



Downtown Augusta's Home for the Performing Arts



Preston Moss
Save the Imperial Theatre
Campaign Chair

Dear Friend,

Augusta's historic Imperial Theatre, which serves as a home to the Augusta Players, the Augusta Ballet, the Morris Museum's Budweiser True Music Southern Soul and Song series, DanceAugusta and Storyland Theatre, is approaching it's 100th anniversary in 2017-2018! Before the celebrations begin, we invite the community of Augusta, to join us in repairing and restoring this grand old lady of Broad St. back to its original glory. To achieve this, the Board of Directors of the Imperial Community Theatre, Inc. is prepared to execute a three-tiered plan to prepare the theatre for the coming anniversary as well as preserve a beautiful landmark where memories will continue to be made for future generations.

Our plans are as follows

Phase One: The Exterior Fundraising goal: \$250,000.00

Raised to date: \$20,000.00 SPLOST component:
\$1,000,000.00 (contingent upon the Imperial raising \$250,000.00 "match")

- Restoration to the exterior of the building including re-pointing the brick veneer and sealing the roof in order to prevent further deterioration due to moisture damage, which may compromise the foundation and the interior.
- Updating the old HVAC systems which are inefficient and costly to operate and updating the building's aging electrical system
- Replace the old fire escapes and obsolete fire curtain over the stage.

Phase Two: The Interior Fundraising goal: \$1,000,000.00

- Restoration of the interior plaster walls which are flaking and the low-relief architectural details, one of its distinguishing characteristics are eroding.

- Continuing the replacement of seats in the Mezzanine and the balcony, providing our patrons comfort and leg room.
- Install an elevator for access from the basement level to the 1st floor and 2nd floors creating access to additional restrooms, expanded meeting and rehearsal space.
- Restoration and expansion of the restrooms, making them ADA compliant.

Phase Three: The Finishing Touches Fundraising goal: \$1,000,000.00

- Remodel the currently unfinished, second-floor "Western Union" space to include rehearsal, meeting and banquet space.
- Renovating the dressing rooms area to increase capacity and comfort.
- Re-installation of the theatre's original 1925 "Mighty Wurlitzer: theatre organ.



We've selected an umbrella to serve as the symbol for the "Save the Imperial" Campaign because it represents protection from the elements and all the necessary upgrades and repairs that are needed to ensure that one of Augusta's premier theatrical venues survives for future generations to enjoy.

You can help to make the difference by filling out the enclosed "Save the Imperial Theatre" pledge card. The size of your donation is less important than the fact of your donation. **Whatever you can do is greatly appreciated—and most importantly, needed now to save one of Augusta's undisputed treasures.**

Thank you for continuing to *Believe in the Imperial!*

Sincerely,

Preston Moss
Chairman
"Save the Imperial" Capital Campaign