

The American Globe Center @ Stratford, CT



Proposal

The former grounds of the American Shakespeare Festival Theatre should house the world's only historically accurate re-creation of Shakespeare's 1614 Globe Theatre, as part of the American Globe Center, which also includes the Stratford Playhouse, a modern performing arts center and multi-function/event space.

Stratford will become home to a true destination theatre for the region, the nation, and the world.

- The leadership of the American Globe Center is comprised of established theatre and business professionals with a proven track record of funding and building commercially successful Shakespeare re-creation theatres, **providing excellence in entertainment, inclusivity, education, and economic development.** We are dedicated to making the Globe and Performing Arts Center an artistic home and a resonant voice for **all** the people of Stratford and the surrounding areas.
- Together, we can enhance the economy of Stratford. The American Tourism Board states that for every \$1 in ticket sales at a strong destination theatre, town businesses, restaurants, and lodging will net \$5-7, which in our model = \$25-50+ million annually. This will increase the tax base, raise property values, and make Stratford a more prosperous place to live, work, and raise families.



Tom Evans – The “Art of Business”

- Tom is a passionate Stratfordian and lifelong performing arts veteran – actor, director, producer, and writer – as well as a marketing and financial executive with a 20+ year track record of business management.
- A member of Actors Equity, Tom is a Founding member of Original Binding Productions, and an alumnus company member of the American Shakespeare Center, the National Shakespeare Company, Hudson Shakespeare Company, CT Free Shakespeare, Prospect Theater Company, the Arena Players, and many more
- Managed multi-million dollar budgets as Chief Marketing Officer for Finance of America, one of the nation's largest non-bank lenders, and produced some well-known TV advertising campaigns
- After performing at the American Shakespeare Festival Theatre in 2012, Tom and his wife decided to make Stratford their home, and work toward re-establishing Stratford as a national destination for the arts.





Jim Warren – The “Shakespeare Pro”

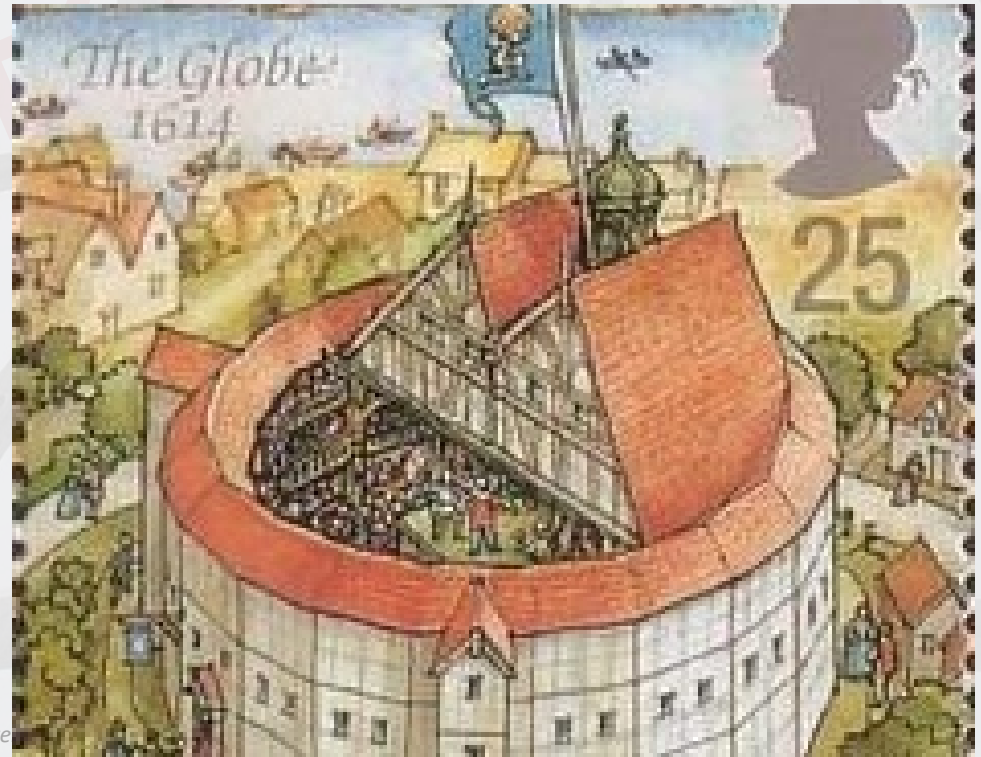
- Jim Warren is the Founding Artistic Director of the American Shakespeare Center. He directed the ASC's first show, *Richard III* (in which he played Buckingham), and a total of 128 productions, including 32 of Shakespeare's 38 plays; he produced and cast over 280 shows during his tenure.
- He grew the ASC from fourteen performances of *Richard III* in Virginia to over two hundred annual performances - by the end of the millennium, the ASC has performed in six countries, 47 U.S. states and one U.S. territory.
- In 2001, the ASC opened the Blackfriars Playhouse, the world's only re-creation of Shakespeare's indoor theatre. In 2008, Governor Tim Kaine awarded Jim Warren and Ralph Alan Cohen the Virginia Governor's Award for the Arts.
- Jim created Shakespeare's New Contemporaries, a groundbreaking undertaking to develop a new canon of 38 plays that are inspired by and in conversation with Shakespeare's work;
- He is a member of the Theatre Communications Group and Shakespeare Theatre Association, sharing his experience and expertise, and empowering a new generation of actors and theatregoers to make the most of every moment.



The Partnership to Capture the Moment for Stratford

- Jim Warren oversaw the construction of a re-creation of Shakespeare's indoor theatre, the Blackfriars Playhouse, in Staunton, VA, which has since made Staunton the home of the ASC and doubled the influx of tourism dollars and business development to the city.
- At different points, Jim was poised to build the Globe in Richmond, VA and Staunton, VA with attention to historical building and staging conventions. His team had performed multiple feasibility studies and was prepared to begin aggressive fundraising in those towns, but the opportunity in Stratford is now the "perfect place - perfect time."
- Tom and Jim have been collaborators for over 20 years, and their experience, practicality, passion, and confidence in the fiscal soundness of the Globe project, will allow Stratford to Make History, Again.
- Now let's talk about the 1614 Globe:





Why a Globe Re-Creation? Why the 1614 Globe?

300,000+ Visitors
Annually

\$50 Million into the
Local Economy

Economic Engine for
all of Fairfield
County

Drives CT Jobs and
Draws People Back to
the State

"The World's Most
Famous Historic
Theatre"

Stratford will be
Home to only Re-
creation in the World

Unparalleled
Laboratory for
Shakespeare
Education

A True "National
Treasure" in our
Town.

Worldwide
Architectural
Attraction

Year-Round
Academic
Destination

Unique, In-Your-
Face Entertainment
(As Shakespeare
Performed it)

National and
International
Visibility

Paired with a modern indoor performing arts center which can present musicals and current shows, as well as a black box theatre for local arts group use, the American Globe Center will satisfy the majority of town needs and create destination theatre.



Why is Stratford the Right Place?



The “Big Four” Shakespeare Destinations

Oregon Shakespeare Festival

“More than half of the local businesses and one-third of the jobs are dependent on the tourist crowd generated by the OSF every year. It is no longer about the business community supporting the arts in a one-way fashion. Ashland today seems to be a striking example of the synergistic, symbiotic, co-existence of both.”

— “Oregon Labor Trends,” Oregon Employment Department

Stratford Festival

“Our government is pleased to support and celebrate over sixty years of excellence by the Stratford Shakespeare Festival, which continues to draw theatre goers from all over the continent to our region.”

— Gary Schellenberger,
Member of Parliament for Perth-Wellington

Utah Shakespearean Festival

“The Utah Shakespeare Festival is one of the outstanding cultural gems of our state. Our national award-winning Festival makes a remarkable contribution to the arts in Utah and in the intermountain region. Equally important is the significant role it plays in economic development, attracting tens of thousands of visitors to Southern Utah annually.”

— Gary R. Herbert, Governor, State of Utah

American Shakespeare Center

“The jewel in the downtown crown is the American Shakespeare Center's Blackfriars Playhouse - the world's only re-creation of William Shakespeare's original indoor theatre. The ASC was a unique opportunity, and our city was willing to invest in it. And it has paid some very handsome dividends. It's brought people from all over the world to Staunton.”

— Bill Hamilton, Director, Staunton Economic Development



Big 4 - Economic Development

Ashland, Oregon – Oregon Shakespeare Festival

"The Oregon Shakespeare Festival began in 1893...the festival now brings in an audience of 100,000 annually and has a budget of \$32 million; it's **economic impact on the area is over \$85,000,000**. The Festival is one of the key elements in the city's success in tourism and recreation."

Peter Karl Kresl, Danielle Ietri, Smaller Cities in a World of Competitiveness, 2016

Cedar City, Utah – Utah Shakespeare Festival

The most current figures show the Utah Shakespeare Festival had a total economic impact of \$40 million in 2014, with \$18.9 million contributed directly from festival operations, personnel, and patron spending. The indirect economic effect totaled \$20.6 million with a 2.1 multiplier of \$1.10 spent elsewhere in the local economy. The festival generated \$12.1 million in non-resident spending, in addition to ticket prices. The festival generated more than \$200,000 annually in transient room taxes and created 32 full-time jobs and an additional 350 seasonal positions, totaling more than \$4.7 million in salaries and benefits.

<https://www.utahbusiness.com/worlds-stage-economic-impact-performing-arts-southern-utah/>

Stratford, Ontario – Stratford Shakespeare Festival

"From the first, the Stratford Festival was conceived as an economic development project. As such, it has been a giant success: when the festival recently asked the Conference Board of Canada to measure its impact, the board calculated that the organization generates 6,000 jobs, \$170-million worth of tourism, \$346 million in overall economic activity, and \$64 million in taxes." *Numbers as of 2001

<https://www.theglobeandmail.com/report-on-business/rob-magazine/stage-struck/article18424617/>

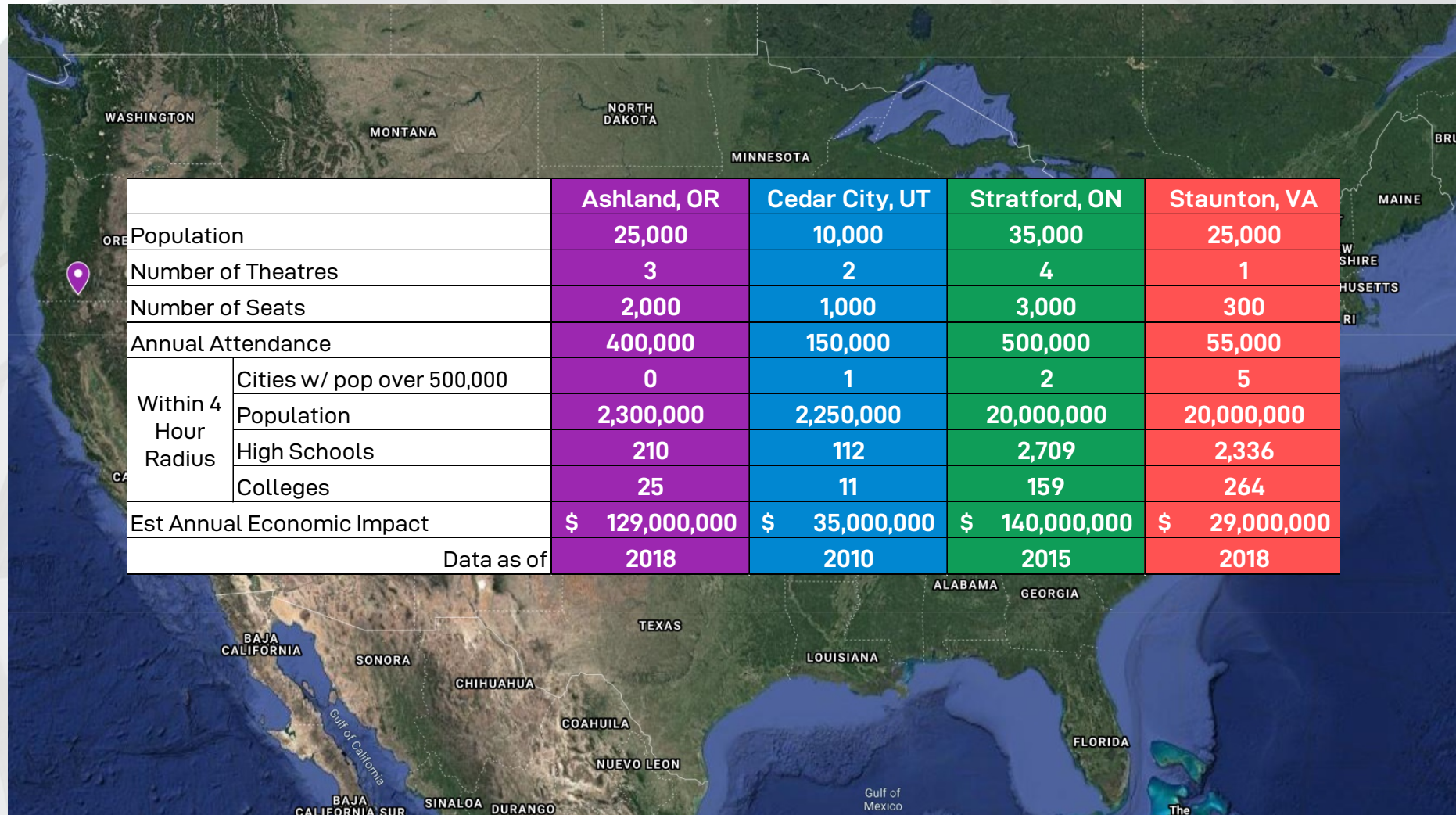
Staunton, VA – American Shakespeare Center

"The jewel in the downtown crown is the American Shakespeare Center, which opened in 2001. Its 300-seat Blackfriars Playhouse is the world's only re-creation of William Shakespeare's original indoor theatre and features professional actors performing plays by Shakespeare and his contemporaries 52 weeks a year. "What interested us was its uniqueness," says Hamilton. "One of the things we worked hard on was not to copy or emulate communities. The ASC was a unique opportunity, and our city was willing to invest in it. And it has paid some very handsome dividends. It's brought people from all over the world to Staunton who would otherwise not have come." – Bill Hamilton, Director, Staunton Economic Development Authority

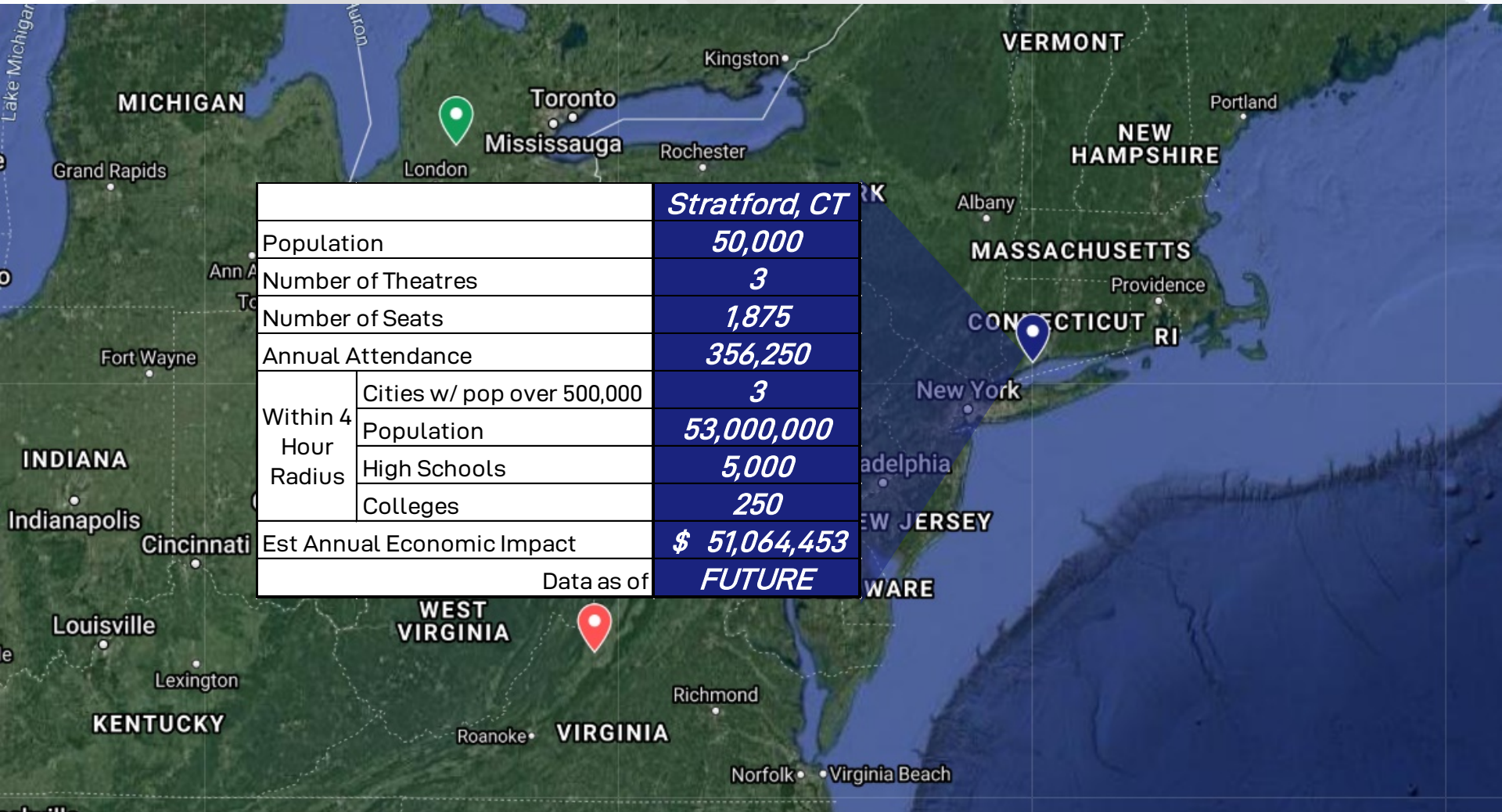
<http://www.virginialiving.com/culture/shining-city-on-a-hill/>



The “Big Four” Shakespeare Destinations



The Opportunity in Stratford, CT



The Opportunity in Stratford, CT

		Ashland, OR	Cedar City, UT	Stratford, ON	Staunton, VA	Stratford, CT
Population		25,000	10,000	35,000	25,000	50,000
Number of Theatres		3	2	4	1	3
Number of Seats		2,000	1,000	3,000	300	1,875
Annual Attendance		400,000	150,000	500,000	55,000	356,250
Within 4 Hour Radius	Cities w/ pop over 500,000	0	1	2	5	3
	Population	2,300,000	2,250,000	20,000,000	20,000,000	53,000,000
	High Schools	210	112	2,709	2,336	5,000
	Colleges	25	11	159	264	250
Est Annual Economic Impact		\$ 129,000,000	\$ 35,000,000	\$ 140,000,000	\$ 29,000,000	\$ 51,064,453
Data as of		2018	2010	2015	2018	FUTURE



Why Invest in the Arts and in Shakespeare?

- Research shows that cultural and heritage tourists:
 - Spend more than other travelers (\$623 vs. \$457)
 - Are more likely to spend \$1,000 (19% vs. 12%)
 - Are more likely to stay in a hotel, motel, or B&B (62% vs. 55%)
 - Take longer trips (5.2 nights vs. 3.4 nights)
- Sheryl Wagner, Director of Tourism for the City of Staunton
 - "When communities invest in the arts, as Staunton has done, they are supporting jobs, generating government revenue, and promoting a healthy tourism economy. Arts and cultural organizations are valued members of the business community. **In 2000 before the Blackfriars Playhouse opened, the Economic Impact of Tourism in Staunton was \$27 million. In 2017, the Economic Impact of Tourism was \$56 million. That's over a 100% increase in 17 years.** You can always tell when a community's tourism industry is strong because you start to see more restaurants, shops, breweries, wine bars, and hotels. We have 3 new hotels opening in 2018 accounting for 237 more rooms in Staunton's hotel inventory. This is what the arts have built in our community."



Why Will People Come?



Shakespeare's Shakespeare: Engaging, Exciting, Entertaining

- The American Globe Center will present truly modern entertainment derived from classic work – a shared, alive, experience.
- The AGC will present highly engaging, thrilling, and accessible Shakespeare – even for the haters. (Check out our money back guarantee.*)
- AGC embraces the mission to approximate Shakespeare's staging conditions, giving playgoers a true Elizabethan experience in which the audience is a part of the world of the play.
- Here's why an AGC Globe production feels more connected and modern than any Shakespeare you have seen:
 - the audience and actors share the same light – the actors are watching the audience watch them, and they will interact with the crowd, which surrounds the activity on stage,
 - actors will play multiple roles, sing and play live music before and during the show.

**Any patron who attends two shows at the Globe, does not enjoy their experience, and fills out a short survey will receive a refund.*



A Building Unlike Any in the World

- Our re-creation of the 1614 Globe will be built with historically accurate Elizabethan/Jacobean building methods and materials wherever possible (with modern safety elements incorporated).
- Peter McCurdy, consultant and craftsman on the Wanamaker London Globe, will be consulting on our project
 - McCurdy & Co invested 10 years in rigorous historical research to reconstruct the Globe – knowledge which will transfer to Stratford.



**Photos of Shakespeare's Globe in London, England*



Something for Everyone - The Stratford Playhouse

- The four Shakespeare Festivals we have discussed run a rotating repertoire of classical plays AND new plays, musicals, comedies, etc., within multiple theatres.
- Work in the Stratford Playhouse can be presented as in a standard Broadway theatre, with proscenium staging, in the round, thrust, etc.
- At the Playhouse, we can present everything from recent Broadway hits to classic treasures from contemporary playwrights.
- The Playhouse will also be available to bring in touring shows, concert acts, dance, comedians and much more.
- Additionally, the Playhouse building will house a full black box theatre, a visual arts gallery, classroom spaces, and rehearsal studios, which will be available for rental/community use.



How Will We Improve Education?



Educational Treasure Trove

- Shakespeare is taught at every high school and college – creating a built-in audience from day one for the Globe:
 - 250 colleges and universities within four hours of Stratford
 - 2927 public high schools within an hour
 - 1169 private schools within an hour
- Schools are hungry for quality classical & modern theatre:
 - A study carried out by Dr Natasha Kirkham, a senior lecturer in psychology and researcher at the Centre for Brain and Cognitive Development at Birkbeck University London focused research on the effects of live theatre performance on children.
 - She uncovered three key benefits, which children as young as three years old can experience:

Improves social tolerance

- Experiencing live theatre over watching similar content via a screen, such as a film, can achieve a much deeper understanding and absorption of the content leading to higher levels of social tolerance and a greater ability to question.

Improves academic performance

- Engagement with performing arts positively impacts academic performance and can boost academic performance of the average child by four percent when drama is part of the curriculum.

Promotes positive social change

- Theatre holds immense value for children's developing minds. It is a powerful tool for facilitating children and teenagers' self-efficacy to promote positive social change as well as an improved ability to broach complex and difficult issues and subjects.

https://www.schooltravelorganiser.com/news-and-ideas/study-shows-that-access-to-theatre-and-drama-can-boost-childrens-academic-performance/8110.article?fbclid=IwAR1f4IMwoW9jzYiCvOgGwPIrJjSgpljSbAoBs4hM_GiZEcpjPboQvTviKwc

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Touring Operations and Educational Outreach

- In addition to the performances available at the American Globe Center, we will develop additional touring operations across New England and the Mid-Atlantic to provide performances and workshops. This is a traveling commercial and development tool for the AGC.
- By partnering with a local university (such as Sacred Heart) the AGC will be able to offer graduate programs specialized to Shakespeare performance & direction, Elizabethan/Jacobean architecture, and more.
- As an architectural gem and destination building, we will also offer regularly scheduled tours of the facility, which can operate year- round and generate additional revenue.
- To offset reduction in arts spending at CT schools, the AGC will send our actor/educators into local schools to provide programming.



Vision for the Site



Possibilities



Possibilities



Possibilities



Possibilities



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Additional Properties to Acquire



A Destination Venue for More than the Arts

- Both the Globe and the Lobby/Reception area of the Performing Arts Center will be available for venue rental during off hours for events (weddings, holiday parties, etc.).
- Special care will be taken in the design to incorporate views, décor, facilities, etc. to accommodate this additional revenue stream for the campus.
- The outdoor areas of the campus will be artfully designed to create beautiful park-like surroundings, with gardens, river views, and more.



Inspiring Stratford and Meeting Town Needs



Addressing the Shakespeare Task Force Findings

- The proposed Globe complex will function as a theatre, multipurpose facility, and park setting, allowing for outdoor festivals and events – satisfying 63% of those surveyed via community workshop, and 70% of those surveyed online.
 - Architects, designers, and builders will collaborate to integrate the new buildings into the landscape and riverfront.
- Under the Quitclaim Deed, the new campus will also meet the needs of the top three categories polled:

Workshop	Survey
<ul style="list-style-type: none">• Open Space/Parks/Recreation– (17%)• Theatre/Black Box/Venue for Plays/Production - (17%)• Multi-Purpose Space for Arts/Entertainment – (15%)	<ul style="list-style-type: none">• Events, Festivals, Concert Space – 52 Responses (26%)• Theatre/Black Box/Venue for Plays/Productions – 47 Responses (23%)• Open Space/Parks/Recreation – 40 Responses (20%)

- The American Globe Center will be run by a 501(c)3, not-for-profit, organization of established theatre professionals, open to town feedback and facility use as appropriate in land lease.
- Financing will be driven by private investors, educational grants, and other non-profit fundraising – this is in keeping with the citizens' desires across all surveys.
- Accessibility to greenway, waterfront, etc. will be included in all planning.
- In the “Long Term Use” survey, 47% of the community workshops and 57% of online surveys would like a multi-use facility and theatre, including a black box – the campus will incorporate all of these.



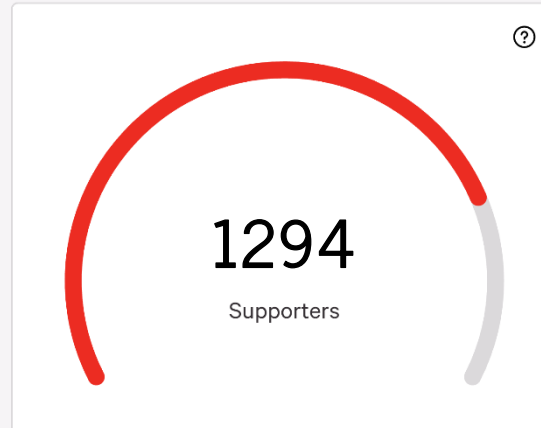
Preliminary Town Support

STRATFORD NEEDS THIS!!! What an incredible idea and plan, Tom Evans! Thank You!!! We need to make this happen!

- Jacqueline M.

Build a Re-Creation of the 1614 Globe Theatre in Stratford, CT

Menu View petition



What a wonderful idea. A multi cultural arts center like this would bring a much-needed vibrancy to Stratford, not to mention revenue.Build it, and they will come!

- Orna J

I think a privately funded project that adheres to the grant restrictions like this could actually Make a huge difference.

- Dan H

...the breadth of possibilities for how this could benefit all of the students of Stratford and arts education in Stratford's school system are thrilling.

- Megan M

This is absolutely what Stratford needs to boost our local economy, our presence and stature, and bring more vital arts into the community.

- Laura M

I can't wait to visit this historically accurate site and watch some Shakespeare! And what a boon to Stratford and CT, a win/win for all!

- Patricia B

Arts in a community has long been proven to be a true benefit to the area and its people as a whole.

- Joe S

The time to benefit from the successful brand inherent in the name of our town is overdue. Bring the Bard home and watch him work his economic magic. I love this plan!

- Rosemary M












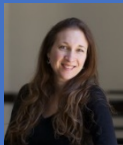


American Globe Center Leadership

					
Jim Warren	Tom Evans	Sib Law	Josh Tillotson	Elizabeth Saint	Joe Saint
Artistic Director Founder, American Shakespeare Center	Executive Director Career Actor, Director, Producer, Marketer	Managing Director Planner, Co-founder Festival Stratford	Technical Director TD for Tony Award Winning Theatre	General Manager Career PR Professional, (literary, politics)	Lighting Design and Director President, IMCD Lighting

AGC Project Consultants

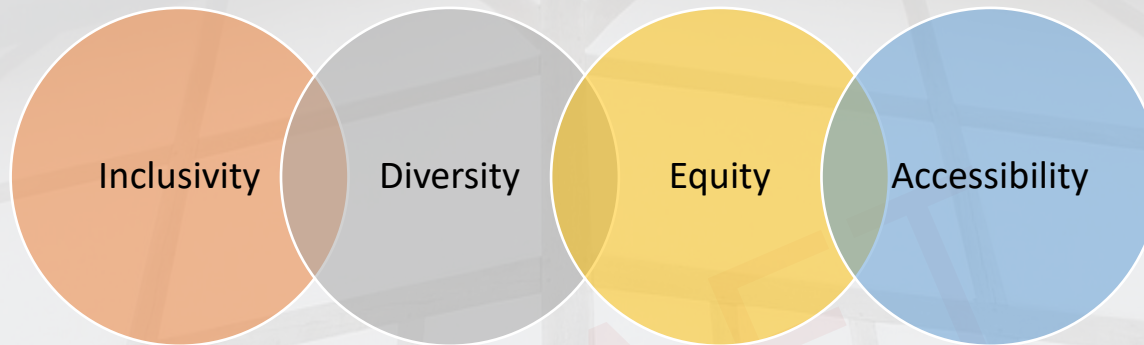
					
Ron Smith	Peter McCurdy	Ellen Lieberman	David Chess	Bruce Hirsch	
Development Consultant CEO Curtis Stout	Design & Construction Builder, London Globe	Artistic Consultant Co-Founder, CT Free Shakespeare	Community Advisor Founder, Stratford Forward	Project Consultant Career Theatre Professional and Educator	

IDEA (Inclusivity, Diversity, Equity, Accessibility) Artist Advisory Group

					
Ian Moses Eaton	Liliane Klein	Alejandro Lopez	Matt Golden	Maryellen Molfetta	Mark Friedlander
					
Uma Incrocci	Syndee Winters	Javier Colon	Megan McCool	Craig Anthony Bannister	Channie Waites



Bringing IDEA to the AGC Idea



- Humanity is not just white. Theatre, and those who get to make it, should not be just white, or even mostly white. The more diverse our theatre makers are (in every corner of our employee and Board operations, including the actors on our stages), the better shot we have at creating art that explores all facets of humanity. The more diverse our theatre makers are, the better shot we have at reaching the most diverse audiences possible because a wider audience can see themselves in the plays. The more diverse our audiences are, the broader our reach. And a wider reach grows our audiences and generates more money. Doing what's right can and should be great business. And doing what's right can also change the world.

-Jim Warren "YOU SAY YOU WANT A REVOLUTION..." - Rebuilding the Theatre Industry from the Ground Up After Covid-19



Leading On to Fortune



The Beginning...

*"There is a tide in the affairs of men.
Which, taken at the flood, leads on to fortune"*

- This is our moment, to not only create an American home for Shakespeare, but to reinvigorate Stratford and restore its historical place in the nation.
- Our fortune lies on the Stratford land which is destined to breathe again with theatre and joy and community – land which needs to heal from decades of disuse and its recent violent past.
- Partners and Contributors to this project will be leveraging history to make new history. Great art = great business – it was true for Shakespeare and will be true for Stratford.
- Our modeled projections will yield positive financial returns for the American Globe and extraordinary economic, cultural, and educational returns for the town, the state, and the nation.



Join the Kickoff Coalition

- <https://www.change.org/BuildTheGlobeInStratford>



- <http://gofundme.com/f/1614-Globe-Stratford-CT>

