (2012)**





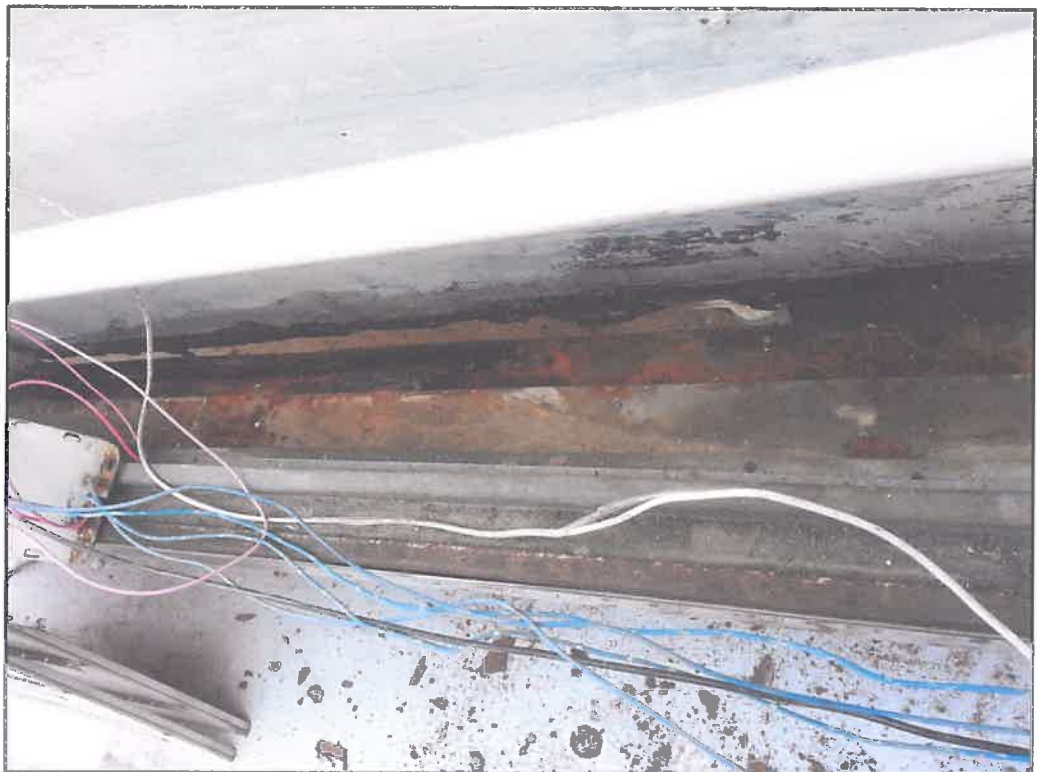
Cracked glass on the Stateside's marquee



Rust along the bottom edge of the marquee



**Damaged lighting and wiring
inside the Stateside's marquee**



Rust and damaged wiring



Rotted wood supports and rusted metal underneath the marquee

CERTIFICATE OF APPROPRIATENESS

NA – Because the Stateside Theatre is not listed on the National Register of Historic Places and is not a City of Austin or State Historic Landmark, it does not require a Certificate of Appropriateness from the Historic Landmark Commission. However, we will ensure that the restoration of the Stateside Theatre's marquee is historically accurate.

PROJECT BUDGET

Revenue

Austin Convention & Visitors Bureau	\$47,000
Other Historic Preservation Grants	\$15,000
Historic Preservation Campaign/Individual Contributions	\$10,345
Total	\$72,345

Expenses

Disassembly and reassembly of the Stateside marquee	\$11,000
Installation of new lighting system	\$ 5,000
Repair and rebuild the marquee's interior	\$15,545
Fabrication of the marquee's components	\$40,800
Total	\$72,345

PROJECT SCHEDULE

The entire restoration project will take no longer than four months to complete. We plan to commence work on the Stateside Theatre's marquee in June 2015 and complete the project by September 2015. The summer 2015 start date will give us the necessary time to secure the additional funding required to complete the project.

PLANS AND SPECIFICATIONS OF PROPOSED WORK

NA – Because restoring the Stateside marquee is a repair job, it does not require formal architectural or engineering plans. Specifications will include fabrication of the aluminum replacement parts and matching the paint color of the exterior.

Schaubhut Construction

1419 Tuffit
Austin, TX 78753

Proposal #021214-A

Date: February 12, 2014

Name/Address
Austin Theatre Alliance STATE THEATER 719 Congress Avenue Austin, TX 78701

Description of Work: MARQUEE REHABILITATION
<p>Schaubhut Construction will provide a turnkey service to rehabilitate the State Theater Marquee, and will perform all work and provide all materials as per "Scope of Work" outlined by Jonathan Humphrey, Facilities Director of the Austin Theatre Alliance.</p> <p>Reference "Scope of Work" Attached</p> <p>*Note – In the event additional work is needed that is not part of scope that would require additional labor and materials, additional invoicing will be submitted as add/change to contract.</p>

<i>Subtotal</i>	<i>\$72,345</i>
<i>Sales Tax</i> 8.25%	<i>\$0.00</i>
<i>TOTAL</i>	<i>\$72,345</i>

February 21, 2014

STATE THEATER

MARQUEE STRUCTURE REHABILITATION

Scope of Work – “Schaubhut Construction”

Marquee:

Remove and replace all parts of the marquee that are failing. This will include all internal/external parts of the marquee with the exception of structural support of the awning. Fabricate new light bulb troughs for various technical & electrical requirements.

The letter channels should be redesigned to accommodate hook-on letters that can be changed from the ground with an extension pole. Additionally, we will need 6 of each marquee letters/numbers A-Z, 0-9, periods, exclamation points, question marks, ampersands, commas, and dashes.

Flashing:

The contractor will add a flashing detail to the top edge of marquee structure at full length, and should redesign and replace all flashings that allow water infiltration.

Canopy:

The canopy “skin” will be removed. New canopy “skin” will be fabricated, painted, and installed.

The canopy lighting channels will be reinstalled, and cleaned to appear new. Wooden supports that hold the canopy skin will be replaced.

Electrical:

Contractor will provide power from the lobby panel. The contractor will replace all internal electrical lighting, wiring, and transformers. All marquee & canopy lighting and electrical will be independent of the blade electrical supply. The canopy lighting sockets and wiring will be replaced.

Exclusions:

The contractor should exclude upgrades to structural support of the awning itself, as well as replacement of glass panels.

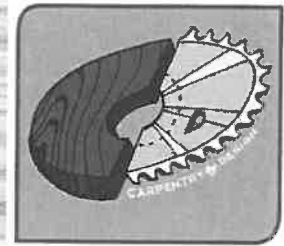
Permits:

The contractor will be responsible for all permits associated with the project.

*Please make all necessary upgrades according to City of Austin required codes, and also by OSHA standards/regulations.

*All visible aspects of existing marquee must remain authentic and without deviation from original design.

Carpentry By Design



Estimate

Estimate No: 31234
Date: 18 Feb 14

6516 Garden View
Austin, Texas

Tim Smith
5125909291

Carpentrybydesign.tim@gmail.com

For: Austin Theatre Alliance
713 Congress Ave
Austin Texas 78701

Description

Amount

Option 2

Provide labor and materials to complete full scope of work as outlined by the State theatre.

Work to include demo and debris removal

Wood framing designing for installation of signage. Underside of marquee/awning to be covered in plywood. Exterior faces that accept the marquee will be stick framed to accept new marquee

Sign removal and re fabrication of all needed parts to make sign like new.

All internal electrical work. State theatre to provide all power from panel to sign location

\$72,000.00

* Indicates non-taxable item

Subtotal \$72,000.00

\$0.00

Total \$72,000.00

Ion Art, Inc.

407 Radam Lane
Suite A-100
Austin, TX 78745

Proposal Invoice

Date	Estimate #
2/7/2014	2977 - A

Name / Address
Austin Theatre Alliance 713 Congress Avenue Austin, TX 78701

Description	Qty	Rate	Total
Option 1 - Ion Art will perform all work and provide all materials as per "SCOPE OF WORK" outlined by the State Theatre, \$64,480 STATE THEATER / MARQUEE STRUCTURE REHABILITATION / Scope of Work Marquee: Remove and replace all parts of the marquee that are failing. This will include all internal/external parts of the marquee with the exception of structural support of the awning. The letter channels should be redesigned to accommodate hook-on letters that can be changed from the ground with an extension pole. Additionally, we will need six (6) of each marquee letters/numbers A-Z, 0-9, periods, exclamation points, question marks, ampersands, commas and dashes. Flashing: The contractor will add a flashing detail to the top edge of marquee structure at full length and should redesign and replace all flashings that allow water infiltration. Canopy: The canopy "skin" will be removed. New canopy "skin" will be fabricated, painted and installed. The canopy lighting channels will be reinstalled and cleaned to appear new. Wooden supports that hold the canopy skin will be replaced. Electrical: The contractor will replace all internal electrical lighting, wiring and transformers. All marquee & canopy lighting and electrical will be independent of the blade electrical supply. The canopy lighting sockets and wiring will be replaced. *Appropriate	1	64,480.00	64,480.00
Thank you for your business.		Subtotal	
Customer is to furnish all primary electrical service (120v UNLESS OTHERWISE AGREED) and connection to the sign including: Timers, photocells, switches and/or other controls required by local city ordinances at Customer's own expense.		Sales Tax (8.25%)	
		Total	

Ion Art, Inc.

407 Radam Lane
Suite A-100
Austin, TX 78745

Proposal Invoice

Date	Estimate #
2/7/2014	2977 - A

Name / Address
Austin Theatre Alliance 713 Congress Avenue Austin, TX 78701

Description	Qty	Rate	Total
<p>electrical supply for all marquee and canopy new wiring will be provided from the breaker panel to the contractor, and is not the responsibility of the contractor.</p> <p>Exclusions: The contractor should exclude upgrades to structural support of the awning itself, as well as replacement of glass panels.</p> <p>Permits: The contractor will be responsible for all permits associated with the project.</p> <p>*Please make all necessary upgrades in accordance with City of Austin required codes and OSHA standards/regulations.</p> <p>*All visible aspects of existing marquee must remain authentic and without deviation from original design.</p> <p>NOTE: Ion Art is under the assumption that barricades provided by State Theatre will satisfy city requirements for pedestrian control/protection. Any other pedestrian control and/or protection such as plywood tunnels/lighting or other types of products pertaining to pedestrian control and protection are not included in this proposal.</p> <p>NOTE: Should significant discoveries be made (not listed in scope of work and were not part of discussions to date) that require a significant amount of additional labor and materials, additional costs could be incurred.</p>			
Thank you for your business.		Subtotal	
Customer is to furnish all primary electrical service (120v UNLESS OTHERWISE AGREED) and connection to the sign including: Timers, photocells, switches and/or other controls required by local city ordinances at Customer's own expense.		Sales Tax (8.25%)	
		Total	

Ion Art, Inc.

407 Radam Lane
Suite A-100
Austin, TX 78745

Proposal Invoice

Date	Estimate #
2/7/2014	2977 - A

Name / Address
Austin Theatre Alliance 713 Congress Avenue Austin, TX 78701

Description	Qty	Rate	Total
NOTE: Included in scope of work is fabrication of all new light bulb troughs for various technical/electrical reasons.			
Thank you for your business.		Subtotal	
Customer is to furnish all primary electrical service (120v UNLESS OTHERWISE AGREED) and connection to the sign including: Timers, photocells, switches and/or other controls required by local city ordinances at Customer's own expense.		Sales Tax (8.25%)	
		Total	

407 Radam Lane
Suite A-100
Austin, TX 78745

Date	Estimate #
2/7/2014	2977 - A

Name / Address
Austin Theatre Alliance 713 Congress Avenue Austin, TX 78701

Description	Qty	Rate	Total
<p>Thank you for your business.</p> <p>Customer is to furnish all primary electrical service (120v UNLESS OTHERWISE AGREED) and connection to the sign including: Timers, photocells, switches and/or other controls required by local city ordinances at Customer's own expense.</p>		<p>Subtotal</p>	<p>\$64,480.00</p>
		<p>Sales Tax (8.25%)</p>	<p>\$0.00</p>
		<p>Total</p>	<p>\$64,480.00</p>

Austin Convention and Visitors Bureau/Historic Landmark Commission

Spring 2014 Grant Application Summary

Grant Applicant: The Paramount Theatre/Austin Theatre Alliance
Address: 713 Congress Avenue

Project Summary: Fabrication and Installation of a new, historically accurate
Paramount Blade

Requested Grant Amount: \$ 47,000.00
Matching Funds/In-Kind: \$ 145,532.69

Previous Grants Received:	\$	42,000.00	FY 2007/2008 - Roof Repair
	\$	34,927.25	FY 2008/2009 - Main Floor Façade
	\$	29,925.43	FY 2009/2010 - Marquee and Lighting
	\$	21,500.00	FY 2010/2011 - 3rd Floor Ballroom Doors
	\$	42,000.00	FY 2011/2012 - Ground floor restoration of entry
	\$	47,000.00	FY 2012/2013 - Façade/brick restoration
	\$	217,352.68	

Historical Significance Summary: The Paramount has been listed in the National Register of Historic Places listing since 1976. It is also located in the Congress Avenue National Register Historic District, to which the Paramount is a contributing property. The Paramount is also a City and State Historic Landmark.

Tourism Impact: Approximately 200,000 people attend events at the Paramount each year with 30% of the attendees coming from outside Travis, Williamson and Hays counties and 12% coming from outside the 10 county Central Texas region. Paid tours are offered Monday - Thursday during regular business hours.



February 28, 2014

Ms. Julie Hart
VP Finance & Operations
Austin Convention & Visitors Bureau
301 Congress, Suite 200
Austin, Texas 78701

Dear Ms. Hart,

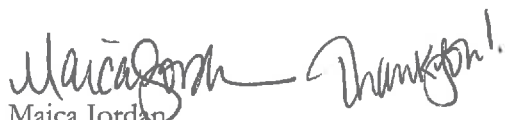
On behalf of the Board and Staff of the Austin Theatre Alliance, thank you for the opportunity to submit this grant application for consideration by the Austin Convention & Visitors Bureau. We are truly grateful for all the support you have provided to our organization over the years. We simply would not be able to carry out many of the large-scale, high-profile preservation projects without your generous contributions to our historic theatres.

The Austin Theatre Alliance is the umbrella organization for the Paramount & Stateside Theatres. Together, these venues are acoustically more intimate, visually more striking, and historically more significant than any other theatre in Austin. Each year, more than 200,000 people pass through our doors to take in first-rate performing arts events and films. Our 2013-14 Season includes Wynton Marsalis, Bob Newhart, Bonnie Raitt, Dr. Neil deGrasse Tyson, Chick Corea & Bela Fleck, Lily Tomlin, and The Daily Show Live. The theatres are also principal venues for the SXSW Film Festival, the Austin Film Festival, the Moontower Comedy & Oddity Festival, and the Summer Classic Film Series.

Listed on the National Register of Historic Places and an architectural cornerstone of the Congress Avenue Historic District, the Paramount Theatre has entertained and inspired Central Texas audiences for nearly a century. On October 11, 2015, the theatre will officially turn 100 years old. To celebrate, we wish to take on a truly memorable preservation project, the fabrication and installation of a new, historically accurate Paramount blade. The blade adorned the building from 1930 until 1964. Our plan is to relight the blade on the night the theatre turns 100. The blade will be visible all up and down Congress Avenue, drawing increased attention, appreciation, and business to downtown Austin's vibrant cultural arts district.

The Austin Theatre Alliance respectfully requests \$47,000 in funding from the Austin Convention & Visitors Bureau towards the fabrication and installation of the Paramount blade. The total cost of the project is \$192,500. In what follows, we present the blade project in greater detail. If you have any questions about our proposal, please do not hesitate to contact me, either by phone at 512-692-0519 or by email at mjordan@austintheatre.org. We are grateful for your organization's generous support of our historic preservation efforts and look forward to our continued partnership in preserving Austin's landmarks for Central Texans and tourists alike.

Sincerely,


Maica Jordan
Executive Director of Development
Austin Theatre Alliance

PARAMOUNT
AUSTINTHEATRE.ORG