

Annual Report

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*Avalon*  
THEATRE FOUNDATION

# Table of Content

Letter from President of the Board	1
Year of Accomplishments	2
Quotes from Community Members	3
Future Goals	4
Meet the Board	5
2016 Income & Expense	6
2017 Projected Income & Expense	7

When Pat Gormley and similarly minded individuals created the Avalon Theatre Foundation (ATF) in 1991, they saw a very worn-out building, but they knew that this building could be returned to its prior state as a crown jewel of Main Street. This group worked tirelessly over the next two decades to accomplish this goal.

In 1994, the City of Grand Junction acquired the building, and over the next 5 years made over \$1.5 million in improvements so that the theatre could be used, primarily as a movie theatre. In 2008 the Avalon Theatre Advisory Committee Feasibility Study was complete, and over the next few years, the ATF, along with the city, Downtown Development Authority, Grand Junction Symphony, and others worked together to fulfill the vision of a state-of-the-art Avalon.

In September 2014, the Avalon Theatre was reopened as a facility that could be used by the community for all sorts of events – weddings, memorial services, movies, concerts, galas, to name a few. Over the last two years, the Avalon Theatre has been utilized by many different entities.

During 2016, the ATF installed a donor wall to recognize our wonderful donors, without whom the first phase would not have been completed. We also installed naming rights for three of our largest individual donors. We established a Community Benefit Fund which subsidizes rental fees for smaller groups who otherwise would not be able to use the Avalon. We met several other goals. But our most exciting accomplishment was the fulfillment of our commitment to raise \$1.6 million toward the first phase. All monies we raise now go directly to projects for the enhancement of the current facility.

But the facility remains incomplete. The first phase, which had a price tag of over \$9 million, accomplished several very important things – new seating, ADA-compliant and accessible restrooms on each floor, an elevator, fantastic acoustics, fire safety, Rooftop Terrace, and Encore Hall shell. However, to be a complete venue, the stage must be enlarged (to accommodate not only our wonderful symphony orchestra, but also performers from both local and outside areas). A support tower is needed to house performers, a kitchen, and office space.

The ATF will publish our strategic plan for the next several years by the end of February. Please take a look at that document; it will be on our website. It includes a goal of a fully functional Avalon, which requires what I call “the final phase.”

While the ATF does not own or manage the Avalon Theatre we remain committed to its ongoing success. Our goal for 2017 is to complete the buildout of Encore Hall. Please join us and contribute to this great cause. There is much we can accomplish together, even before that “final phase” is started!



Robbie Breaux  
President, Avalon Theatre Foundation Board



# Accomplishments

Thank you to all of our donors for your support of the Avalon Theatre Foundation. The Avalon has had a successful year and continues to be a place where the community gathers. Accomplishments and changes seen at the Avalon Theatre only occur because of our wonderful donors.

Through the generosity of our donors, the following accomplishments were possible:

- Upgrade of Main Theatre Stage lighting system
- Installation of lobby monitors
- Updated website
- Promotional video to increase awareness
- Creation of the Community Benefit Fund to increase community use of the Avalon
- Fundraising events, such as Anniversary Party and The Alpha Family Movie Festival
- Final payment to the City of Grand Junction which completed our pledge to raise \$1.6 million for the past renovation

"In 2016, the Avalon Theatre Foundation graciously purchased new lighting fixtures to enhance the stage lighting at the Avalon Theatre. This new lighting has made it much easier for the Grand Junction Symphony to perform at the Avalon. Before the upgrade, orchestra members struggled to see music on their music stands during rehearsals and performances. There were also many shadow areas covering the back of the stage and on the sides. The new lighting fixtures have eliminated both of these issues. The Avalon Foundation also helped purchase a new computer and lighting software that has helped control the lighting during performances. This helps increase the overall artistic level/product of the performances for audience members. The Grand Junction Symphony would like to thank the Avalon Theatre Foundation for their continued help in improving the Avalon Theatre."

Kelly Anderson  
Executive Director  
Grand Junction Symphony Orchestra

"The restored and remodeled historic Avalon Theater has been a bright spot on our Main Street, revitalizing what had been a dark corner, and providing the community with a wonderful multipurpose entertainment venue to serve the entire population of the Grand Junction metropolitan area with an outstanding venue for theater, music, movies and art. It has proven to be a wise investment for the city, the Downtown Development Authority, the State of Colorado and the individual citizens who believed in Walter Walker's dream of first class theater in downtown Grand Junction!"

Bennett Boeschstein  
Grand Junction City Council member

"The Avalon Foundation Board has certainly set the stage for an improving and optimistic future at the Avalon Theatre! The Board, along with new Board members, have re-energized effort's to improve the access for non-profit groups and continue to raise funds for additional facility improvements. Discussions still continue to work on short term plans to put into place the long term foundation of plans for an expansion of the stage and behind the scenes production space. The City of Grand Junction appreciates all of the effort the Foundation Board has put forth through all of 2016 and looks forward to this ongoing partnership in 2017 and beyond!"

Debbie Kovalik  
Department Director  
Convention & Visitor Services  
City of Grand Junction

# We Can Complete Encore Hall & The Avalon

## Encore Hall

The main goal of 2017 is to complete Encore Hall. This smaller venue would seat about 120 people and would meet many different needs. Encore Hall would be a wonderful addition to The Avalon and the Community!

### Encore Hall Possible Functions:

- Concert Venue
- Movie Theatre
- Event Room
- Meeting Space
- Class Room
- Multi-purpose

### Items Needed:

- Retractable Seating
- Projector
- Track for Lighting
- Table/Chairs
- Pipe & Drape
- Hearing Loop System
- Fabric-Wrapped Panels
- Angled Walls
- Sound System

## The Avalon Theatre

The completed project will be truly multipurpose and capable of hosting a wide range of performances and civic gatherings.

### 1st Phase Construction Included

- New seating
- Roof repair
- Roof terrace build-out
- Acoustic improvements
- Encore Hall multipurpose room
- Patron elevator
- Improved patron amenities (lobby, bathrooms, concessions, etc.)
- ADA and life safety code compliance
- HVAC, plumbing, and mechanical improvements
- Some performer support
- Digital audio/visual

### Final Phase Construction Includes

- Stage expansion
- Back stage and performer support
- Stage house expansion and improvements
- Expanded loading dock
- Catering prep kitchen
- Orchestra Pit

Avalon Theatre Projected Year Complete:  
2021

# Meet The Board

Robbie Breaux, President

Kelly Anderson, Vice President

Kat Rhein, Treasurer

Laurian Unnevehr, Secretary

Diann Admire, Historian

Bobbi Alpha

Jim Doody

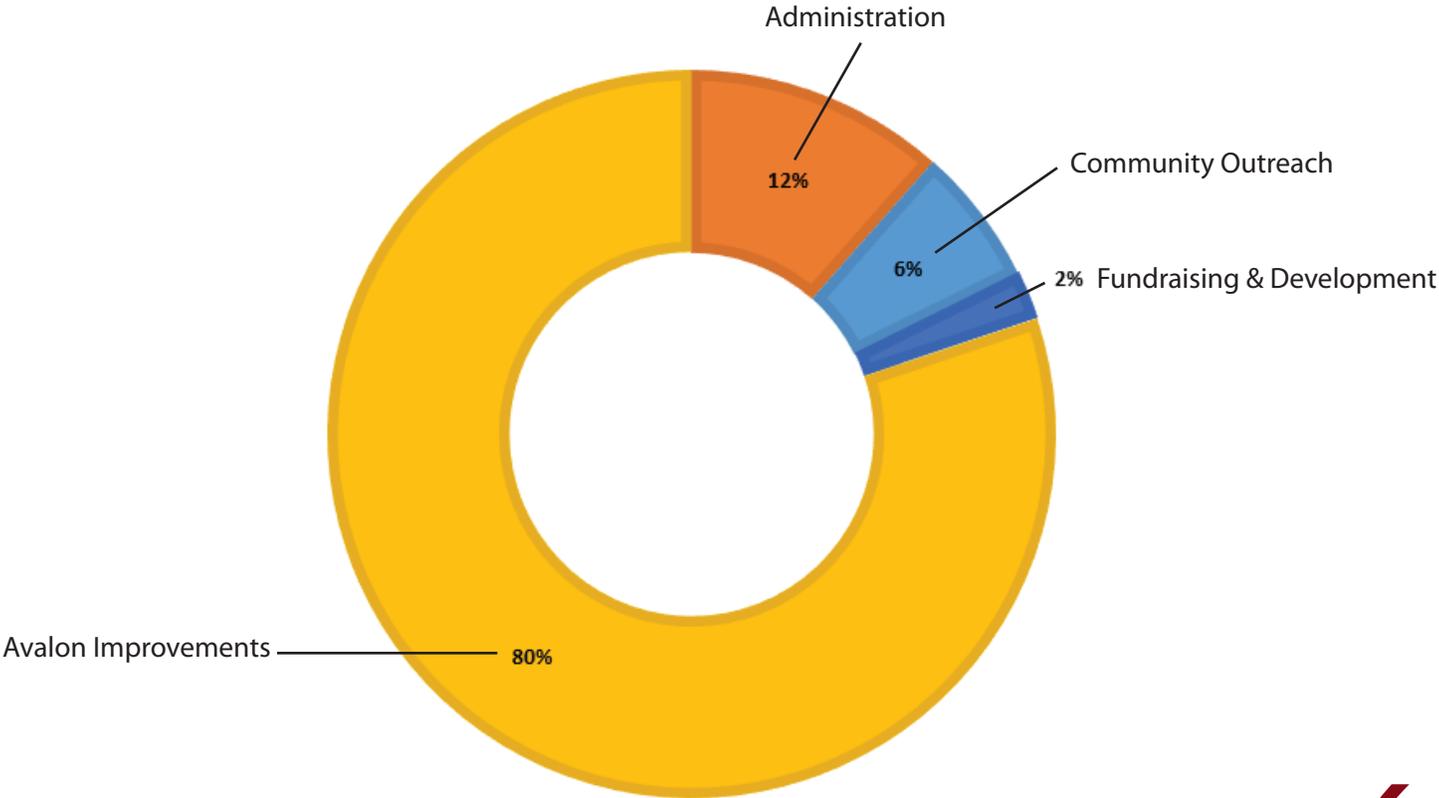
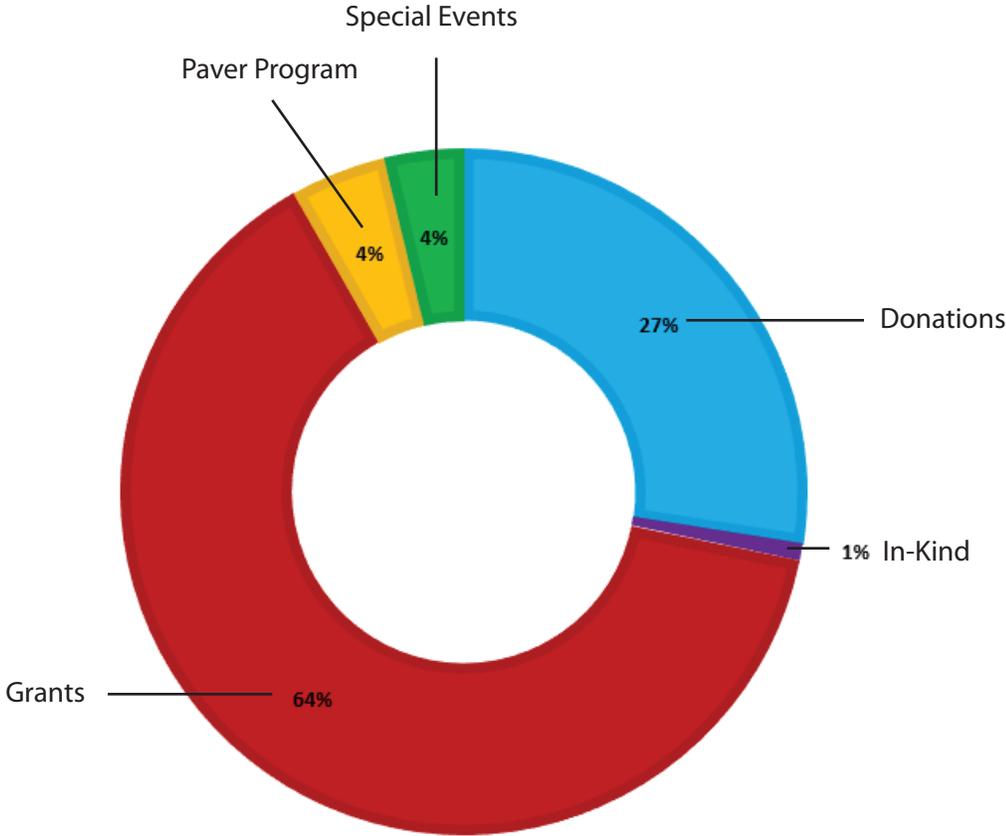
Dan Fitzgerald

Gale Foster

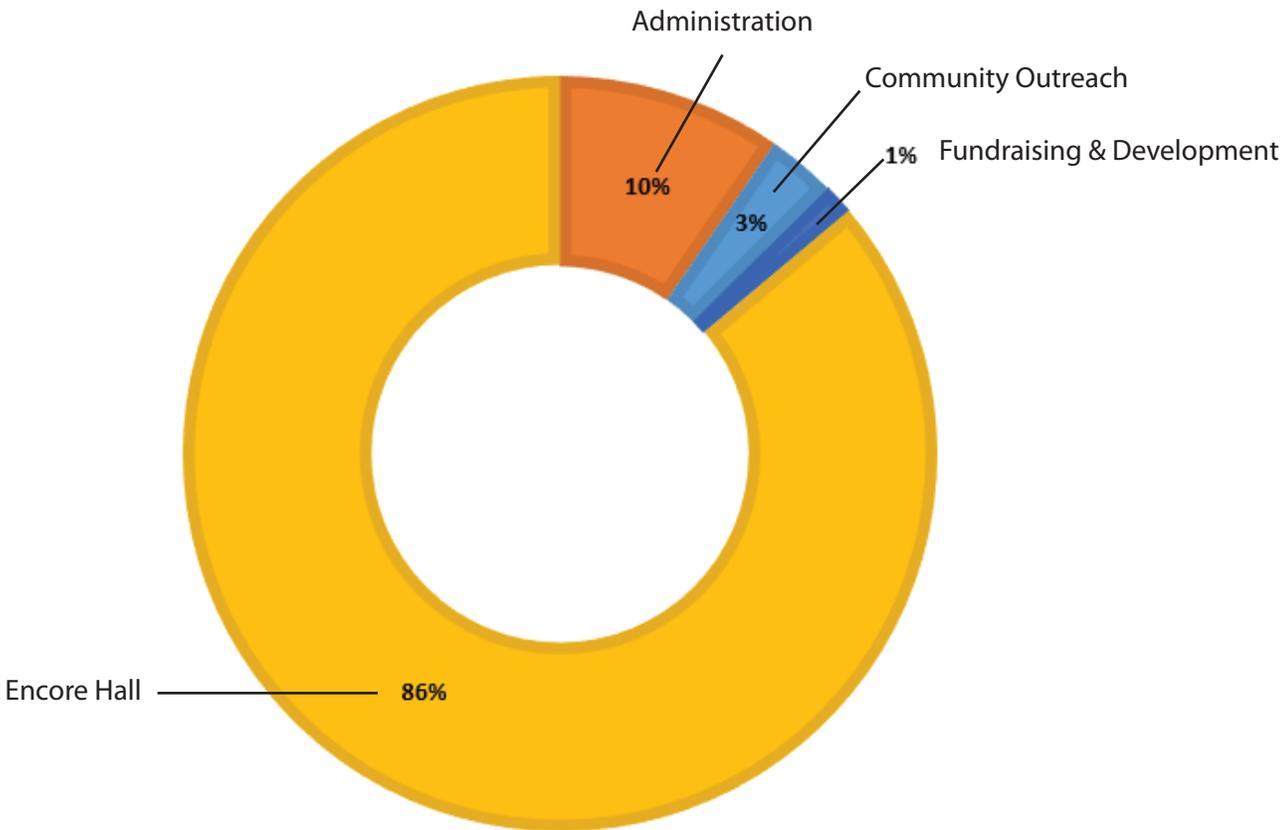
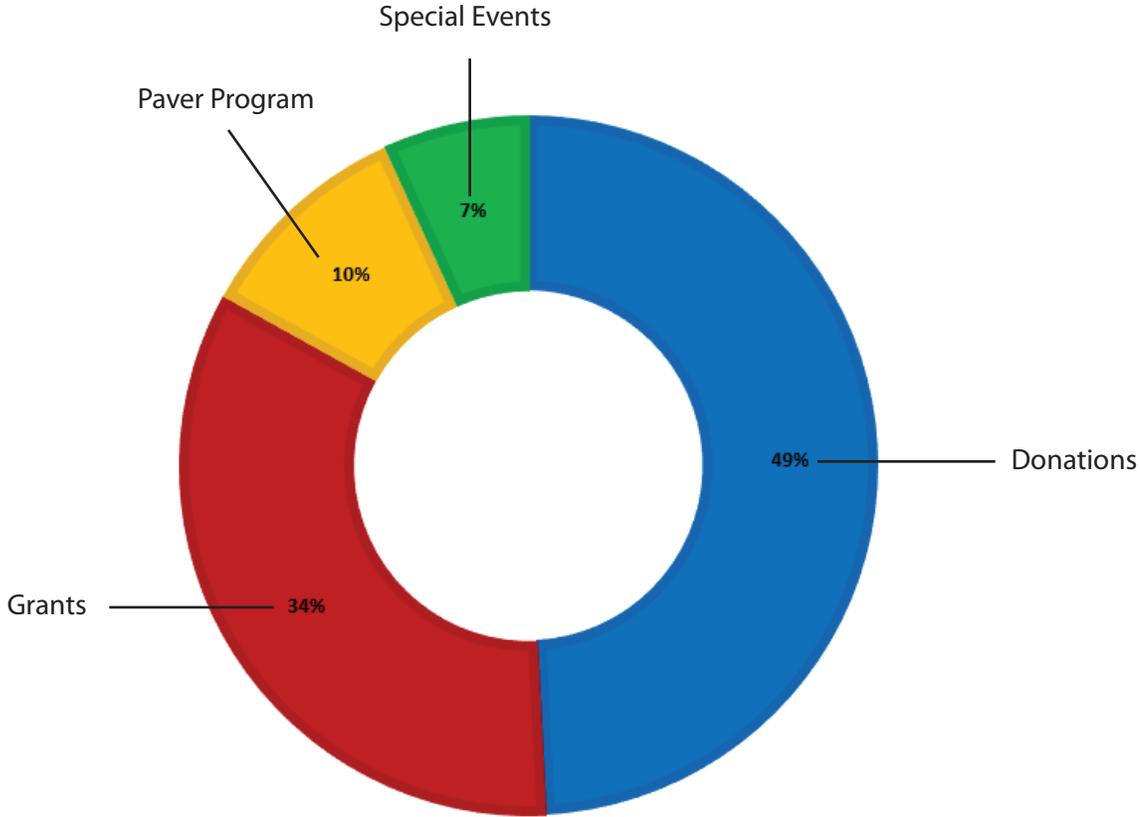
Karen Hildebrandt

Beverly Windscheffel

# 2016 Income & Expense



# 2017 Projected Income & Expense





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