

RECEIVED

MAR 19 2008



March 18, 2008

Mark Heller
Golden Urban Renewal
922 Washington Avenue, Suite 100
Golden, Colorado 80401

Proposal to G.U.R.A
For The Miners Alley Playhouse

Dear Mr. Heller and Board Members,

Thank you for the opportunity to submit this proposal for \$40,000.00 accrued out over four years to support Miners Alley Playhouse at 1224 Washington Ave. Suite 200 Golden, Colorado. Miners Alley Playhouse is a Colorado Non-Profit 501 (c)(3) organization. Miners Alley has become integral part of the Golden community and we are pleased to know that our performing arts center and art gallery has been well received. Our intention is to continue to provide nightlife for downtown Golden as well as offer classes to seniors, adults, and teens.

With the growth and development of Clear Creek Commons and now the Gateway Station it becomes more incumbent on us and all downtown merchants, to provide reasons for our new residents to stay downtown and support Golden businesses. Miners Alley Playhouse attracts out of towners as well as local residents to enjoy downtown restaurants, shops, and the natural beauty of Golden. The experience offered at Miners Alley Playhouse enhances the perception of what a great time downtown Golden can be. Our patrons come back 5-7 times per year to shop, dine, and enjoy quality theatre in the foothills. With the support of Golden Urban Renewal Authority, we will continue to be an Ambassador for the city of Golden, providing a full evening's entertainment which includes shops, restaurants and late night entertainment. We currently serve approximately 12,000 patrons per year.

We are asking GURA to contribute \$40,000.00 over the next four years to offset the expense of our theatre which runs approximately \$100,000.00 annually. Your support will help us continue to present award winning work which will add to the economic vitality of Downtown Golden.

Our goal is to continue to be an important partner with the city of Golden in revitalizing downtown nightlife and giving people an ongoing reason to frequent our city. Five years ago it was suggested that a symbiotic relationship be struck up between the City's marketing division and Miners Alley Playhouse. Actors from the theatre performed in two holiday commercials for downtown Golden. We assisted in securing actors for one particular commercial shoot. We wrote the script for and directed two years of the *All America City* competition. We hosted two years of *Golden Idol* sponsored by Foss Drug. And we are offering our services to do more. Staff at Miners Alley has vast experience with film production, advertising, performance in front of a camera, and script writing. We are offering once again our services in helping to promote the City of Golden and of course Miners Alley Playhouse as well. Once specifics are worked out we would be very excited to become part of the team.

MINERS ALLEY PLAYHOUSE
1224 Washington Avenue, Suite 200
Golden, Colorado 80401
303-935-3044 www.minersalley.com

The first five years for Miners Alley Playhouse were financially challenging. Audience development came harder and took longer than expected. It took a couple of year to Learn to manage seven to thirteen different plays each year. That does not include the fifteen to twenty concerts we also present. Staffing had to be regulated. Budgets needed to be readjusted. And volunteerism had to be developed. Many lessons have been learned over the past five years.

The future for MAP looks very positive. We've increased revenues by 28% between 2006 and 2007. Our audience has grown to a healthy 12,000 patrons per year (of course many repeats, but 12,000 tickets sold per year. Our membership has grown from \$3,500.00 annual dues to \$30,000.00 since 2003. We have renegotiated our lease giving us a \$1,000 per month reduction in our rent.

Some financial issues must be addressed by MAP. First, the executive director has been offering his services pro bono for the past year. Salary of \$30,000.00 has been earmarked for 2008-2009 to be implemented once all funding is secured. Theatrical design costs continue to rise and with the level of competition that currently exists for talented professional designers, it becomes imperative that we remain competitive with what we are able to pay. As audience expectation increases, so must the level of talent that appears on the stage. It is important that we continue to attract high quality performers to work at Miners Alley Playhouse. Compensation to actors is on the rise. Miners Alley Playhouse has worked hard to stay current with our loan to Golden Civic Foundation, rent to Mesa Meadows, and obligations to all of our vendors and staff. Though the financial challenges are daily, we have a track record now of being able to make it work, but not without support from the community. We have managed to keep our ticket prices \$3 below the industry average in Denver. Beverages at the bar are priced reasonably for Golden. We are working hard to keep our prices affordable so that more patrons can enjoy live theatre more often.

About Miners Alley Playhouse

Mission, organization goals, and objectives. The mission of the Miners Alley Playhouse can be summarized in one phrase: "...Theatre for the people." As a small professional theatre with an outstanding track record for bringing excellent performances to the Foothills, MAP shares its holistic mission through its efforts to...

"...be an educational and experiential organization...to provide opportunities for actors, directors, writers, designers, and technicians to gain valuable experience in a positive and supportive environment...to share ideas, allowing for the total participation in the creative process and to provide the opportunity for personal growth within a structured theatre forum."

MAP demonstrates incredible flexibility in bringing a colorful spectrum of offerings to the community—a virtual arts “continuum”—that ranges from educational programming for adults, classes and workshops for youth, quality main stage productions, concerts which feature local and national musicians (such as Dakota Blonde, Boulder Acoustic Society, John Adams from Holland, and Roger McGuinn, founder of the legendary 60's-70's band, The Byrds), rotating visual art which is displayed in our lobby/lounge and community events that are hosted at Miners Alley Playhouse.

Organization history. Founded in 1989, The Morrison Theatre Company quickly became a core component of Morrison's economic, cultural, and social matrix. In 1992 the theatre became a 501 (c) (3) not for profit corporation. After fourteen years in Morrison the company decided to relocate to Golden where they are completing their fifth year of operations and preparing to sign their second 5-year lease.

Current programs, activities, and accomplishments. Miners Alley Playhouse creates and presents some of the most engaging theatre in the Denver area. Its productions are grounded in believable, compelling acting that makes the audience feel like "...they are *there*." MAP strives to access many

audiences and offers activities that appeal to youth, adults, performing arts enthusiasts, or casual theatre-goers. The last few years have brought exciting recognition for Miners Alley Playhouse, including:

- 2007 Nominated for Best Season for a Theatre Company from Denver Post and Denver Drama Critics.
- 2007 Nomination for Best Supporting Actor for *Lobby Hero* from Denver Post and Denver Drama Critics.
- 2007 Nominated for Best Actors for *Tuesdays with Morrie*.
- World premiere of George Orwell's iconic futuristic novel *1984* adapted for the stage by Walter L. Newton.
- Critic's Choice *The Last of the Red Hot Lovers*
- 2006 Critics Choice for *Amy's View*
- 2005 Nominated for Best Actress, Best Supporting Actor, and Best New Work for *Dead White Males* by Denver Post's Ovation Awards.
- 2005 Critical acclaim (3 out of 4 stars) for *Painting Churches*.
- 2005 Critics Choice for *Painting Churches*.
- 2005 Critics Choice for *Dead White Males*.
- 2005 Critical acclaim (3 out of 4 stars) for *The Underpants* by Steve Martin
- 2005 Critical acclaim (3 out of 4 stars) for *Chapter Two* by Neil Simon
- *I Never Promised You A Rose Garden* accepted for publication by Dramatist Play Service, Inc
- 2004 Nominated for Best Actress, Supporting Actress, and Best New Work for *I Never Promised You A Rose Garden* by Denver Post's Ovation Awards.
- 2004 Winner of Best Supporting Actress (Paige L. Larson) for *I Never Promised You A Rose Garden* by Denver Post's Ovation Awards.
- 2004 Natl. recognition in Variety Magazine for *I Never Promised You A Rose Garden*
- 2004 Critics Choice and Top Pick for *I Never Promised You A Rose Garden*
- 2003 Critics Choice for *An Evening of Edward Albee*
- 2003 Critics Choice for *Hapgood*

Miners Alley Playhouse constantly strives to be cutting edge in bringing innovative programs to the public as well as promoting stage presentations in an exciting and educational manner. MTC's *Acting for the Ageless* (which has been conducted at a senior's conference in Glenwood Springs, for Arapahoe Community College, and at the Senior Resource Center in Evergreen) is a take-off of our national award winning, *Theatre Rap* that brings improvisation and acting exercises to the senior population.

PURPOSE OF THIS PROPOSAL

Over five years, Miners Alley Playhouse has grown to be a well-respected member of the metro-Denver theatre community. Since we opened Miners Alley Playhouse we have performed over 40 plays. We have conducted numerous workshops, classes, musical events, improv comedy nights, and have hosted events for Golden organizations such as the G.R.E.A.T. Oscar Party, Leadership Golden presentation, Golden Idol talent competition, and wrote and directed the presentations for Golden's competition in All America City for two years. We constantly strive to find ways to collaborate with our community. We promote before the show dinner packages with Table Mountain Inn, Golden Hotel, and Capital Grill.

Our commitment to this town is 100%. But re-building an audience base to support the operational expenses continues to be a challenge. We have had exponential growth in our audience base (28% from 2006 to 2007). We are working very hard to fulfill our civic as well as financial commitments and will continue to put forth every effort necessary to accomplish our goals. But it will not be without the support of our community. We are asking GURA to support this very important addition to the cultural fabric of Golden. We feel we have made every effort to support the financial as well as cultural goals of this community, and we are asking for additional support from the community so that we may continue to provide the high quality productions that we have built our reputation on. \$40,000.00 over four years will go a long way to relieving some of the ongoing pressure to meet our financial responsibilities. We

hope you will look upon this request as an investment in your community...our community. With the support of GURA we will be able to expand our programming and include many partners in our effort to produce quality theatre in the foothills.

In closing, *Miners Alley Playhouse* has built a reputation over the past five years in Golden of not only being a quality arts organization, but a savvy proactive business partner in the community. We are very excited about integrating into the Golden community and offer our special skills to bring a new energy and nightlife to downtown Golden. With the support and assistance of the Golden community (Golden Civic Foundation, Golden Urban Renewal, G.R.E.A.T., Golden Cultural Alliance, and the City of Golden) we are confident that we can continue to be a valued member of the Golden Community.

Professionally yours,

A handwritten signature in dark ink, appearing to read 'Rick Bernstein', with a large, stylized flourish at the end.

Rick Bernstein, Executive Director
Miners Alley Playhouse