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SHADOWLAND THEATRE

P.O. Box 333  
157 Canal Street  
Ellenville, New York 12428-0333  
(845) 647-5511  
shadowlandtheatre.org

Dear Friend,

Shadowland Theatre and members of its Board of Directors have a new spirit and a new enthusiasm. Building upon 27 years of producing the highest quality, professional theater in the Hudson Valley-Catskills region, we're ready to "light the way" forward to Shadowland's future.

*Here's why:* During the past five years, box office sales rose 70%. Attendance is near capacity. The excellence of our work is now recognized by media and regional and county award programs. We have a brand-new heating and air-conditioning system allowing us to offer year-round programming. Our children's acting class program has grown 500%. And despite the recession, we've seen a major surge in support when other arts organizations across the US have suffered or (worse) closed.

***Based on specific needs generated by this continuing success, the Board of Directors is pleased to launch the LIGHT THE WAY \$1,000,000 capital campaign – our first ever!***

To meet them, our 2011-2013 capital campaign will fund comprehensive and much-needed theater repairs and improvements, help us complete our downtown housing for actors and staff and ...what no one could have ever imagined when founded in 1985 ... retrofit a 5,300 square-foot downtown building that has been donated to Shadowland, creating a second-stage space for expanded programming and educational opportunities for young people.

We hope that as a friend of Shadowland, we can count on your support over the next three tax years. Any tax-deductible contribution you make will help the theater and strengthen the quality of life and access to the performing and fine arts for adults and children across our region. We plan to build this million-dollar campaign for the theatre's future by appealing to support at all levels. Whether a donation is \$1,000 a year for three years, \$10,000 a year or as generous as \$100,000 or more (with naming opportunities for such major donations), there's a place for everyone to help "light the way" to Shadowland's future and make it as bright as possible.

To learn more about our "LIGHT THE WAY" capital campaign, don't hesitate to call us. We'll be happy to answer any questions or if you prefer meet privately.

We look forward to your support.

Sincerely,

Robert M. Osgood  
Capital Campaign Chair  
845.210.1061

Jim McIntyre  
Capital Campaign Vice Chair  
845.888.4224

*p.s. Good news! Members of our Board of Directors have pledged to contribute \$325,000 (and significant sums have already been paid in). We're off to a great start...*

# LIGHT THE WAY CAPITAL CAMPAIGN FOR SHADOWLAND THEATRE

## COMPLETED PROJECTS

### Theatre

Year-round heating and AC, main theater \$ 117,675  
Other improvements \$ 9,503

### Actors' Residence (Elting Court)

Renovations to-date \$ 88,325

### COMPLETED TOTAL

\$ 215,503

## FUTURE PROJECTS

### Theatre

#### Front Exterior

Front facade and window replacement;  
entranceway tile replacement

*(Completed)*

Lighting, Main Stage

Marquee upgrades

Lighting, front of building

#### Third floor

Renovation of offices & costume shop  
w/equipment & bathroom fire escape

#### Second-floor apartment

Creation of 5 bedrooms, kitchen, 2  
baths & living room

#### Front office

Renovate existing box office &  
administrative offices; upgrade  
computer systems

#### Lobby (front)

Carpeting, art-hang, concession  
improvement and furniture

#### Lobby (interior)

Roof repair, lighting, carpeting & Paint

#### Tech booth relocation

Renovate audience area for additional  
row; move booth to balcony; upgrade  
booth & balcony fire exit

#### Seating area

Seat repairs/replacement; partial floor  
replacement, increase capacity 15%

#### Balcony

Create small prop shop, prop-storage  
areas & lighting-instrument storage

#### Former projection booth

Demolition of projector-room area  
(destroyed by years of water damage)

### Stage

Extend stage to sides of building &  
resurface

### Grid upgrades

Improve/complete grid & catwalk

### Interior walls of main theatre

Repair/replace & paint acoustic tiling

### Back stage

Create, furnish green room backstage

### Dressing rooms

Create dressing rooms above  
backstage area

### Old rear exit (east side)

Close off, replace with 'quick change'  
space *(Completed)*

### Rear exit (west side)

Improve audience egress & load-ins

### Old dressing rooms

Renovate into tech/paint/ offices/  
maintenance room & laundry

### Tech halls

Concrete pour on floors *(Completed)*

### Roof

Central roof over audience seating  
replacement *(Completed)*

### Gutters

Around building as needed  
*(Completed)*

### Exterior walls

East & west exterior wall repair,  
sealing & paint; various walls need  
same or siding

### Insulation of theatre building

Upgrade existing/ provide insulation to  
undone areas

### Sprinkler system

Upgrades & head replacements

### ESTIMATED THEATRE TOTAL

\$ 400,000

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## LIGHT THE WAY CAPITAL CAMPAIGN FOR SHADOWLAND THEATRE

### Additional for Actors' Residence (Elting Court)

**Studio apartment**  
(*in progress*)  
**Siding** (*nearing completion*)

**Porch renovation**  
(*near completion*)  
**Landscaping**

**ACTORS' RESIDENCE TOTAL**

**\$ 40,000**

**New equipment**  
**Scissor lift**  
**Lighting purchases**  
**Sound computer system**  
**Shop tools**  
**Office PCs**

**Film projector**  
**Film projection screen**  
**Soft goods**  
**Monitor system**

**NEW EQUIPMENT TOTAL**

**\$ 90,000**

**New space renovation: young actors' program, theatre & tech shop**

**Administrative transfer**  
Closing costs for donated building, corner of Center & Market Streets

**Current tech shop**  
Renovations/improvements to current set-building shop

**New space renovations**  
Create black-box theater space, lobby, young actors' program office, metal shop  
**Second-stage seating**  
Purchase/install flexible seating for 99 in black-box

**NEW SPACE TOTAL**

**\$ 260,000**

## Overview

### COMPLETED TOTALS

Actors' Residence \$ 88,325  
HVAC Main Stage \$ 127,178

**TO-DATE SPENT** \$ 215,503

### FUTURE EXPENSES

Theatre \$ 400,000  
Actors' Residence \$ 40,000  
New Equipment \$ 90,000  
New Space \$ 260,000

**FUTURE TOTAL** \$775,000

**CONTINGENCY** \$ 10,000

**LIGHT THE WAY CAPITAL CAMPAIGN = \$1,000,000**

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