



A CONCEPTUAL PROPOSAL FOR
THE CITY OF COEUR D'ALENE & IGNITE CDA

MIDTOWN COEUR D'ALENE'S PERFORMING ARTS DISTRICT

A PLACE-MAKING NEIGHBORHOOD
ARTS DISTRICT WITH PROFESSIONAL THEATER,
RETAIL SPACE & POTENTIAL MULTI-USE

From the Midtown Association and The Modern Theater

modern
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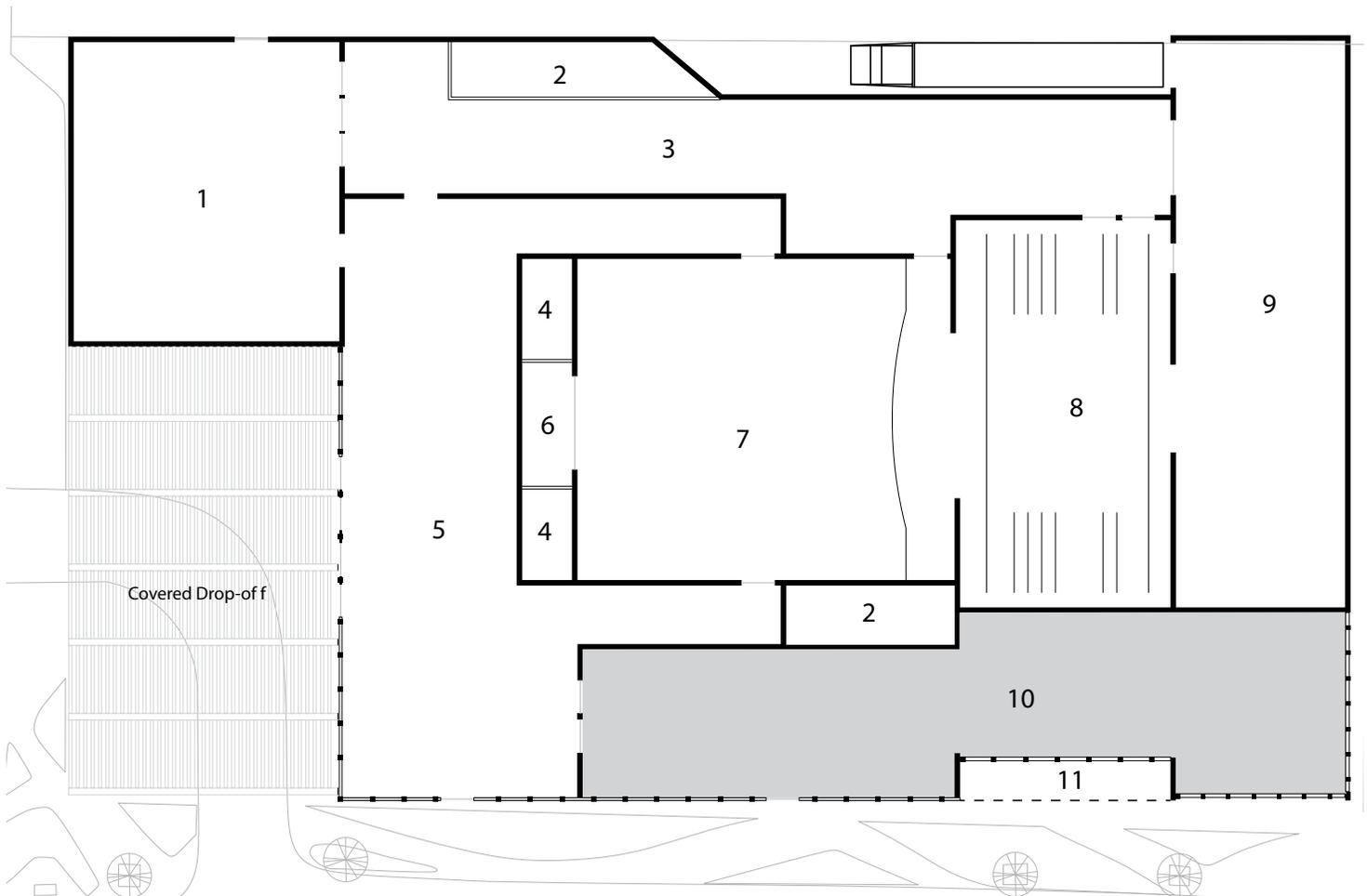


VIEW FROM SOUTH ON 4TH STREET



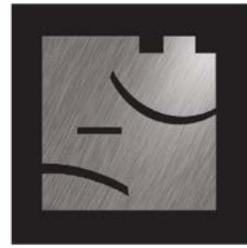


300+/- SEAT THEATER FLOOR PLAN



1. Studio Theater	2600 sq. ft.
2. Mechanical	760 sq. ft.
3. Client Services/ BOH	3200 sq. ft.
4. Bathroom	300-400 sq. ft.
5. Lobby	4700 sq. ft.
6. Sound Board	270 sq. ft.
7. Seating for 300	3920 sq. ft.

8. Stage/ Loft	2670 sq. ft.
9. Shop/BOH	3820 sq. ft.
10. Potential Commercial	3840 sq. ft.
. Lounge	
. Art Gallery	
. Coffee Shop	
11. Potential Outdoor seating	270 sq. ft.



PARKING OPTIONS - EXISTING LOTS





PARKING OPTIONS - ADDITIONAL OPTION 1





PARKING OPTIONS - ADDITIONAL OPTION 2





PROJECTED SQUARE FOOT & BUILD COSTS

Lobby.....	4,700
Patron Restrooms500
Main Stage Auditorium 300 seats	3,920
Main Stage	2,800
Ochestra Pit500
Back-Of-House (BOH).....	7,000
Storage 40'x50'	2,000
Basement Lighting/media storage.....	.900
Basement Prop Storage.....	1,200
Studio Theater	2,600
Sub-total	26,120
Efficiency for M, E, circ	1.2%
Total Gross Area	31,344
Unit cost at \$300/s.f.	\$9,403,200
Contengency & Fees @ 28%.....	\$2,632,896
Retail Space	4,110
Unit Cost at \$100/s.f. unfinished.....	\$411,000



PROJECTED THEATER INCOME

Average Ticket Price \$35.00
 6 Main Stage Shows with 12 runs per show
 5 Studio Theater Shows with 16 runs per show

AVERAGE ATTENDANCE	60%	70%	90%	100%
Main Stage Seats 350	\$529,200	\$617,400	\$793,800	\$882,000
Studio Theater Seats 99	\$166,320	\$194,040	\$249,480	\$277,200
TOTAL	\$695,520	\$811,440	\$1,043,280	\$1,159,200

Retail / Commercial Sublet Rental \$48,000

Other Revenue \$200,000
(Show sponsors, ad sales, season sponsors, concessions, donors and grants)

PROJECTED INCOME RANGE:	60%	70%	90%	100%
	\$943,520	\$1,059,440	\$1,291,280	\$1,407,200

NOTE: These estimate revenue numbers are based solely on the new CDA venue. Additional revenue is estimated at \$200,000 from what will become the Modern Academy, a teaching theater for children and youth, that is currently the Modern Theater on Garden Avenue. The Modern Theater Spokane revenue is nearing \$500,000. All told, this new building will give The Modern Theater organization total estimated annual budget that will exceed \$2,000,000.

modern
theater



MODERN THEATER FINANCIAL INFORMATION

	2013 tax return	2014 tax return	2015-16 budget
Income	\$273,783	\$469,126	\$655,750
Expense	\$242,796	\$578,384	\$652,750

NOTE: The rise in expenses shown in 2014 are due to the debt incurred from taking over the Spokane Interplayers Theater. There were debts due that came with the ownership of the theater followed by substantial remodeling and restructuring of the facility. The 2015-16 budget includes income and expenses from the Coeur d'Alene and Spokane Modern Theater combined.



WHAT ARE WE ASKING FOR FROM IGNITE CDA?

A land commitment for the
Midtown property lasting
through December 31, 2020.

A 99 year lease for
\$100 per year starting
January 1, 2021.

