

lao Theater Project

Vision: “To fully restore, preserve and maintain the historic lao Theater building as a venue for a full spectrum of community activities. The building will be designed with up-to-date equipment and furnishings and be utilized to its full capacity”.

Goals:

- **Support the arts and culture of our community**
- **Be a cornerstone in the revitalization of Wailuku town**
- **Enhance Maui’s heritage and historic preservation efforts**
- **Play a key role in Maui’s tourism growth**
- **Expand activities at the lao to include daytime and more evening use by the community for plays, cultural films, concerts, educational events and meetings**

Need:

- **The building is badly in need of repair and on-going maintenance**
- **Other community groups do not use the facility because of conditions, scheduling, lack of A/C**
- **Breakout rooms and shop space is needed to get nonperformance activities off the stage**
- **The operation needs to increase the amount of time the facility is used, incorporating additional users**
- **To operation needs to plan for the development of appropriate technical design and equipment and related staffing**

Benefits:

- **Increase commerce and improve surrounding property values**
- **Improve the appearance, comfort and safety of the facility to create an attraction for both residents and tourists**
- **Preserve our cultural heritage by preserving historical elements and style of the building**
- **This project fosters development of a “clean” industry that provides arts education, job training and entrepreneurial opportunities**

Strategy:

Utilize the existing nonprofit entity in residence at the lao Theater, Maui OnStage, to oversee fundraising, development and ongoing operations of the lao Theater, with appropriate community input.

CountySupport:

Establish a long-term lease agreement between the County of Maui and Maui OnStage, enabling the non-profit to access funds earmarked for historic preservation projects.

What Does the Community Want?

Maui OnStage held informal community and focus group meetings. Many commented that the building appearance, comfort and safety features need to be improved as well as upgrading theatrical equipment. It was stated the theater should be kept as a performing arts facility, with a strong interest in adding film events and media production.

Our plan includes a professional community needs assessment process. This will ensure the facility is developed based on the desires and interest of people who will use the resource.

Why Maui OnStage:

- **As a 501c3 nonprofit, we can qualify for public and foundation dollars earmarked for historical restorations**
- **Maui OnStage has a long history of providing facility and production support for a wide variety of groups renting the Lao Theater, and is most qualified to provide ongoing management services**
- **Maui OnStage consistently provides a full schedule of quality performances, providing visibility that will bring community awareness to the Lao restoration project**
- **Maui OnStage has been operating a theater facility for the past 30 years, much of which has been in residence in the Lao Theater. Although the company name has changed and the group has had to move on occasion when the building was uninhabitable, our organization has faithfully supported the Lao Theater, through good times and bad.**
- **Our board of directors has the appropriate capacity to oversee this project, with directors skilled in finance, technology, architecture, government service and other key areas**
- **Our executive director has a solid track record of playing a key role in large development projects on island, including the Maui Ocean Center Aquarium and Akaku: Maui Community Television**

Long Range Planning Objectives:

Key components of the renovation

- **Incorporate retail, commercial rentals, foundation, endowment and other private sector revenue streams to fund expanded operation**
- **Increase staff, including facility operations, technical director and maintenance**
- **Installing an air conditioning system to allow for day time and year round use**
- **Expand ground level to a full basement to add a rehearsal space/breakout room and scenery shop**
- **Refurbish and renovate original historic exterior façade and interior**
- **wall murals**
- **Improve costume shop and dressing room spaces**
- **Re-establish orchestra pit and fly system (to move scenery)**
- **Upgrade the entry foyer, exits and box office**
- **Upgrade security, fire and life-safety components**
- **Expand the restroom facilities, making them and access ramps ADA compliant**
- **Replace flooring, carpeting and audience seating**
- **Update theatrical sound and lighting elements**
- **Work with theater consultants, focus groups and community on expanded usage of facility**

Timeline & Budget:

Note: Lao Theater Cost Estimate Prepared by Maelyn Uehara, Rider Hunt Levett & Bailey through GYA Architects, 2003. Actual costs to complete the project will be adjusted prior to initiating Phase One.

Phase I- Planning

Year One

- **Define projects and obtain initial cost estimates from architect (completed)**
- **Obtain long term lease in order to qualify for restoration funds**
- **Secure private funding for phase I**
- **Hire theater consultant(s)**
- **Initiate Community Needs Assessment & Focus Groups**
- **Begin Public/Foundation Grant Application Process**
- **Initiate private sector capital campaign**
- ***Budget: \$180,000***

Phase II-Construction

Year Two

- Finalize funding for first portion of construction
- Finalize design plans
- Obtain final historical review
- Remove and store theatrical equipment
- Implement construction- interior demolition and excavation
- ***Budget: \$580,000***

Years Three-Four

- Finalize funding for second portion of construction
- Rebuild/restore interior
- Rebuild/restore exterior
- **Budget: \$953,300**

Year Five

- Finalize funding for third phase of construction
- Outfit with furniture, fixtures and theatrical equipment
- ***Budget: \$700,000***

Budget Summary:

Income

- In-Kind Donations \$ 158,123
- Fundraising Events 170,000
- Individual Donors 280,000
- Foundations 823,990
- Public Grants/Appropriations 981,187
- Total project income \$2,413,300

Expenses

- Planning/consultant costs \$ 180,000
- Renovation costs 2,233,300
- Total project expenses \$2,413,300

Funding Resources:

There is a wealth of private foundations that annually give to historic preservation projects. Foundation dollars can be for the building itself or for capacity building (hiring consultants and project related professionals). Maui OnStage has researched and maintains a list of such resources that include private foundations, State and Federal Funds.

Hawaii is a generous state for individual giving, ranking among the top in the U.S. Typically one third of capital project such as this will come from individual donors through direct solicitation, in-kind donations and fundraising events.

Summary of Proposal:

Maui OnStage commits to raise and invest at least 2.4 million dollars in complete restoration of the Lao Theater over the next five years. In exchange, it is requested the County of Maui grant a lease of 35 years so that the nonprofit can qualify for public and private restoration funds Maui OnStage will continue its long history in managing use of the facility, utilizing appropriate community input and planning.