

OUR VISION FOR THE CENTER



Raising \$30 million to build a world-class performing arts center in San Luis Obispo seemed like an impossible dream. Center Founders, fortunately, were not deterred. The persistence and passion of this amazing group of community-builders resulted in one of the most remarkable performing arts centers anywhere.

Since the Foundation's beginning 27 years ago, these same founders, supporters, and Board members have envisioned establishing a fully-funded endowment to maintain the Performing Arts Center. An endowment, especially for arts organizations like the Center, provides reliable and sustainable income in perpetuity and helps the Center weather economic downturns.

As the Center approaches its 20th anniversary, we believe now is the right time to substantially increase the Center's endowment to help secure its future for our children and grandchildren. The vision of the Foundation is to grow the current endowment of \$2.5 million to at least \$5 million.

\$5 million would increase annual endowment income from approximately \$115,000 to \$230,000. An endowment of this size would be transformative, securing the Center's long-term success. Specifically, a \$5 million endowment would allow the Foundation to:

- Better support its annual portion of the Center's operating budget,
- Expand programs to provide direct financial support through community access grants to our community groups when they work in the Center,
- Contribute more significantly to educational programming and outreach for school children in our county.

These are important and immediate goals. Longer term, we know a large and growing endowment is the only insurance policy to secure the Center's future forever, helping the Foundation to:

- Keep the Center in pristine, "as-new" condition so that it continues to merit top quality performances. Our facility is crucial to our ability to attract and retain local, national and international talent. We believe our facility should never compromise the experience for the artists or audience, now or in the future.
- Create a Community Access Grant Program, making funds available to our local performing arts groups to assist in meeting their PAC-related expenses when they perform at the Center.
- Give every teacher the ability to bring students to live performances that would give flight to students' creativity and imagination and bring new life to the classroom, without considering how to pay for transportation and tickets. In the 2013-14 season, there are six shows comprising the School Matinee Program, serving a maximum capacity of 6,000 students. This is only a fraction of the children in the Central Coast. In the 2013-14 season, for the first time, there is no admission charge. How many more children could we reach if we doubled this program and offered transportation scholarships to schools in need of assistance?

