



Building The Future of Performing
Arts in the Gorge.

gorgeperformingarts.org



PAI: BUILDING THE DREAM

The Performing Arts Initiative was officially formed in January, 2016 with the goal of building a state-of-the-art, 600 seat Performing Arts Center that would be suitable for a wide range of music, dance, theatre, film, lectures, and corporate and community events. We want to make the Gorge as famous for the performing arts as it is for action sports, hi-tech industry, agriculture, and tourism. Thanks to early, outstanding support from individual donors and the Hood River Chamber of Commerce Visitor's Council, the PAI commissioned the respected firm ECONorthwest to complete a feasibility study and the results are in. They're also not surprising: the Gorge needs and will support our project. It will be a home for local and visiting artists from around the Northwest and around the world.

Read on for some highlights from the study.

STUDY DEMOGRAPHICS AND FACTS

The ECONorthwest Study included residents within an hour of Hood River in all directions and included Troutdale, The Dalles, Stevenson, and White Salmon.

- Average income was between \$45,000-and \$75,000. 83% were White and 19% were Hispanic.
- Residents in the market area spent \$1.36 million in live entertainment in the study year.
- On average, Oregon adults spend \$49 per year on live entertainment--higher than the \$41 national average.
- On an average day, Hood River hosts 2,900 day trip and overnight visitors, or about 12% of the resident population.
- 36% of overnight visitors come from the market area.
- 30% of visitors come from other areas of Oregon, 19% from Washington, and 10% from California





PAI STORIES: MARK STEIGHNER

Every artistic endeavor is full of choices and compromises. Whether creative or interpretive, nothing is “perfect.” At some point, though, the compromises begin to overshadow the ability of the performers or creators to communicate their vision effectively. I have directed over 60 theatrical productions and hundreds of musical performances in the Gorge, and I can say that nearly every one was compromised by the limits of the venues in the area. Whether it is lack of infrastructure, poor acoustics, inadequate lighting or uncomfortable audience seating, choices have been made that negatively impacted the performance in ways both minor and significant. Our local audiences deserve better. Our local performers, directors, and creators deserve better, and this is why I am passionately committed to making the new performing arts center a reality.

SUPPLY ASSESSMENT

There are 17 performing arts and event venues in the market area including: Hood River Middle School, Wy’East Performing Arts Center, The Bowe Theater, Columbia Center for the Arts, The Dalles Civic Auditorium, Columbia Gorge Discovery Center, Rockford Grange, Maryhill Winery Amphitheater, Binger Theater, Columbia Gorge Community College, Best Western Plus Hood River Inn, Columbia Cliff Villas, Hood River Hotel, Hampton Inn & Suites, Comfort Inn, and Fort Dalles Readiness Center.

However, only 4 of those venues are truly suitable for performing arts and 3 of them are in schools, making them unavailable during the most desirable times. The other venues are more suitable for corporate events, meetings, and lectures

No single venue offers the right combination of amenities for potential users: technical equipment, adequate seating, back-of-house amenities, and regular availability. Consequently, these venues are unable to attract some potential touring acts.

POTENTIAL USES

- All genres of music.
- Theatre, musicals, opera.
- Dance recitals
- Lectures, TED talks
- Film festivals
- Corporate meetings
- Retreats
- E-Sports
- Lucha libre
- Receptions

MARKET OPPORTUNITY

The market potential for the Center is \$1.4 million. Adult residents in the market area spend \$1.4 million on live theater in Oregon. Most spending at performing arts venues is done by households that make over \$75,000 per year. Many venues in the Portland market target this audience with high-cost performances. Hood River has a large share of middle-income families that are unlikely to travel to Portland for more expensive shows. The Center will offer programming targeted to middle-income households that have fewer choices available to them in the performing arts. To ensure viability, the Center will differentiate itself from other local performing arts centers. It will offer state-of-the-art amenities and acoustics to accommodate a wide range of uses and more availability than school venues. It will further differentiate itself by offering programming to a segment of the local population that is currently underserved. ECONorthwest estimates that PAI’s schedule of events that appeals to local audiences will be able to capture more than its “fair share” of spending and perform comparably to national benchmark theaters and local comparable facilities.





FAQ

How much will the center cost to operate?

Fixed costs--wages, equipment, marketing and other services are estimated to cost around \$590,000 per year. Variable costs--artist fees, ticketing, maintenance, etc are estimated at \$673,000 per year.

How will you meet expenses?

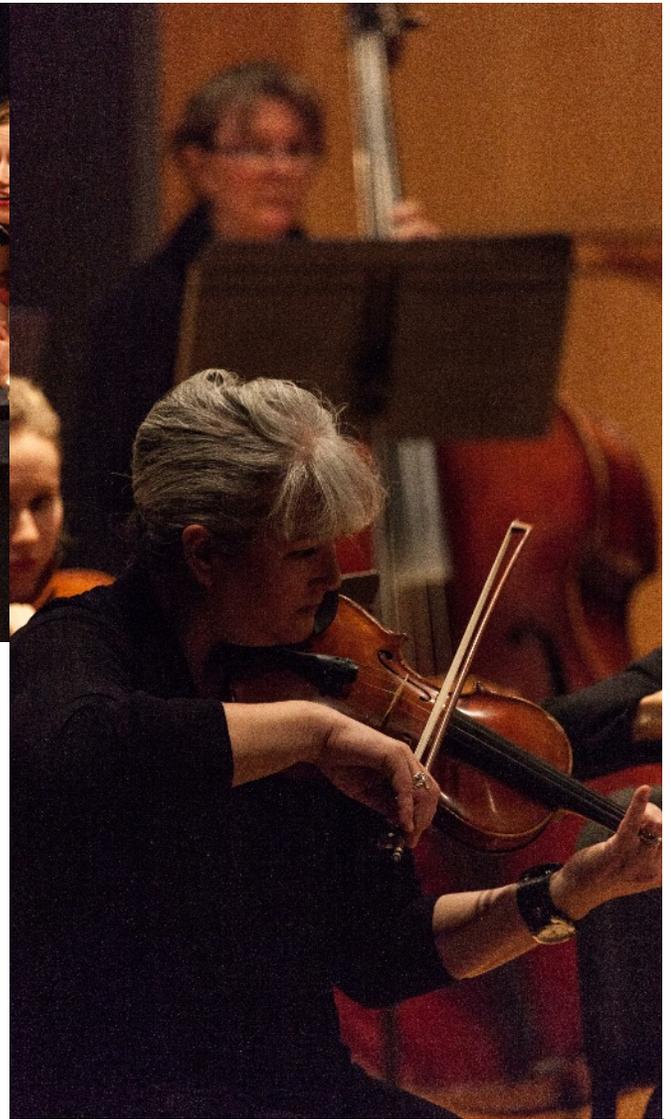
There are two types of income. Earned income is primarily a combination of interest from an endowment plus ticket sales, facility, rental, and concessions. Contributed income comes from grants, plus federal, state, and local programs.

Who will use the facility?

Local musicians and performing arts groups, corporations and businesses, visiting/touring performers and many more. Our study showed that there are many middle-income households in need of high quality entertainment opportunities, unwilling to travel to Portland or beyond.

Where will it be built?

Our Center will be located along Westcliff Drive, just west of the Westcliff Lodge, with spectacular views down the Columbia River. Just check out the photo on the front of this brochure!



PAI STORIES: DAVID DYE (ACTOR)

As a resident of the Gorge for over 40 years, I have witnessed the changes in our community. There is no question that we have become a destination location, and as such, we must continue to grow in our ability to provide experiences that share our wonderful town and all it has to offer. Everyone is familiar with our recreational opportunities, our scenic valley, and the many wineries that bring folks to our door. What we have not yet been able to share, on a large scale, is the rich performing arts community of which we are so lucky to be a part. Our community needs a proper venue in which to share these incredible resources, and it needs a place for growth.

NEXT STEPS

PAI IS CURRENTLY working with architect Mark VanderZanden and Surround Architecture to complete a series of programmatic studies. We are raising seed money (approximate-

ly \$1,000,000) in order to hire a capital campaign planner and a project manager. You can find out more -- and donate -- by going to gorgeperformingarts.org.