

SOCSA CAPITAL CAMPAIGN FACT SHEET

I) GOAL: SOCSA FOUNDATION TO RAISE \$5 MILLION.

- (1) To assist CUSD/DHHS to fully fund the approved DHHS Performing Arts Center (DHHSPAC). Estimated total cost for DHHSPAC:
 - a. \$15 million (including \$2 million for relocation fees).
- (2) SOCSA Foundation to raise \$5 million, CUSD to provide \$10 million for a total of \$15 million. SOCSA Capital Campaign to be done in 3 phases:
 - a. Funding Amount for Phase 1 - \$2 million: August 2009
 - b. Funding Amount for Phase 2 - \$2 million: Oct 2010
 - c. Funding Amount for Phase 3 - \$1 million: June 2011

II) PLANNING: Special CUSD/SOCSA PLANNING COMMITTEE

- (1) Start site planning May 2008, site selection by Aug 2008

<u>PHASE/DESCRIPTION</u>	<u>DAYS:</u>	<u>START DATE:</u>	<u>COMPLETION DATE:</u>
1.0 Schematic Design	60	August 2, 2008	October 1, 2008
1.1 Board Presentation	1	October 1, 2008	October 2, 2008
1.2 Geo-technical Investigation		July 19, 2008	September 17, 2008
2.0 Design Development	60	October 1, 2008	November 30, 2008
2.1 Board Presentation	1	October 2, 2008	October 3, 2008
3.0 Construction Drawings	120	October 3, 2008	January 31, 2009
3.1 DSA review	180	January 31, 2009	July 30, 2009
3.2 DSA comments/ Back check and Approval	30	July 30, 2009	August 29, 2009

- (2) Break Ground Date: TBD

- (3) Location: TBD (3 sites on DHHS Campus under consideration)

III) FEATURES:

- (1) 500 Seats
- (2) 22,970 square feet
- (3) State of the art Career Track Educational facility
 - a. CTE section, ARTS, MEDIA & ENTERTAINMENT
- (4) On DHHS Campus, where tennis courts are today.
 - a. Tennis courts will be relocated. Final approval for location pending.
- (5) Environmental architecture and building (CHIPS "green" standard).
 - a. Solar powered
 - b. Use of green rated building products
- (6) Proposed drawings and photos
 - a. These will be provided in August 2008

SOCSA: South Orange County School of the Arts Academy and Foundation
Website: www.SOCSArts.org ~ **Ph:** 949.240.1994 ~ **eMail:** office@SOCSArts.org

PO Box 3174, Dana Point, CA 92629-8174

SOCSA is a 501(c)(3) non-profit organization, Federal ID No. 33-0810174

IV) BENEFITS:

- (1) 400+ DHHS SOCSA Students will have the best Arts Educational facility possible.
Facility will match SOCSA program's level of professional arts education.
- (2) South County will have access to use the facility.
- (3) Will modernize DHHS campus.
- (4) Replaces 35 year old DHHS Porthole theater (originally a lecture hall)

V) FUNDING: TOTAL AMOUNT FOR FULL FUNDING: \$15 MILLION

CUSD (66.67%) & SOCSA Foundation Capital Campaign (33.33%)

(1) \$10 million by CUSD from these sources:

- a. \$3 million CTE match grant to CUSD for DHHSPAC
- b. \$3 million CTE loan to CUSD for DHHSPAC
- c. \$2 million Fund 23, Measure A
- d. \$3 million Fund 25, Developer fees

(2) \$5 million by SOCSA Foundation from Capital Campaign:

- a. Funding Amount for Phase 1 - \$2 million: August 2009
- b. Funding Amount for Phase 2 - \$2 million: Oct 2010
- c. Funding Amount for Phase 3 - \$1 million: June 2011

(3) SOCSA Foundation Capital Campaign funding sources:

- a. Need large donor.
- b. Donation benefits/packages:
 - i. \$100k - \$5million donations: Possible naming rights for large donors (*waiting district approval for naming rights*).
 1. \$2 million or more gets possible Building naming rights for life.
 - a. Other benefits to be provided, such as tickets for life and ads in all programs, etc.
 2. DHHSPAC rooms for naming rights.
 - a. Need at least 10 rooms to name at \$100k or more each
 - ii. \$10k - \$100k donations:
 1. Permanent artwork sponsorship
 2. Department sponsorship
 - iii. \$500 - \$10k donations:
 1. Naming rights for 500 seats
 - a. \$1k each seat, can sell up to 2 names per seat @ \$500
 2. Gem sponsorship names on plaques.
 3. SOCSA Star Walk – Sell SOCSA Star... get various groups to sponsor each star that would appear on sidewalk
- c. Benefit Concerts
 - i. Possible Hollywood support for benefit fundraisers
- d. Other Grants
 - i. Theatre construction Grants
 - ii. Arts Education grants
 - iii. Work with OCBE and CDE for other educational construction grant
- e. OTHER FUND RAISING IDEAS: TBD

VI) SOCSA Foundation Capital Campaign Contacts:

- 1) SOCSA Capital Campaign Chair: Martha Shimano, 949.632.8662
 - a. Martha is also SOCSA Foundation VP Corporate 2008/09
- 2) SOCSA Foundation President: Alan Wickstrom, 949.842.0594

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