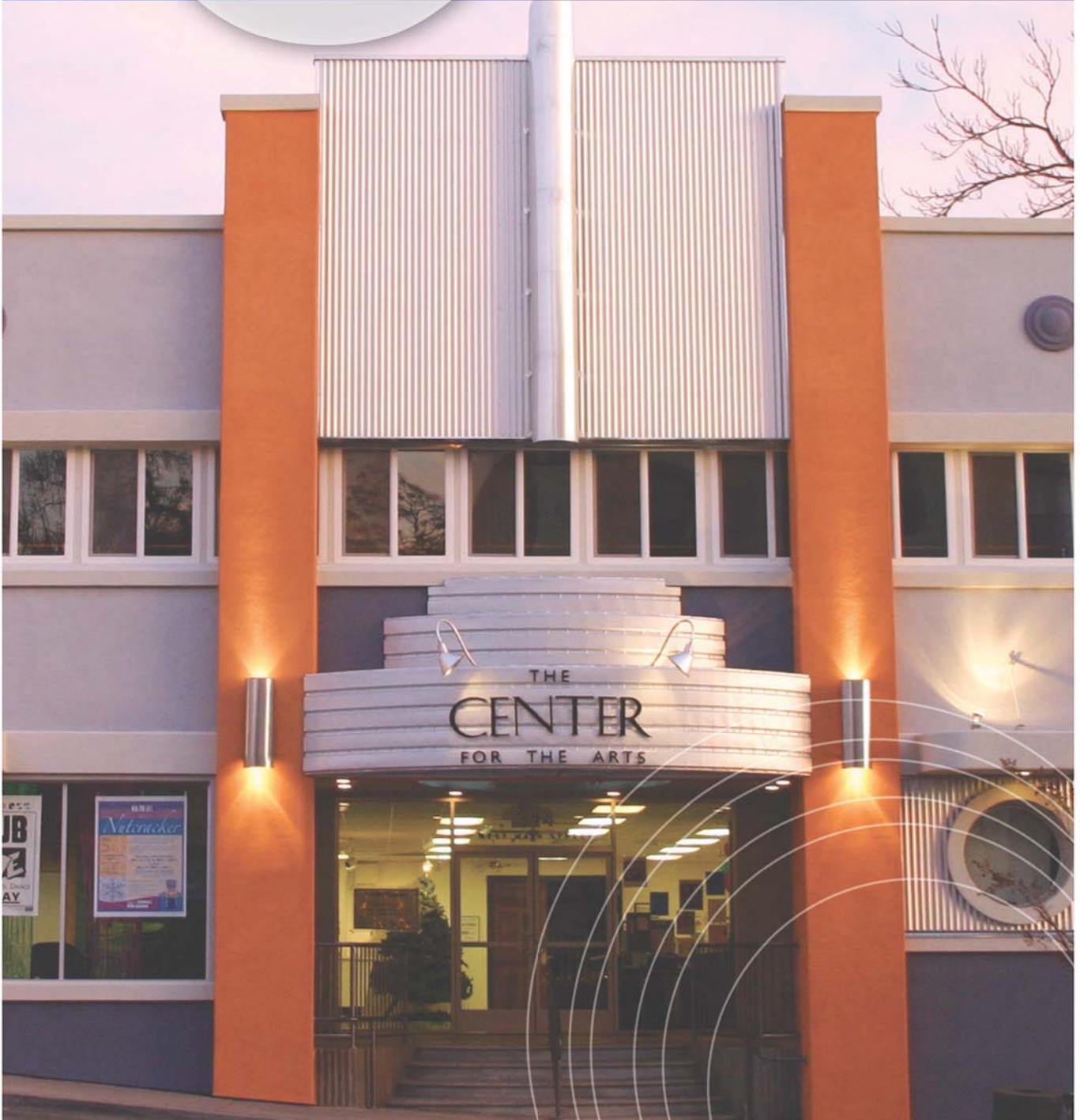




THE CENTER  
FOR THE ARTS



Breaking New Ground



**From humble beginnings,** in a downtown historic building that once housed a car dealership and a beauty school, The Center for the Arts has truly become the hub for arts in Nevada County. With the addition of California WorldFest music festival, The Center now produces over 150 performances a year and has been home to hundreds of visual, literary and performing artists. Together with over 3,000 members and supporters, The Center continues to break ground everyday in the arts.





**Founded in 2001,** The Center for the Arts has established itself as western Nevada County's preeminent destination for live entertainment. For the past 17 years, we have presented the country's top talent to a combined audience of over 350,000 people.

The Center's groundbreaking programming brings diverse voices to the community and introduces area youth to the arts.

Our multifaceted arts education programs serve 7,500 youth annually and offer training in theater, visual arts and music. Students throughout the community have access to live multicultural theater experiences through low-to-no cost student performances, customized workshops facilitated by distinguished visiting artists, touring productions from world-class performers, and free family programming.

In Summer 2018, we plan to break ground on a multi-million dollar project to renovate our space into a dynamic and intimate performance complex that will expand our audience and better serve loyal patrons and artists.

The Center will have its much anticipated opening in March 2019, with a 489-seat theater, additional stage and backstage space, a welcoming lobby, and a premier sound system. The Center will provide a state-of-the-art home for productions, creative projects from multiple disciplines, and for community residents seeking a new destination in downtown Grass Valley.

The renovated Center will be filled with the creative energy of the most exciting artists and allow us the flexibility to showcase a broader range of events from intimate cabaret performances, to banquets, seated concerts, and large dance concerts.

Most significantly, the revitalized Center will allow us to deepen our impact on our city and community through the transformative power of the arts.

**We invite you to join us as we create a powerful new Center for the Arts in the heart of downtown Grass Valley.**

Betsy Swann Brown  
President, Board of Directors

Amber Jo Manuel  
Executive Director



# The Center for the Arts

**is located in the heart  
of the vibrant downtown  
Grass Valley scene.**

Set in the beautiful Sierra Foothills, Grass Valley is at once a historical gold mining town and a forward-thinking artistic community; it is an ideal setting for what has become known as a thriving performing, educational and visual arts center. With its intimate main stage, The Center for the Arts is highly regarded by touring and local artists alike. The Center is just steps from world-class dining, lodging, shopping, wine tasting and more.



"The Center for the Arts is the heart and soul of our city. The Center has become a major economic signature of Grass Valley and the greater community. I have often stopped and mused, 'Can you imagine Grass Valley without the Center for the Arts?' Much of our popular culture and social personality would be gone. Historically, we know the importance of this kind of facility, especially in the downtown core, is more than valuable, it is essential!"

**Howard Levine**  
Mayor, City of Grass Valley



"As a performing artist I've always looked forward to when I can bring a show to The Center. Every show I've either performed in or attended has touched the audience on many levels and I thank the people working there who work hard and yet manage to have fun while making The Center an outstanding venue for all of us!"

**Lorraine Gervais**

# Community



**A hub for area artists and nonprofits, The Center serves as a vehicle for outreach to our greater community.**

Many in our community consider The Center a second home. The Center partners with local nonprofits and

artists by providing low cost event, gallery, rehearsal and performance space. We also offer marketing and production services to all of our partners.

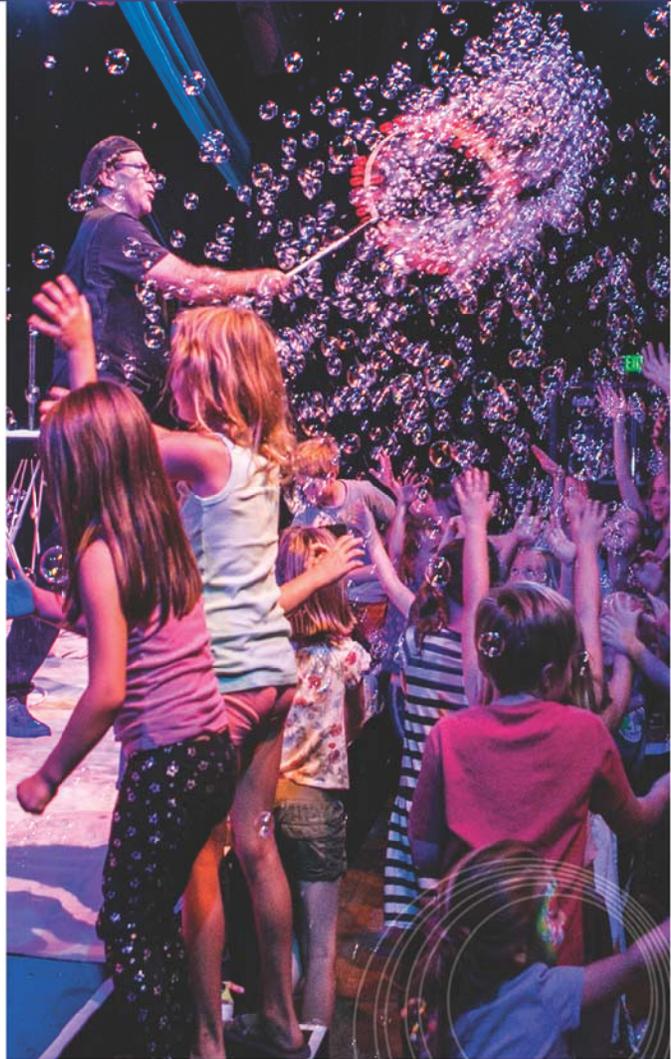


The expanded gallery space will serve as a beacon to art lovers from around Northern California and beyond.

# Youth Arts Education

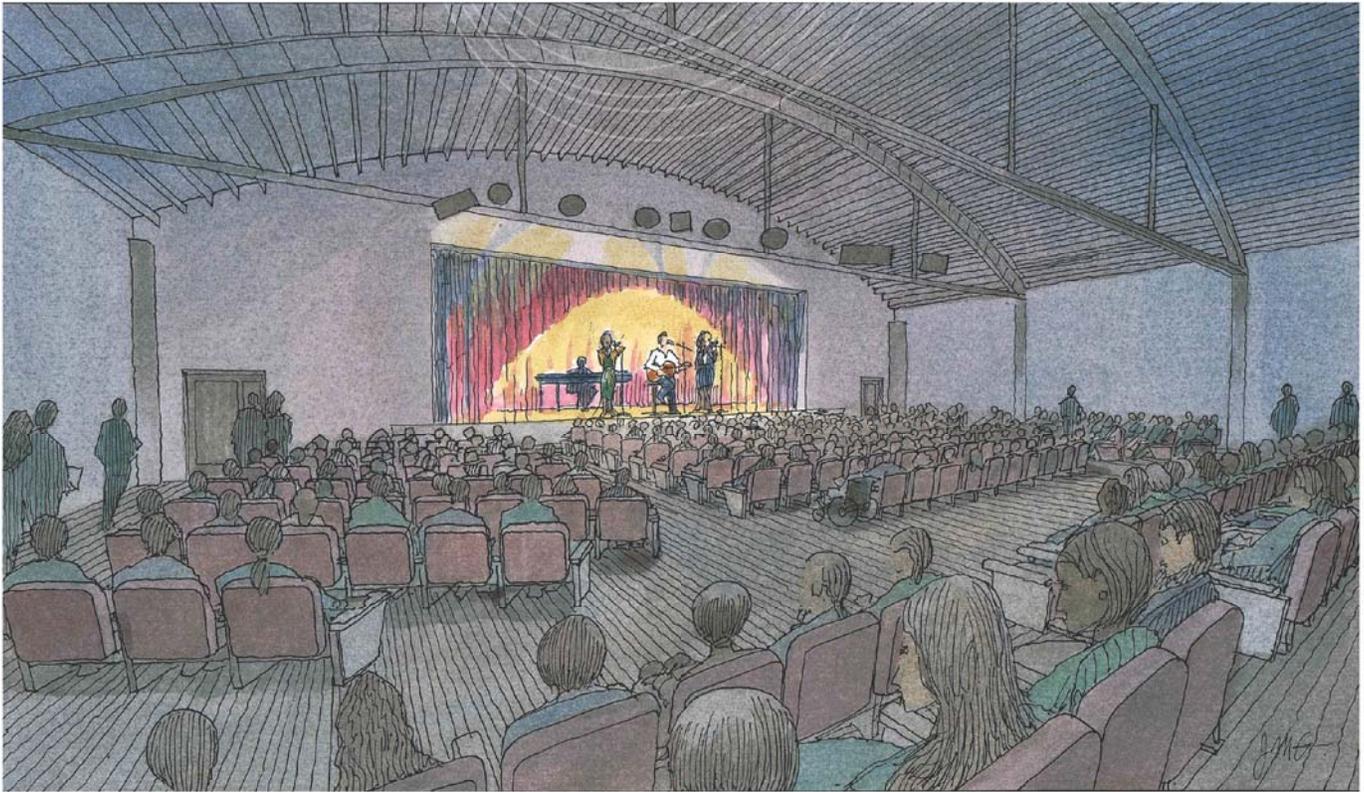
**The Center will continue its tradition of welcoming youth of all ages** with a variety of educational activities, from student matinees and summer programs, to workshops and lectures for adults.

**Over 7,500 youth come to The Center annually to participate in storytelling, music, drawing, theater and more.** Free Family Fun Day was established in 2016 and provides children and adults who otherwise would not have access to the arts to participate in healthy, family-based arts activities.



2017 Grammy winner, Secret Agent 23 Skidoo, performs at Family Fun Day at The Center.

# Seats



**The Center will replace the current seats** with a combination of floor and retractable seating and increase the number of seats to 489. By increasing the seating capacity and

The current seats at The Center were salvaged from a 1950s movie theater and are nearly 75 years old. The foam rubber padding for many of the seats has disintegrated and the manufacturer no longer supplies replacement parts.

installing a more flexible stage and floor plan, The Center will be less dependent on renting outside venues and will be better able to expand its mission in its own home. New retractable seating will greatly increase the flexibility and comfort for our

audience. The Center will be able to accommodate 108 for cabaret performances, 252 on the floor and 237 in retractable tiered seating. We can also hold large dance concerts for 750.

# Lobby

**Following completion of the remodel,** visitors will enjoy a larger, more inviting lobby area that features a 23-foot long combined bar and concessions area. The new foyer will provide much improved gallery space, putting on full display the unique talents of local artists.

The remodel will also allow for much-needed upgrades to The Center's accessibility for those with disabilities. Ramps at the front entrance of the lobby and accessible seating will be incorporated into the new building design making the space even more inclusive for all who wish to enter.

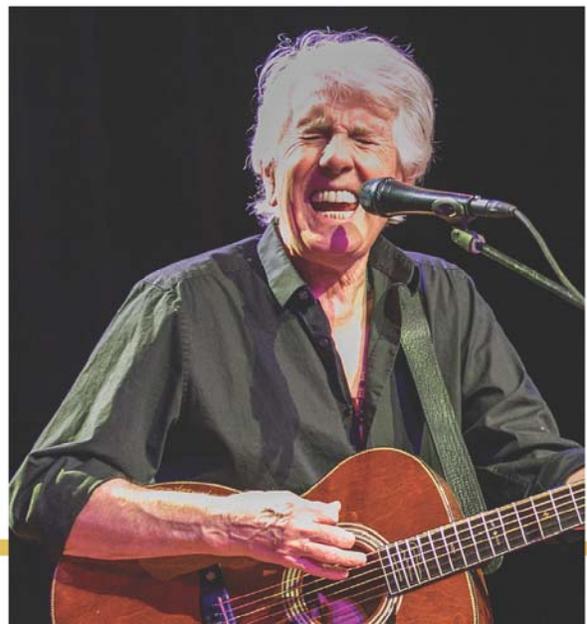
The gallery will be open to the public and will provide a beautiful backdrop to the bustling energy of show nights.



# Today

**The Center manages and maintains a multi-use 21,000 square foot facility,** which currently includes the main stage, two visual art galleries, classroom space, and the 90-seat black box theater. Due to limitations in size, however, a number of performances each year are held offsite at an alternate venue. While grateful for the opportunity to welcome big-name artists to our modest geographical location, there are a series of challenges that come along with offsite performances. Suboptimal seating and sound, limited restrooms and additional expenses make it difficult to present shows at the level our audiences have come to expect from The Center.

With the completion of the remodeling and renovation, The Center will have the flexibility to be better able to accommodate more big-name artists, large dance concerts and intimate cabaret performances.



# The Center's Next Stage

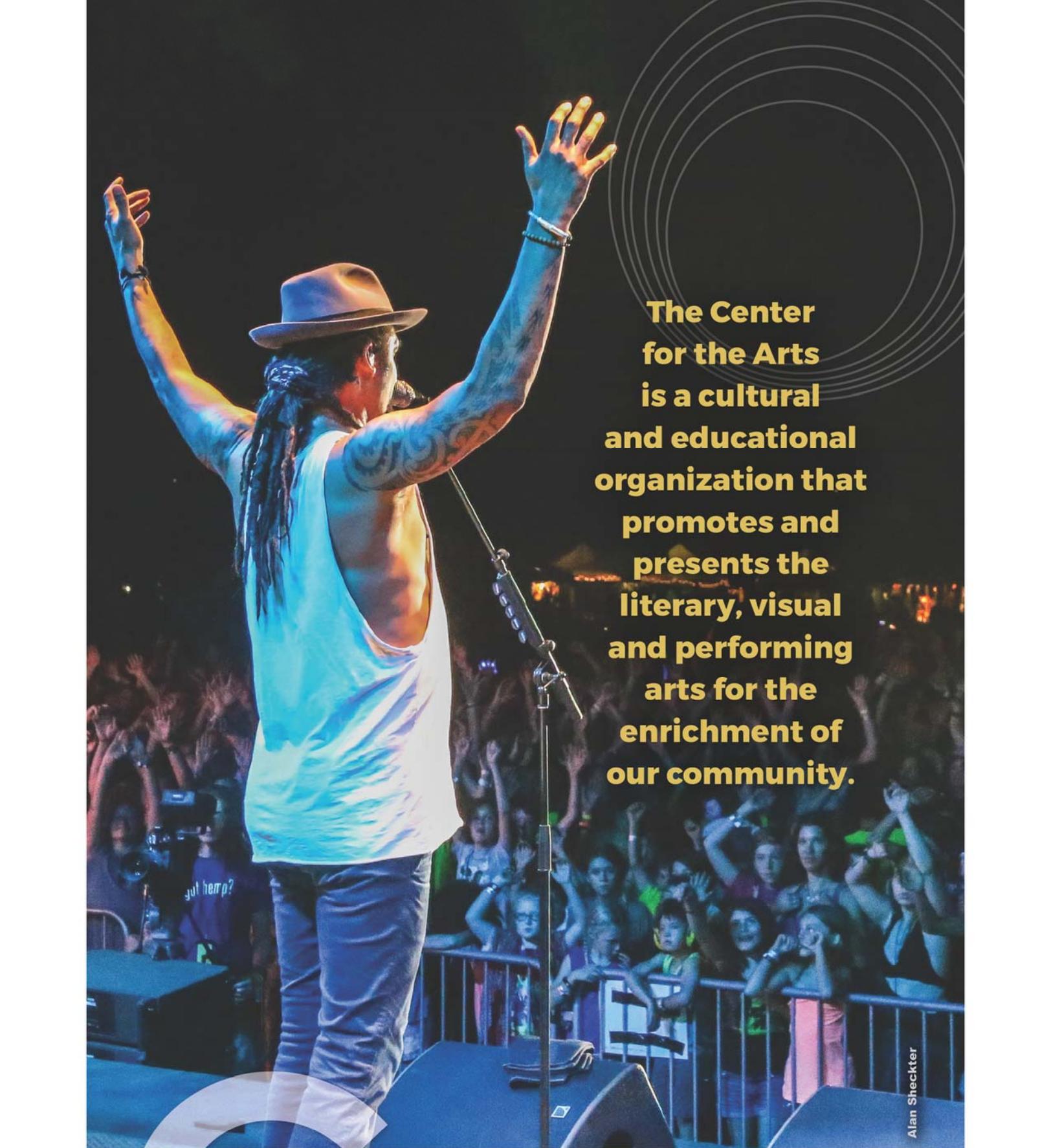


## **The future is an exciting one for The Center for the Arts.**

The Center will be able to continue its commitment to great artists, superior sound and intimate performances. The new state-of-the-art theater will not only provide world-class entertainment in a beautiful new venue, but will also serve as a creative center for our community, enriching our youth and inspiring future generations.

Special thanks to CFTA photographer, John Taber  
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**The Center  
for the Arts  
is a cultural  
and educational  
organization that  
promotes and  
presents the  
literary, visual  
and performing  
arts for the  
enrichment of  
our community.**

Alan Shekter



**The Center for the Arts**

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