

Pottstown Performing Arts Center Village Productions Concept Memo

- Full service Performing Arts Center (PAC)
 - Resident company for children and adults (Village Productions)
 - Local performing arts groups and individual artists (theater, dance, music, poetry, new works, etc.)
 - Visiting talent (groups and individuals)
 - Children's programming (classes, performance opportunities, individual lessons)
 - Adult programming (classes, performance opportunities, individual lessons)
 - Movie screenings
 - Fine arts gallery - consignment and exhibition space
 - Retail (performing arts-related sales)
 - Concessions
 - Business and community group rentals

PAC Concept Details

- **Mission Statement** – “Village Productions seeks to strengthen community, inspire creative exploration, educate, and entertain, through the presentation of quality performing arts events and educational opportunities geared toward a diverse audience.”
- **Proposed Building Site** - 245 High Street, Pottstown, PA (former Newberry’s Dept. Store and Lindy’s Furniture Store).
- **Proposed PAC functions**
 - **Performance** – Full service performing arts center featuring performances by resident company as well as local and out-of-area artists.
 - **Expression** - Opportunity for learning and creative expression through various performing arts media such as musicals, dramas, comedies, vocal and instrumental concerts, recitals, dance, improv, storytelling, poetry, short story readings, voiceover, new and experimental work.
 - **Education** - Educational offerings for children and adults including individual and group lessons, workshops, master classes, participation in production and performances, day, weekend or week-long “intensives” with visiting artists, possible children’s summer theater camp.
 - **Targeted Programming** - Programming based on targeted audiences and goals (e.g., classical music concerts geared towards children; children’s theater workshops and camp; corporate team-building workshops using improv skills).
 - **Rentals** - Rental opportunities for performing artists based on flexible fee scales (e.g., split the box), and for community and business groups
 - **Gallery/Retail/Concessions Space** - for fine arts exhibition, retail kiosks selling theater and performing arts-related merchandise; coffee and snack bar pre-show, during intermission, post-show and during operating hours.

PAC Concept Details

- Proposed Usage of Space
 - **Mainstage** - black box theater suitable for theatrical, dance and music productions, as well as community and business functions (approx. 200 - 250 seats).
 - ◇ Flexible and movable riser system to accommodate various seating arrangements
 - ◇ Consider 2 -3 rows per riser to accommodate alternative use with small round tables for cabaret or coffeehouse atmosphere
 - ◇ Fly space and hydraulic pit to be considered
 - ◇ Adjustable blackout curtain system to delineate wingspace, backstage area, and audience partition based on needs of particular work
 - ◇ Grand piano on site
 - ◇ Café tables and chairs (stored)
 - ◇ Storage areas equipment not currently in use
 - ◇ Light booth/light board
 - ◇ Sound equipment
 - ◇ Movie screen and projector
 - ◇ Floor suitable for dance/movement
 - ◇ Acoustics suitable for vocal and instrumental performance

PAC Concept Details

- **Second Stage** - flexible, comfortable and intimate second-stage and movement studio suitable for readers' theater, short story readings, poetry readings, smaller works, intimate recitals, movement studio, stage combat workshops, rehearsal, workshops, experimental and works in progress.
 - ◇ Piano on site
 - ◇ Seating options may include folding chairs, floor pillows/beanbags, rollaway carpeting
 - ◇ Basic lighting and sound equipment as needed
 - ◇ Storage for equipment not currently in use
- **Studio Space**
 - ◇ 8 – 10 studios, each equipped with piano
 - ◇ Acoustically appropriate for vocal and instrumental lessons, rehearsal, or private coaching
- **Lobby Areas**
 - ◇ Comfortable waiting area for parents, students, and theater patrons
 - ◇ Box office/will call window
 - ◇ Coatroom
 - ◇ Restrooms
 - ◇ Water fountain/cooler

PAC Concept Details

- ◇ Donor plaques and displays for update on capital campaign
- ◇ Poster displays/windows for upcoming events
- ◇ Community Board
- ◇ Food concessions
- ◇ Retail/merchandizing kiosks (theater/dance/music collectibles, sheet music, etc.)
- **Costume Room** - with suitable storage compartments and clothing racks. Organize with help of local professional costumer
- **Prop Room** – with suitable storage compartments
- **Green Room/Dressing Rooms** – male/female dressing rooms and actors’ common area, including restrooms and water fountain/cooler
- **Office space** - for PAC management
- **Set Construction/Workshop** – including suitable storage space, equipment, and utility sink
- **External Features** – signage/logo, display window for upcoming events, possible awning or other theatrical device to encourage discovery of the building and space