

*Veterans Memorial Center
for the Performing Arts*

Proposal Mission Statement _____

The Mission of the proposed Veterans Memorial Center for the Performing Arts (the “Center”) is to serve as a cultural hub for the community to engage in educational opportunities and enhance understanding and enjoyment of life through the creation and presentation of the arts. We will accomplish this by establishing a premier venue for performing and visual arts and building a dynamic center for local, regional and national arts groups.

Furthermore, through the establishment of this Center for the Performing Arts, we will again be bringing to life and rededicating a historical structure, the New Rochelle Naval Armory, the permanent home of the 31st Fleet Division of the New York Naval Militia. This initiative is dedicated to all those who have passed through its portals since 1933 and to all those to whom the Armory has served as a training ground and meeting place.

The historical significance of this edifice will become the driving force to help dedicate permanent space within the Center to assist Veterans and to provide a support system for job placement and navigating through the intricacies of the Veterans Administration medical program.

Our Goal

The Center for the Performing Arts will be built and dedicated to serve the cultural, educational and entertainment needs of our communities for generations to come. With a multitude of local arts groups, imagine a community gathering place in which to house the regions wealth of performing artists – a place to educate and enlighten the community and our children – a stage from which to present some of the most spectacular and moving performing art from around the world. The performing arts possess an especially powerful language for eliciting emotion and compelling people to see, hear, feel, think and learn. Without an active, vibrant gathering place dedicated to this spirit, however, the performing arts fall silent and still.

One of the Center’s cornerstone initiatives will be ‘The Founding Patron’s Educational Series’, for the purpose introducing young people to theater and inviting them to grow through the performing arts. With daytime performances designed to match New York State academic standards and core curriculum, area teachers will find community resource to complement their classroom lessons and make the pages of their students’ textbooks come alive for their students. Students would participate in performances, demonstrations, discussions and master classes given by artists and companies performing at the Center. Through these activities students will increase their understanding in and through the arts. Titles such as ‘The Very Hungry Caterpillar’ or other childhood favorites, will come alive for students in the beginning grades. For older students, Shakespeare will be easier to understand and more meaningful after viewing performances by professional actors.

Imagine what a gathering place for the performing arts could mean to the city of New Rochelle – the cultural programs it would create and enhance – the new classes of visitors and tourists it would draw to our doorstep. A place to be entertained and inspired, educated and challenged, stimulated and invigorated by world-class talent. A place to see beyond our immediate world and deepen our insight as human beings. This is by no means a new dream, but, it is a vital one, especially for a city seeking a new identity and new viability as an economically and culturally rich place to live and raise families.

Donor Plan and Business Structure

The Center, as a 501 (c) (3) non-profit organization will rely on support from the community it serves. It is expected that “Annual Partners” would make a yearly gift to support the Centers mission-based programming. Local initiatives such as educational programs and cultural performances would be made possible with ongoing financial support. Solicitation and nurturing of key assets such as Annual Partners would make it possible for the Arts to come to Life at The Veterans Memorial Center for the Performing Arts.

Contributors – Individuals and organizations who support new and existing programs and help ensure these programs remain accessible to the community through programs by corporate employers. These contributions can range in size from \$50.00 to \$100,000.00.

Donors – Will ensure the performing arts for now and future generations, in New Rochelle, Westchester County, New York State, and the Tri-state Region. Donations, from individuals and corporations, can total from \$1.00 to \$1,000,000.00.

Donors can come from local Westchester based corporations, such as MasterCard, Liberty Lines, IBM, Citidel Communications, etc. or national corporations such as Wal-Mart, Exxon Mobil, General Electric, Google, Apple, Ford Motor, etc.

At the development stage, a naming opportunity will be offered to a suitable donor of a gift sufficient in scale to warrant naming the Center after that company, organization or person.

Financial /Viability

Dining, culinary - 6,000 sq. foot restaurant space - includes the main dining area, w/ possible rooftop location, cocktail and lounge area; catering within the complex, etc. Parking concession and fast food/fun food/food court type meals and treats would be offered by the vendor. Estimated square foot rental of \$35 to \$45

Subtotal _____ **\$350,000 to \$600,000 py**

Theater center – 85’ x 140’ Theater location for high-quality, original productions opera, concerts and musicals, Touring Groups; Also lectures, Classes for Painting, theater/Acting, musical instrument and dance, adult education classes and lectures.

Subtotal _____ **\$37,500 to \$200,000 py**

Concerts - 15 to 25 evening/afternoon productions - seats \$15 to \$65 each - 500 to 1000 seats

Subtotal _____ **\$112,500 to \$1,625,000 py**

Miscellaneous – lectures, special screenings of films, instructional audio/visual programs, community and political specialty programming - 20 to 30 dates (for adult education, elderly and special ethnic populations, could be targeted for weekdays) - \$10 to \$20 each - 500 to 1000 seats

Subtotal _____ **\$100,000 to \$600,000 py**

New Rochelle's New City Center - Basement level re-named "The Street" - where Westchester County population finds everything new and different and cutting edge - "Where New Rochelle Suburb Ends and New Rochelle City Begins!" Place to be for possible Farmer's Market, Flea Market, Queen City Art & Craft Festival, Special Exhibits related to area's unique history of culture, commercial art industry, jazz and ethnic musical heritage, nautical/marine science and technology (somehow connecting the Center with New Rochelle's Sound Shore/tidal basin) - The space/spaces available to this section depend on final footprint of project; Legislator Marcotte is trying to obtain estimate of Westchester County Center space charges for computer and pet shows and the like.

Subtotal _____ **\$75,000 to \$225,000 py**

Grand total estimate of revenues (low) \$675,000 - (high) \$3,250,000 py

Financial /Cost/Expenses

We estimate cost to renovate The Armory to be @ \$175.00/sf
Grand total of Theater Complex Costs _____ \$2,800,000.00

We estimate cost for Stage and Auditorium Equipment @ lot cost
Grand total of Theater Complex Costs _____ \$ 850,000.00

We estimate cost for Soft Costs @ 25% of const. cost
Grand total of Theater Complex Costs _____ \$ 700,000.00

We estimate build-out of Restaurant complex to be @ \$200.00/sf
Grand total of Restaurant Complex Costs _____ \$1,200,000.00

We estimate construction of a 150 car sub-grade garage @ 20,000.00/per car
Grand total of Parking _____ \$3,000,000.00

Miscellaneous estimate for renovation of balance of structure @ 125.00/sf
Grand total of Miscellaneous renovation _____ \$2,000,000.00

Financial / Accountability

The Veterans Memorial Center for the Performing Arts will be established to take very seriously its responsibility to be good stewards of the money that so many in the community will so generously give to support our mission to serve as a gathering place for the community to engage in educational opportunities and enhance understanding and enjoyment of life through the creation and presentation of the arts. Operating The Center with transparency, accountability and excellence would be of the utmost importance to its Board of Directors and Staff.

The Center would annually benchmark executive wages and benefit packages against national and regional industry surveys and management wages against regional industry and local surveys to determine fair compensation to attract, motivate and retain highly qualified personal.

The Center would require all board members and employees to abide by a conflict of interest policy that insures high standards of ethics and integrity.

The Center would ensure that all fundraising efforts clearly portray the purpose of the funds to be raised and that all contributions received are used for those specific purposes.

The Center would ensure the privacy of its donors.

It is anticipated that the 501 (c) 3 entity that is expected to be formed in satisfaction of the requirements of the RFP, will seek charitable status under IRS rules, permitting it to solicit and accept the gifts, donations and contributions discussed previously; in order to provide tax exemptions to parties seeking them.

Scholarship Opportunities

The Center for the Performing Arts will strive to make the arts accessible to everyone, regardless of their ability to pay for tickets. We will have a funded Foundation program to make Scholarship tickets available to schools and nonprofit organizations.

Distribution of scholarship funds would be managed by the Performing Arts Center's specially established community support committee, who will evaluate the financial need and objective of each request.

Employment Opportunities

The New Rochelle Naval Armory Center for the Performing Arts will be a not-for-profit organization and we envision the need to potentially employ approximately 135 employees. The Center will offer competitive benefits packages for full and regular part-time employees.

Job Classifications would be listed as follows:

Full-Time: Generally full-time staff would be scheduled for 40 hours or more in any given week and would be paid either by salary or hourly. Full-time employees would be eligible for the benefit programs.

Regular Part-Time: Regular part-time staff would generally be scheduled to work 30 plus hours per week, but less than 40 hours. Regular part-time employees would be eligible for prorated benefits.

Part-Time: Part-time employees would be scheduled to work an average of less than 30 hours per week and would not be eligible for benefits.

Temporary: Temporary employees would be hired for a specific period to assist with excess workloads, special projects, special events, or extended periods of illness or recuperation. Temporary employees would not be eligible for benefits

We envision this as an opportunity for employment as well as job training for our Veterans.

Development Committee

Morris M. Cymbrowitz – President, MMC Design Group

Daniel F. Ilich – CEO, Unitron Product, Inc.

Mr. Peter Parenti – SOA Committee and former City Council candidate

Hon. Ronald C. Tocci – Former Assemblyman....

Advisory Committee

Mr. Sheldon Adelson – Chairman and CEO, Sands Resorts Group

Ms. Ruby Dee – Actress, poet, playwright, screenwriter and Journalist

Mr. John D'Alois – SOA Committee

Placido Domingo – Spanish Tenor and conductor

Mr. James Killoran – Executive Director, Habitat for Humanity of Westchester

Ms. Janet Langsam – CEO, Arts Westchester

Hon. James Maisano – County Legislator, District 11

Mr. Stephen Mayo – Pres., Mayo Linoleum Works, LLC / SOA member

Ms. Lorraine Pierce – Chair, New Rochelle Reform Club / SOA Member

Ms. Lisa Robb – Executive Director New York State Council on the Arts

Mr. John Verni – President, CEO Virco / SOA member

Ms. Judith Weber – President, New Rochelle Council on the Arts

Construction & Development

There are currently three (3) companies interested in the construction and development of this project:

Bovis Lend Lease –

Mr. Steven Somers
Sr. VP and Project Manager
New York, NY

Grasso Brothers General Contracting Co. –

Mr. Louis Grasso
President and CEO
New Rochelle, NY

Pike Construction Company, LLC –

Mr. David Weiner
President and CEO
Paterson, NJ

Restaurant and Food Services

There are a minimum of two (2) companies interested in developing the restaurant and catering opportunities for this site.

Fort Pond Bay Company –

Mr. Bruce Bernacchia

President & CEO

Harvest on Hudson – Hastings on Hudson, NY

Half Moon – Dobbs Ferry, NY

Harvest on Fort Pond – Montauk, NY

East by Northeast – Montauk, NY

Stone Lion Inn – Montauk, NY

Sandoval Restaurant Group –

Mr. Richard Sandoval

President & CEO and Executive Chef

Maya – New York, NY

Zengo – New York, NY / Santa Monica, CA / Wash, DC / Denver, CO

Pampano – New York, NY / Qatar

Raymi – New York, NY

Four at Yotel – New York, NY

Al Lado – Denver, CO

Bahia – Punta Mita, Mexico

Cima – Beaver Creek, CO

El Centro – Washington, DC

La Biblioteca – New York, NY

Hotel Brick – Mexico, DF

La Hacienda – Scottsdale, AZ

La Sandia – CO, VA, CA

Masa 14 – Washington, DC

Raya – Leguna Negal, CA

Toro – Dubai

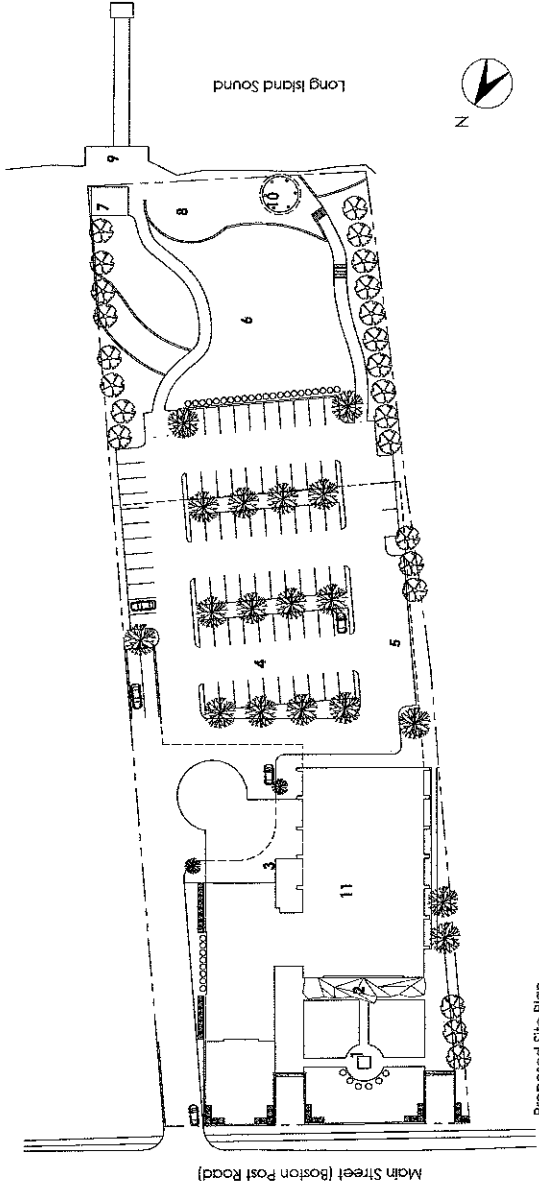
T & T – Las Vegas, NV

Venga Venga – Snowmass Village, CO

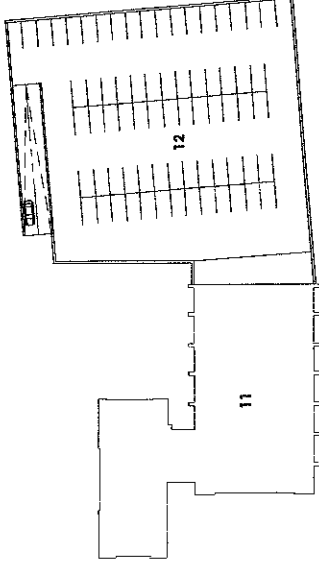


Site

Sustainable strategies
 Sustainable materials
 Sustainable construction
 Sustainable site
 Sustainable energy
 Sustainable water
 Sustainable air
 Sustainable community
 Sustainable culture
 Sustainable economy
 Sustainable environment
 Sustainable health
 Sustainable quality of life
 Sustainable social equity
 Sustainable transportation
 Sustainable urban form
 Sustainable visual quality



Proposed Site Plan

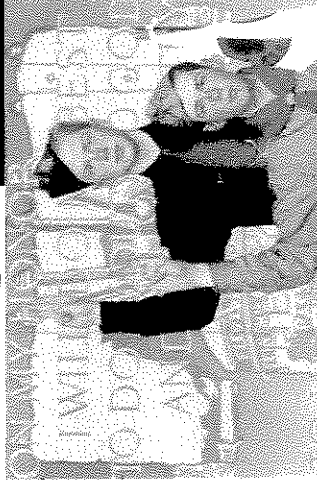


Proposed Underground Parking Plan

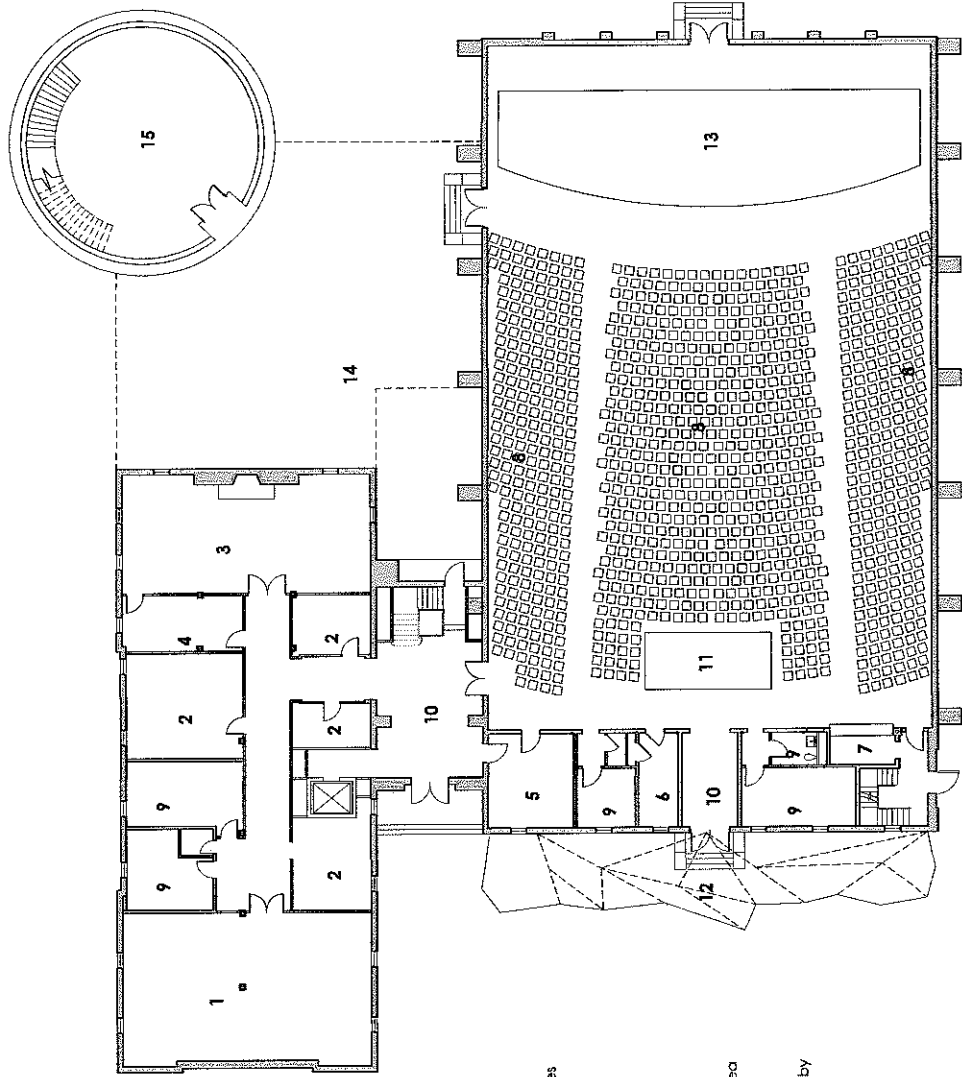
- 1. Monument Garden
- 2. Main Entry Hall
- 3. Drop off
- 4. Parking (100 +)
- 5. Bus Parking
- 6. Lawn
- 7. Boat House
- 8. Performance / Picnic Area
- 9. Boat Dock
- 10. Gazebo
- 11. Existing Structure
- 12. Underground parking

Scale: 1"=40'-0"

**The Veterans Memorial Center
 for the Performing Arts**
 278 Main Street | New Rochelle, NY



First Floor
 Sustainable solutions.
 Existing facilities greenized.
 New materials from recycled waste.
 Funding provided with tax dollars.
 www.veteransarts.org



Main Street (Boston Post Road)

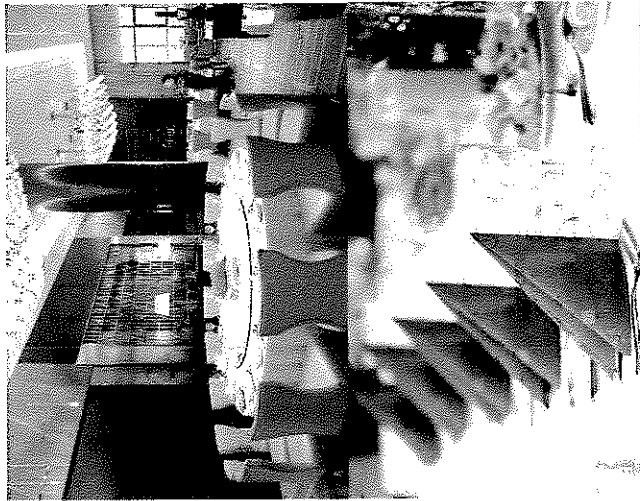
- 1. Veteran Services
- 2. Office
- 3. Meeting Room
- 4. Pantry
- 5. Box Office
- 6. Coat Room
- 7. Concession
- 8. Seating Area
- 9. Restroom
- 10. Foyer
- 11. A/V Control Area
- 12. Main Entry Hall
- 13. Stage
- 14. Porte Cochere
- 15. Restaurant Lobby

Scale: 3/32"=1'-0"

The Veterans Memorial Center

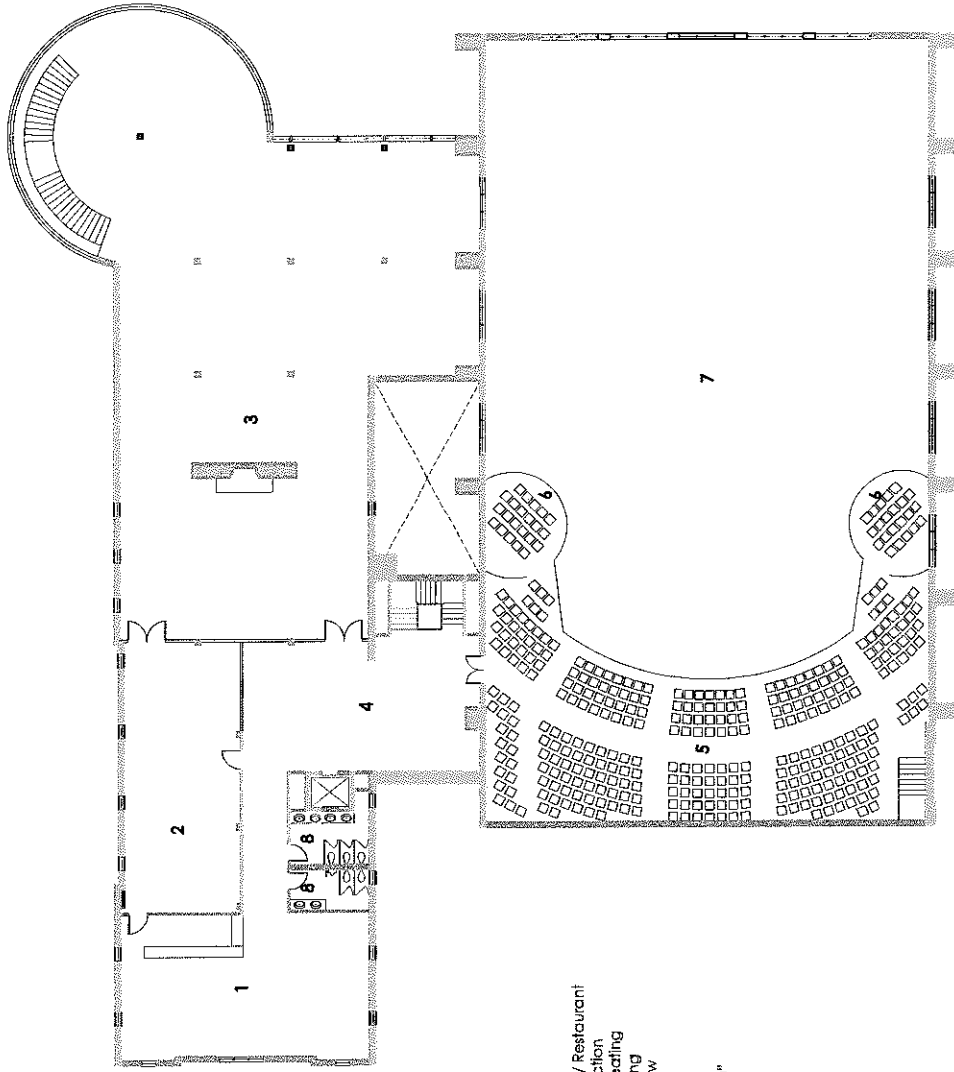
for the Performing Arts

278 Main Street | New Rochelle, NY



Second floor

The second floor features a lounge, bar, kitchen, banquet hall, foyer, pre-function space, mezzanine seating, sponsor seating, open to below, and restroom.



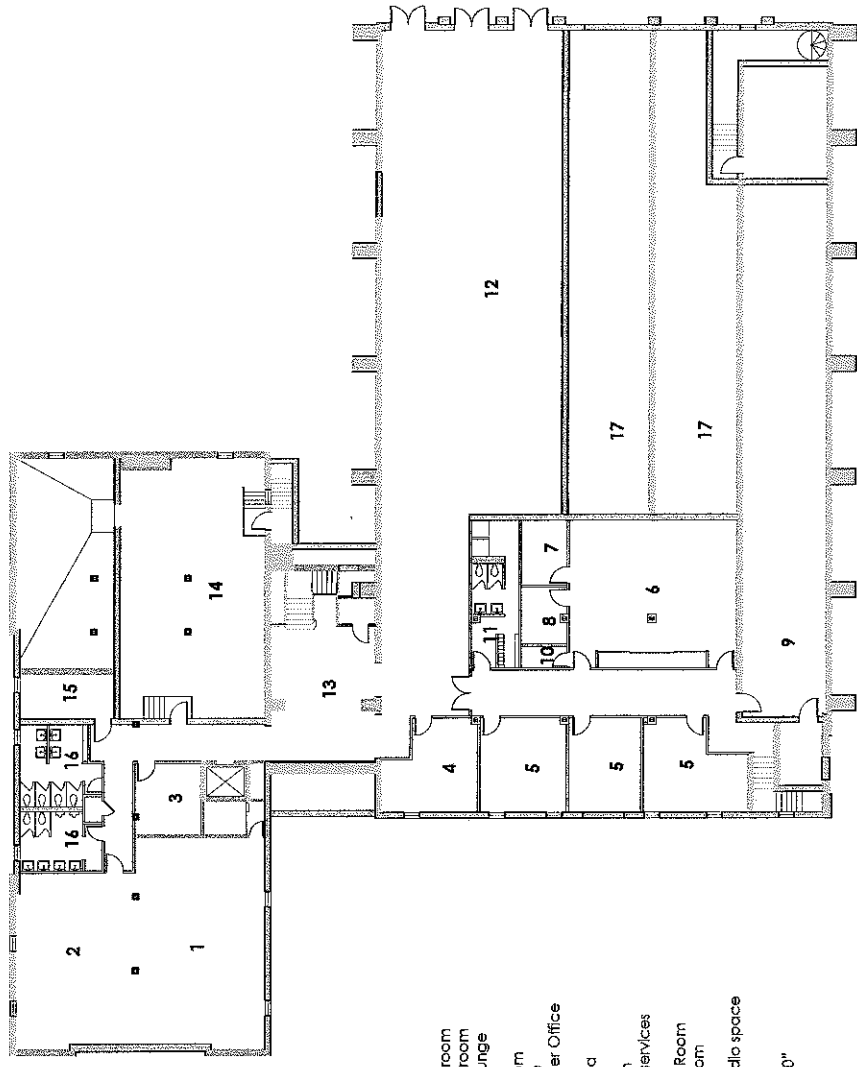
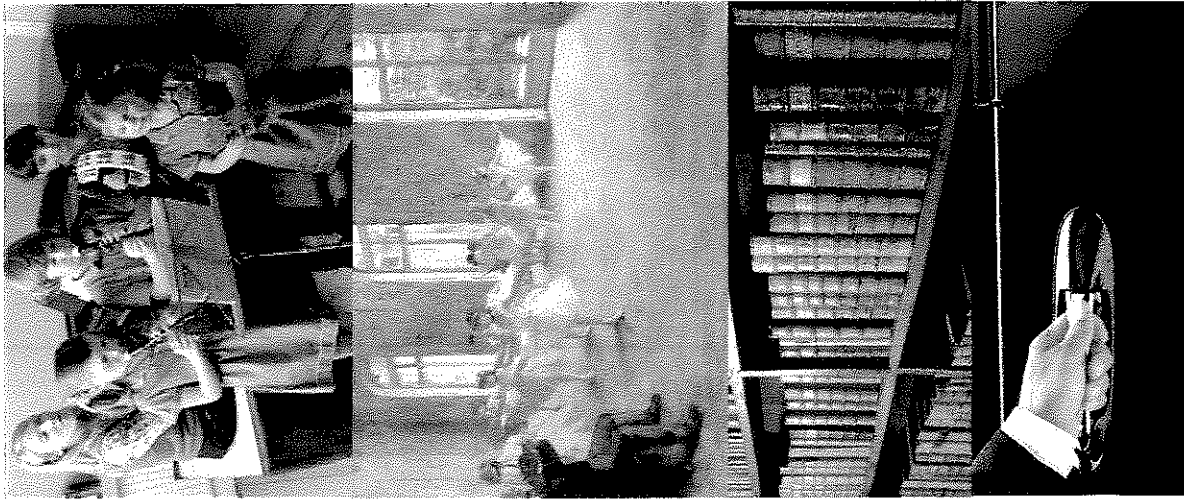
Main Street (Boston Post Road)

- 1. Lounge / Bar
- 2. Kitchen
- 3. Banquet Hall / Restaurant
- 4. Foyer Pre-function
- 5. Mezzanine Seating
- 6. Sponsor Seating
- 7. Open to below
- 8. Restroom

Scale: 3/32" = 1'-0"

The Veterans Memorial Center for the Performing Arts

275 Main Street | New Rochelle, NY



Main Street (Boston Post Road)

- 1. Dance Classroom
- 2. Dance Classroom
- 3. Instructor Lounge
- 4. Office
- 5. Dressing Room
- 6. Prop storage
- 7. Prop Manager Office
- 8. Office
- 9. Rehearsal Area
- 10. Storage
- 11. Locker Room
- 12. Hall / Visitor services
- 13. Foyer
- 14. Mechanical Room
- 15. Electrical Room
- 16. Restroom
- 17. Potential studio space

Scale: 3/32"=1'-0"

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Cellar

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