



# REEL TO REAL:

## CAMPAIGN TO SAVE A JEWEL OF LOCAL HERITAGE

*Providing a Hiway for the Future & making Hiway memories for generations to come*



### INTRODUCTION

In the early 1900's, going to the movies was one of the country's most popular leisure activities. Yet, today, almost 100 years after the early boom of the film industry, the National Trust for Historic Preservation lists neighborhood theaters as the most endangered buildings in America. Among these threatened treasures is Jenkintown's Hiway Theatre. The Hiway is one of only a handful of silent-era theatres that has escaped the wrecking-ball. The Hiway has survived in large part due to the efforts of local citizens, who banded together in 2003 as the nonprofit organization, Hiway Theatre, Inc. and bought the property. The theater operates 365 days a year serving the community, with the new releases, a children's matinee series and monthly film discussion program. The Board of Directors, made up of 12 dedicated community members, is committed to restoring the Theatre as a thriving educational and entertainment venue for people of all ages, serving as an economic magnet for the area and making the Hiway a cultural destination with historical integrity. To ensure that future generations can experience the magic of this historic landmark, Hiway Theatre, Inc. is determined to keep the Hiway operating and fiscally sound while, at the same time, rebuilding its infrastructure, repairing damage and returning it to all its original glory.

### What We Must Do

#### The Theatre

Despite scattered improvements and numerous owners, The Hiway still captures the feeling of neighborhood movie houses of the early 20<sup>th</sup> century. The Hiway's large auditorium with over 400 seats is unique in a time when most historic theaters have been demolished or divided into two or more smaller theaters. This large screening room provides the audience with an exciting cinematic experience, which after careful consideration and input from Hiway patrons, will remain as one and retain its original character. It is apparent however, that the Hiway is in need of a major, carefully orchestrated renovation. Time and heavy use have led to significant deterioration of the interior space. The floor and seats must be replaced; lighting improved; sound system and projection upgraded, a first floor restroom added and the facility made ADA compliant. These improvements will be made while preserving the unique Art Moderne design of the Hiway.

#### Operating Resources, Service Enhancements, and Expansion Fund

In addition to the renovation of the theatre, three other areas of funding critical to the long term success of the Hiway are: Covering operating shortfalls during construction, Staff and service enhancements for patrons and members and Raising seed money to add additional screening room (s).

## The Campaign Costs

Capital Project Cost:	Renovation of Screening Room/New Seats	\$ 683,000
	Renovation of Lobby & Adding ADA Restroom	402,000
	Exterior: Vertical Sign, Façade, Marquee	266,000
	Projection, Sound, Ticketing, Mechanical and Electrical	<u>299,000</u>
	<b>Total Capital Project Cost</b>	<b>\$1,650,000</b>
Other Critical Needs:	Operating Shortfalls Through Construction	\$ 150,000
	Five Year Staff and Service Enhancement Program	200,000
	Expansion Program Development Fund	<u>100,000</u>
	<b>Total Cost of Other Critical Needs</b>	<b>\$ 450,000</b>
	<b>CAMPAIGN GOAL</b>	<b>\$2,100,000</b>

## Campaign Progress to Date

Over the past two years, Hiway Theatre, Inc. has acquired several public grants for the rehabilitation of the theatre. To date, six separate grants with a combined value of more than \$1,450,000 have been awarded to The Hiway. Additional private donations have brought our total to over \$1,800,000. We just need to raise the final \$250,000 to complete a successful capital campaign! The Campaign results to date are:

County, Federal, State & Local Grants	\$ 666,000
Private Grants	36,000
Individual Contributions	383,000
PA State RACP Grant (pending match)	<u>805,000</u>
<b>TOTAL FUNDS RAISED</b>	<b>\$1,890,000</b>
<b>CAMPAIGN GOAL</b>	<b>\$2,100,000</b>
<b>PERCENT COMPLETE</b>	<b>90%</b>

## Making it Happen

The Hiway has retained Farewell, Mills and Gatsch Architects to design the theater improvements. Construction on the theatre by E Allen Reeves began in August 2006 and is expected to take approximately 5 months to complete. The benefits of a successful Hiway Theatre are major and encompassing. A significant piece of history is being preserved, new and enhanced programming and educational opportunities will be available for children, youth and seniors and an important driving force for the economic vitality of this business district will emerge. As a newly restored period theatre with state of the art conveniences, comfort and sound, The Hiway Theatre will once again serve as a cultural and educational destination treasured by the entire area.

It is a critical time for the Hiway. Our public officials have recognized the value of this project from the outset and have delivered almost two-thirds of the funds required for the project. Each of our awarded grants has a pressing timeline and to capture 100% of the funds, we must move quickly to fund the balance of the Campaign. To meet these ambitious goals and save this American treasure, Hiway Theatre, Inc. needs YOUR help.

*Logo designed by Susan Strohm*



*Hiway Theatre, Inc. is a nonprofit 501 © (3) tax-exempt organization. The official registration and financial information of The Hiway Theatre, Inc. may be obtained from the Pennsylvania Department of State by calling 1-800-732-0999. Registration does not imply endorsement.*

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