

PARC DEVELOPMENT EXECUTIVE SUMMARY

Background

Central Middle School in downtown Plymouth closed its doors in June, 2015, after serving the community for nearly 100 years. The Plymouth Arts and Recreation Complex (PARC) Board has been working for the past four years to secure the property and begin the process of converting it into a community arts and recreation center. A Purchase Agreement was signed in February, 2015 to purchase the property from the Plymouth-Canton School District with private funds for \$3.3 Mil. PARC took over operation of the facility in mid-June, 2015 and operated it “as is” for the benefit of the arts and recreation enthusiasts in the Community. Over the past three years much work was done to build the current business utilizing the existing facilities. A strong experienced management team, Board of Directors and Advisors have demonstrated that PARC is financially viable. Current commitments from tenants and user groups indicate that the facility is critical in serving the arts and recreation needs of the community for decades.

Market Study

Experienced consulting firms were engaged to conduct a Market Study, a Business Feasibility Study and develop a Site Plan and preliminary Theatre Design. The results of these efforts indicate that there is substantial demand for the planned facilities. A professional Market Study by the experienced firm Anderson Economic Group (AEG) indicates there is unmet demand for an arts and recreation facility that includes offices and rehearsal space for arts organizations, a renovated pool and gymnasium, fitness and dance facilities, a new 800 seat Performing Arts Center, and the existing athletic fields. They state, “Our supply and demand analysis shows unmet demand in the Plymouth community and the surrounding communities for the proposed uses of the PARC...” “The proposed renovations and the performing arts theater at the PARC will bring numerous long-term benefits to the Plymouth community, including quality of life and economic benefits.”

Feedback from organizations like the Detroit Symphony Orchestra, Michigan Philharmonic, Plymouth-Canton Community Schools, Michigan Opera Theatre, Central City Dance, Schoolcraft College, Live Nation, and many local arts organizations indicate that there is a tremendous need for quality performance space of this size in the western suburbs. Current assessments indicate that approximately 165 days of theatre performance rentals are achievable. Regular performances by prestigious theater, music, and dance ensembles will add to the quality of life and appeal of the Plymouth community. AEG states that “The propose renovation and the performing arts theatre at the PARC will bring numerous long-term benefits to the Plymouth community, including quality of life and economic benefits.”

- “Some of these [economic benefits] include: (a) increased spending, (b) downtown beautification, (c) attraction of jobs and residents, and (d) potential for increased property values.”

- “Cultural enrichment and health benefits stemming from the PARC will likely contribute significantly to the quality of life for Plymouth residents and attract skilled workers, facilitating reinvestment in the community.”

Feasibility Study

Independent projections of Revenue and Expenses by consulting firm Stout Risius Ross., LLC indicate that the project is financially viable, returning 25% Net Annual Operating Income of approximately \$350,000. These projections are only valid **if the 800 seat theatre is completed and the facilities are operated by a 501(c)3 non-profit organization.** Internal conservative forecasts are a bit more modest, but suggest the project has significant financial margin to ensure that revenue will cover operating costs and regular on-going facility maintenance.

Project Design and Cost

The total cost of the project is estimated at \$30.0 Mil. There are two parts to the future development--Renovation of the existing facility and the construction of a new free standing Performing Arts Center. The plans for the existing facility include the following major improvements:

- Install new windows,
- Install new HVAC,
- Replace pool equipment,
- Upgrade gymnasium and lock rooms,
- Install new LED lighting,
- Replace/remove ceiling tile,
- Renovate restrooms,
- Install security system,
- Construct a new rear entrance.
- Replace the parking lot
- Refurbish the existing 300 seat theatre
- Upgrade facility to meet handicap requirements
- Upgrade outdoor athletic facilities
- Add a Marquis
- Cosmetically enhance all areas

The 800 seat Performing Arts Center will be a state-of-the-art facility that meets the requirements for local, regional and national performing arts organizations. Major features of the Theatre include:

- 43,000 sq. ft. footprint
- 564 seats on first floor and 264 on second floor
- 55 x 42 ft. stage with orchestra pit
- State-of-the-art LED lighting and theater quality audio and acoustic systems.
- Supporting rehearsal, social and amenity spaces
- 800 parking spaces
- A residential buffer zone.

A wide range of “Naming Rights” opportunities are available for both the existing facility and the Performing Arts Center.

Project Timing

It’s estimated the project will take over 3 years to complete. The current schedule provides for a private funding campaign to be completed by 8/31/2018. A millage election, if necessary, would be conducted in August, 2018 and renovation of the existing facilities beginning in 9/1/2018. Construction of the theatre would begin in 9/1/2019 with completion in October, 2020.

Conclusion

As a cultural destination for the Greater Plymouth Community, the PARC will offer residents an opportunity to experience music, theater and dance performances, visual art exhibits and participate in art education. It will bring an art focus to the region and foster partnerships with numerous arts and nonprofit organizations. The Michigan Philharmonic and several other local arts organizations have already moved their office operations into the facility. The recent addition of the College for Creative Studies to PARC further enhances the appeal for other organizations to join.

Situated between Downtown Plymouth and Old Village, the PARC will allow residents of the Greater Plymouth Community the opportunity to utilize the ample on-site parking, attend a theater, music or dance performance, and then enjoy a meal at a local restaurant or café or shop at one of the many nearby businesses. The PARC will be the perfect complement to an already vibrant downtown community, which includes such amenities as Kellogg Park, the Penn Theater, the Historical Museum, and the Library, to name a few.

This is an opportunity for Plymouth Township and the City of Plymouth to develop this existing asset into a complex that will serve to promote the health and well-being of all residents within the community, from individuals to families, toddlers to seniors, athletes to artisans, all the while increasing the overall quality of life for the Greater Plymouth Community.

