

PHASE ONE



CRAFTING *the* FUTURE

PEABODY AUDITORIUM FOUNDATION, INC.



The Peabody Auditorium Foundation, Inc. is a 501(c)(3) not-for-profit corporation and all gifts made to the Foundation are tax-deductible to the full extent allowed by state and federal law. 100% of such gifts are retained by the Foundation to support the Peabody Auditorium and Foundation operations. Federal Tax ID # 46-5688286.

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION FOR THE PEABODY AUDITORIUM FOUNDATION, INC., A FLORIDA BASED NONPROFIT CORPORATION REGISTRATION # CH43513, MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL FREE (800-435-7352) WITHIN THE STATE OR VISITING THEIR WEB SITE AT (www.freshfromflorida.com or <https://csapp.800helpfla.com/cspublicapp/giftgiversquery/giftgiversquery.aspx>.) REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THE STATE.

Photo credits: K. Berman, Phil Klem and the Peabody Auditorium

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**“We shape
our buildings;
thereafter they
shape us.”**

- Winston Churchill -



CENTENNIAL *Renaissance* CAMPAIGN

MISSION

- ▶ Create a state-of-the-art center to accommodate year-round, high-quality entertainment for all audiences
- ▶ Provide a viable venue for diverse group use
- ▶ Establish a destination for Floridians and tourists
- ▶ Develop a center that promotes arts education for all ages
- ▶ Stimulate economic development in the City's Entertainment Zone
- ▶ Create a welcoming and modern environment that enhances community pride

PHASE I

- ▶ Purchase and install a state-of-the-art digital audio system
- ▶ Purchase and install a sprung wood stage floor
- ▶ Restore the auditorium's interior plasterwork and painting
- ▶ Refresh and reconfigure lobby restrooms
- ▶ Install electronic street signage
- ▶ Initiate visioning and feasibility studies
- ▶ Gather architectural designs for Phase II - future renovation and modernization of the Peabody Auditorium, and create an endowment to insure the ongoing success and viability of the facility

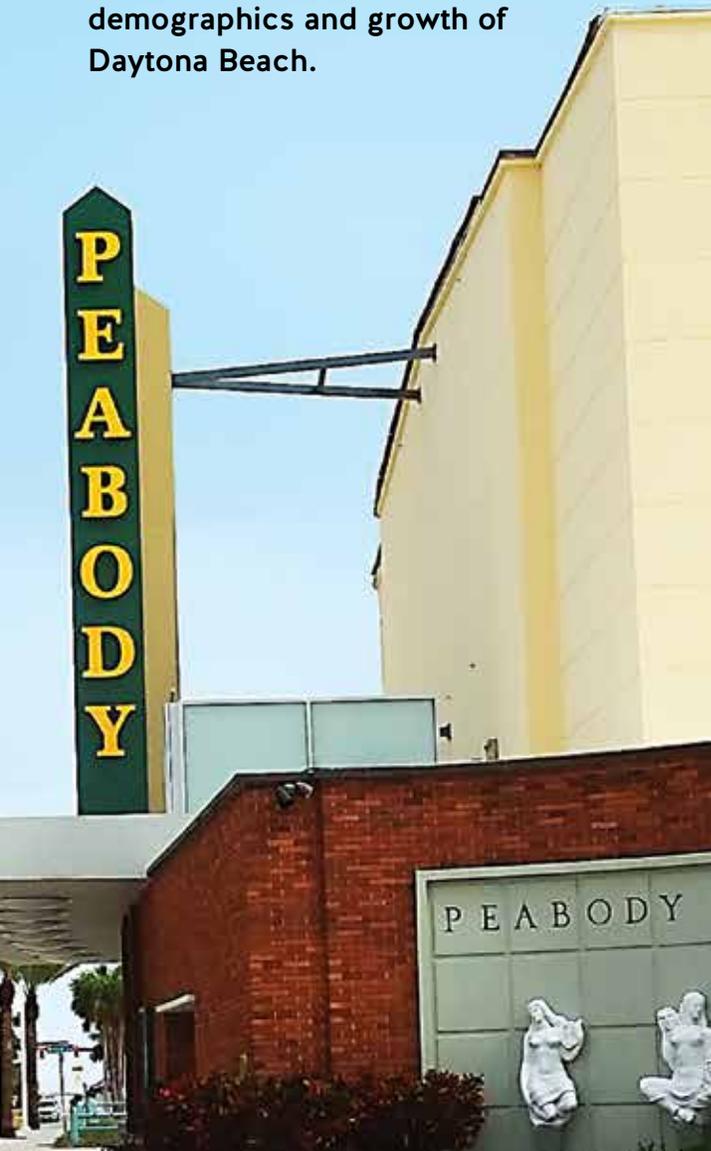
OBJECTIVES

- ▶ To enhance the patron experience
- ▶ To preserve the Peabody Auditorium
- ▶ To upgrade the Peabody's infrastructure to contemporary standards
- ▶ To increase the Peabody's ability to attract new audiences
- ▶ To provide a groundwork for the Auditorium's viability in its second century and Phase II of the campaign

GOAL: \$1 MILLION | TIMELINE: 2017-2019

PROFOUND AND POSITIVE IMPACT

THE PEABODY AUDITORIUM FOUNDATION CENTENNIAL RENAISSANCE CAMPAIGN-PHASE I is a well-conceived capital project, appropriately timed, and a necessity to ensure the future of the Peabody Auditorium. The Foundation is moving forward confidently with the understanding that success will have a transformative impact on the Peabody, enhance the patron experience, and lay the ground work for a bold, new performing arts center to serve the changing demographics and growth of Daytona Beach.



HISTORY AND REVITALIZATION

The Peabody Auditorium has been an important part of the Daytona Beach cultural community since 1919. It deserves to be part of the area's preserved heritage, but it needs your help to survive and thrive in the 21st century. The Renaissance Campaign envisions a Peabody Auditorium that will serve as the "art and soul" of Daytona Beach, a catalyst in the continuing growth and success of the City's Entertainment Zone.

VISION AND LEADERSHIP

As with all life, age has taken its toll on the Peabody Auditorium. Its ability to attract high-demand artists and performances is hampered by the lack of state-of-the-art stage technology, adequate space requirements, and the ambiance to provide an optimal quality entertainment experience for patrons. A refurbished and updated auditorium would help encourage residents to spend their arts and entertainment dollars locally instead of travelling to competitive venues in Central Florida and elsewhere; stimulate the economy and improve the quality of life of our citizens.

In 2019, the Peabody will witness both the 100th Anniversary of the opening of the original wooden structure, and the 70th Anniversary of the current facility. While the auditorium has served as one of Florida's finest performance venues, it can no longer compete with more recently built or renovated centers.

Today, with the leadership and guidance of the Peabody Auditorium Foundation, a 501(c)(3) nonprofit organization, a new chapter has unfolded. The future Peabody will be a product of a bold, new vision; this vision paves the way for the Peabody to once again be an iconic state-of-the-art venue, a magnet for world class artists and performances, a vibrant center for educational opportunities and a center of community pride.

Under the guidance of the City of Daytona Beach and with leadership from the Peabody Foundation, visionary community members, business leaders, government officials, and patrons of the arts, The Centennial Renaissance Campaign is geared for success.

NEED AND DONOR OPPORTUNITIES

CENTENNIAL *Renaissance* CAMPAIGN - PHASE I

▶ Audio System Assessment Funded – City of Daytona Beach	\$38,000
▶ Stereo Audio System State-of-the-art custom designed stereo audio system	\$651,000
▶ Stage Floor Custom-designed sprung wood stage flooring	\$76,000
▶ Auditorium Painting and Refurbishment Interior plaster and paint of the auditorium ceilings and proscenium	\$27,000
▶ Women’s Restroom Upgrade and Expansion Renovation and expansion of existing women’s lobby restrooms	\$60,000
▶ Electronic Street Signage Large-scale LED electronic digital street sign on Atlantic Avenue	\$79,000
▶ Vision and Feasibility Studies Identify needs, building aspirations, community interest, and potential capital funding	\$50,000
▶ Architectural Designs for Phase II Architectural rendering, projected budget, and timeline for Phase II - the Future Peabody	\$50,000



“Art washes
away from the
soul the dust of
everyday life.”

- Pablo Picasso -



BE PART OF THE RENAISSANCE

MAKE A GIFT THAT WILL NEVER BE IN NAME ONLY

The Peabody Auditorium Foundation's Centennial Renaissance Campaign offers a once-in-a-lifetime opportunity for donors to be a part of this historic cultural facility.

Naming opportunities are available for all dedicated features of Phase I and donors will be recognized on a permanent Centennial Renaissance Campaign plaque in the Peabody Auditorium lobby. Additional benefits may be customized with each donor and determined based on the level of gift. Phase II multi-year pledges are also welcome at this time.

It is an exciting time to become a part of the changing face of Daytona. The Peabody Auditorium Foundation invites you to invest in the Centennial Renaissance Campaign by making a tax-deductible donation today and make your mark on our cultural community.

CAMPAIGN CONTACT:
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